

Dataiku meets AI adopters at every stage of their journey with Sales Navigator



ABOUT DATAIKU

Dataiku is The Universal AI Platform™, giving organizations control over their AI talent, processes, and technologies to unleash the creation of analytics, models, and agents. Founded in 2013 | 1,100 employees | Headquarters in New York City with operations in seven countries and four continents | used by more than 700 enterprises worldwide



“In change management, the ‘Why’ matters, and when it comes to Sales Navigator, that ‘Why’ is really simple: it’s the best-in-class enabler for intentional, high-quality pipeline generation, warm introductions and developing quality business relationships.”

Ahmad Amed Nayeb

Global VP Business Development, Dataiku

Challenge

- Continue to extend Dataiku’s position as the most trusted platform to create, connect, and control Agentic AI across enterprises worldwide.
- Cut through the noise and scepticism around AI to establish credibility, trust, and the unique value proposition of Dataiku as The Universal AI Platform, enabling ROAI (Return on AI) for hundreds of the world’s largest businesses.
- Generate a pipeline of relevant opportunities fitting Dataiku’s Ideal Customer Profile (ICP).
- Scale intelligent outreach across regions and industries, with an approach tailored to AI maturity levels.

Solution

- Sales workshops to elevate the organization’s use of Sales Navigator and maximize pipeline generation.
- Leverage Sales Navigator’s integration with Salesforce to enrich CRM with real-time data, automatically.
- Make Sales Navigator data the foundation for coaching teams, driving collaboration, and ensuring best practice.
- Extend Sales Navigator licenses from Business Development Reps to Account Executives and Customer Service teams.

Results

- **97%** activation rate for Sales Navigator licenses
- **64%** of closed-won deals influenced by Sales Navigator
- Sales Navigator has influenced **97%** of Dataiku revenue in the last 12 months
- Dataiku Sales Navigator users make **2.6x** more connections and save **4.3x** more leads than other technology companies of similar size
- Dataiku now saves an average of **14** leads per account



From good to great: leveraging Sales Navigator's potential for deeper account understanding

For any enterprise, the path from AI ambition to measurable outcomes is a journey. Dataiku's strategy begins with understanding exactly where each business is along that path.

"With our Go-to-Market strategy for Dataiku, it's critical to understand where a prospective customer is in terms of AI maturity, before we reach out," explains Dataiku's Global VP Business Development, Ahmad Amed Nayeb. "That way, we can come up with the right solution. For our account teams, it's not just about finding the right people, but deeply understanding their company, their competitive space, and where they are in their journey."

When he joined Dataiku in 2021, Ahmad was

already a firm believer in Sales Navigator as the foundation of sales success, having used it throughout his career. With exploding competition in the AI space, he knew that maximizing the value of the platform for Dataiku's wider sales organization was the key to standing out and demonstrating real value to prospects.

"Using Sales Navigator is a non-negotiable for me," he says. "If I had to pick one piece of software that I could use for the rest of my life as a salesperson, that would be the one. When I started at Dataiku, I was very happy to see the organization using Sales Navigator, but there is a real difference between good usage and great usage. We have a fantastic account

team at LinkedIn, and when I reached out to them, they were able to help us understand how we were really using the tool, and more importantly, how we could use it even better.”

Ahmad launched a series of workshops to help embed Sales Navigator more deeply into Dataiku’s sales approach and leverage the full value of its core features and new innovations for pipeline generation.

“It’s not just about finding someone with a

particular job title. It’s about finding Ideal Customer Profiles (ICPs) across geographies and industries,” he says. “Using Advanced Search helps us to reach out with confidence that we can actually help someone, and adding in Account IQ helps us to make sure each interaction is as relevant and impactful as possible. LinkedIn is a highly innovative company, and there’s real value in having a plan for how you’ll use upcoming features as well as existing ones.”

Hybrid selling secures more of the meetings that matter

The metrics that Ahmad and his team have available on Sales Navigator usage show how adoption has accelerated across Dataiku’s global sales organization. Sales Navigator users in the company now save 4.3x more leads than those at similar-sized technology businesses, with an average 14 leads per account, which is having a major impact on pipeline and deal size. In fact, in the last 12 months, 97% of revenue for Dataiku was influenced by Sales Navigator.

Metrics do more than just track revenue impact, however. Ahmad has made them a key element in Dataiku’s approach to sales team management and coaching, and this has helped to build a cohesive culture across the organization.

“Sales Navigator data helps us to look at the balance in each salesperson’s approach,” Ahmad explains. “We can peel the onion a bit to check that they are engaging with the right prospects in terms of readiness and maturity. We don’t just look at how many InMails people send, but what their acceptance rate is. We can look at the balance they have between contacting people and conducting research. These things all help us to better coach our people, to ultimately drive better outcomes for the people we contact as they progress from prospect to customer.”

Sales Navigator’s integration with Dataiku’s Salesforce CRM ensures that global sales teams can collaborate around a shared source of real-time data, and this delivers further benefits in terms of routes into accounts.

“The ability to collaborate and stay up-to-date is extremely valuable,” says Ahmad. “The alerts that you get when people move and the ability to create real-time org charts are part of that. It surfaces warm outreach opportunities you might otherwise miss”

The multiplier effect that Dataiku has gained from deploying Sales Navigator across all of its business development roles led Ahmad to take a crucial additional step: extending licenses to account management and customer service teams as well.

“Our business development representatives and account executives love Sales Navigator, and they’re using it throughout the sales cycle,” Ahmad explains. “It’s played a big role in helping to multi-thread accounts, which has been helping to increase deal size. Even our customer service teams wanted in, once they saw how effectively their colleagues were using it. I would say that extending our Sales Navigator usage has been one of the best things that we’ve done.”