

# Nitro discovers the power of data confidence with LinkedIn Sales Insights



The document productivity business found that LinkedIn Sales Insights didn't just solve its persistent data quality issues, it transformed the strategic contribution of Revenue Operations, revealed a new perspective on market penetration, and enabled a new approach to planning and recruitment.



## Challenge

Nitro invested in LinkedIn Sales Insights to solve persistent data quality issues that resulted from a CRM infused with multiple low quality or incomplete data sources over time.



## Solution

LinkedIn Sales Insights quickly solved the problems by enriching the most valuable accounts in their CRM.



## Results

- Just three months after adoption, LinkedIn Sales Insights has transformed Nitro's approach to territories and account prioritization, preventing the need for continuous firefighting and creating room for strategic discussion with sales leaders.
- LinkedIn Sales Insights' view of the number of knowledge workers at accounts enables Nitro to calculate its Total Addressable Market and identify whitespace opportunities in a more meaningful way.

## Overall Impact

- Greater insight on propensity to buy is changing the way that Nitro thinks about product adoption and penetration, right-sizing sales territories and enabling a more informed approach to headcount planning.
- This is enabling the business to drive a new strategy focused on enterprise adoption, while transforming effectiveness for its top accounts programme.



“This is the only data source I can think of that gives a live, dynamic view of the market to paint a true picture of account whitespace and our penetration within it. LinkedIn Sales Insights has changed the way that we think about our total addressable market and about headcount capacity modelling. I believe Sales Insights will play a pivotal role in transforming Revenue Operations’ relationship with Sales and Finance.”

**Shantanu Shekhar**  
Senior Director Revenue Operations, Nitro

## About Nitro

Nitro is a global document productivity software company accelerating digital transformation in a world that demands the ability to work from anywhere, anytime, on any device. Nitro enables organizations to drive better business outcomes through 100% digital document processes and fast, efficient workflows. The Nitro Productivity Platform offers comprehensive business solutions, including powerful PDF productivity, unlimited eSigning and industry-leading analytics, all supported by a superior customer success team. Nitro has over 2.8 million licensed users and 13,000+ Business Customers in 155 countries, including over 68% of the Fortune 500 and three of the Fortune 10. Nitro is headquartered in San Francisco with hubs in Toronto, Dublin, London, and Melbourne.