>

Solutions.AI for B2B Growth

Unlock new revenue opportunities with AI-powered customer insights.

Pre-built for multiple industries including:

- Software & Platforms
- High Tech
- Communications
- Banking
- Insurance
- Health

> "Accenture is helping us transform our B2B seller acquisition activities in India, Malaysia and Thailand with their AI-driven revenue growth solution."
>
> **Francis Fang**
> Country Channel/Regional Manager for Malaysia and Thailand
> Alibaba.com

Real client results

72%
increase in revenue

4x
higher conversion rate on digital channels

40%+
increase in campaign engagement

Architecting B2B strategies and AI-powered solutions to change how businesses grow

As B2B companies do more and more business online, they'll need to develop new ways to know and nurture their customers. That requires sorting through large volumes of data and prioritizing and targeting high-value leads quickly and efficiently. Solutions.AI for B2B Growth delivers AI-powered customer insights that unlock new revenue opportunities across the customer life cycle. Designed to work with any infrastructure, the solution is pre-built to solve for a variety of common use cases and can be customized to capture new, changing or client-specific opportunities.

Solution features

Delivering AI-powered B2B growth for speed, flexibility and innovation

Expertly managed by 6000+ global practitioners

Built-in B2B Data Universe: Generate insights from over 600 third party data sets globally and 25M SMB data sets in North America.

AI Sensor Catalog: Extract unique signals and intents using 50+ AI-enabled web sensors from "digital breadcrumbs."

Proprietary Machine Learning Models: Predict sales conversions and optimize next best actions using pre-built and customized machine learning algorithms.

Industry-Tailored Knowledge Graphs: Capture collective human knowledge and intelligence into an industry relevant knowledge base for continuous learning and refining.

Automated Machine Intelligence Connectors: Integrate market-ready products into a variety of systems and platforms which in turn guide and automate operational workflows.

The B2B Growth solution helps clients augment their understanding of potential sales prospects, using third-party data to model the propensity and value of leads.

3 ways AI-powered B2B growth delivers immediate value
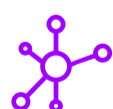
Integrated view of the customer
Responsibly build a 360-degree customer profile with first-/third-party data and data from automated web crawlers to understand client attributes and identify real-time opportunities for growth.

Prioritized list of highest-value leads
Improve decision making with AI-powered smart lists that help businesses prioritize their most valuable leads and optimize sales using granular insights from across multiple touchpoints.

Industry-specific insights and propositions
Identify and consistently refine insights specific to a business, product and industry with proprietary models and methodologies.

Let's talk

Louise Barrere
Managing Director,
Solutions.AI for B2B Growth Lead

Dr. Guanglei Xiong
Distinguished Scientist
for Innovation