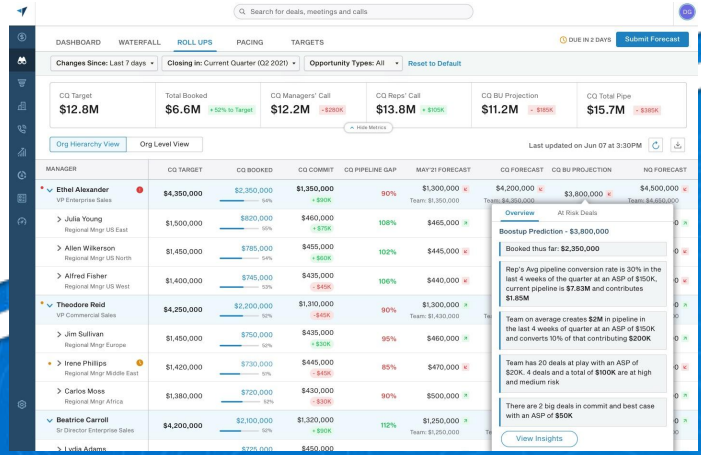




BOOSTUP PREDICTIVE AI

Predictive AI-based forecasting.



Accurate forecasts require unified data, advanced analysis, and continued learning. Our AI-driven insights and historical data offer real-time insight into missed opportunities, successes, and win rates, while automatically generating more accurate forecasts over time. BoostUp improves predictive accuracy, takes the guesswork out of forecasting, and gives you comfort knowing where you'll land each quarter.

HOW IT WORKS

BoostUp's AI is built to recognize and extract patterns in historical data, constantly learning and providing new insights that are unique to your organization. These signals come from activity data, conversations, both written and verbal, and rep behavior to predict various metrics that include total closed-won, total pipeline, and new pipeline.

BoostUp calculates:



Historical Pipeline Conversion Rate



Historical In-Quarter Pipeline Creation Rate



Historical Conversion Rate per Forecast Category



Historical Conversion Rate per Sales Stage

BoostUp looks at weighted average conversion rates for both current and new pipeline and from that predicts how much new pipeline will get created by rep and from that leverages historical conversion rates to predict total closed-won pipeline for each quarter. Since BoostUp is constantly learning, your forecast prediction is always getting refined, and the accuracy continues to improve.

BoostUp's AI-prediction looks at the overall health of the current pipeline, deals at risk, and computes the slip probability of each deal in various cohorts and deal-groupings determined by deal sizes, business types, and more.



I like the AI aspects that bring in all of the details to support stated deal qualification. It's handy and cuts down on the meetings and cycles needed to get a clearer picture of what is actually going on.



G2 Review

— Brian S, Global VP of Solution Consulting

For each opportunity cohort, BoostUp AI-prediction continually learns and provides insights on a number of factors.

Activity-based slip risk factors for each week in the quarter (sampling):



Average # of meetings to close a deal



Average # of buyer contacts involved



Average number of documents exchanged via email



Average # of two-way email communications



Number of mentions (absence/presence) on key topics in a deal life cycle



Number of mentions with negative sentiment



Engagement with senior titles



Rate and momentum of engagement



Number of competitive mentions

Rep behavior-based slip risk factors (sampling):



Number of days in each stage



Number of times a deal was pushed



No executive buyer identified (sales process gaps, i.e., Meddic)

For each deal, a slip risk score is calculated and then a risk-adjusted total is calculated for all deals. BoostUp then merges the two models - deal risk-adjusted total and historical based projection for each AE; using a proprietary algorithm to arrive at a highly accurate top-down and bottom-up projection. To learn more visit us at www.boostup.ai.