BoostUp
Connected Revenue Intelligence & Operations

Iterable transforms its forecasting process and increases accuracy by 25% with BoostUp.

ITERABLE

Industry
Cross-Channel Marketing Platform

Headquarters
San Francisco, CA

Employees
450

Sales Team
100

Results
- 25% increase forecast accuracy
- Streamlined sales forecast assembly and saved 20 hours a week
- Actionable insights for sales coaching and team meetings

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We are significantly more accurate in our forecast prediction than we were before BoostUp, to be precise more than 25% more accurate. That and we are not spending near the time and effort as we were before.

Dan Brayton
VP, Revenue Operations, Iterable

Iterable is a cross-channel platform that powers unified customer experiences and empowers marketers to create, optimize and measure every interaction throughout the customer journey.

Before BoostUp, Iterable's activity collection and forecasting processes used a G-Suite connector to export spreadsheets from Salesforce. The team then manually assembled those spreadsheets into a forecast. As a result, the management team spent an excessive amount of time examining opportunities and deals as they attempted to understand which were single- or multi-threaded and which would close that month.

This process was highly subjective and provided no visibility into current quarter pacing, next quarter pipeline, pipeline coverage, opportunity, and pipeline health.

CHALLENGES	BOOSTUP VALUE
Manual, time-intensive forecasting. Forecasts were done in spreadsheets, relied on seller-reported data, and only provided a snapshot, point-in-time view.	**Automated forecasting and data collection.** BoostUp automatically collects all sales interactions and provides a streamlined workflow for rapid and efficient forecast assembly.
Lack of insight. Manual assembly of data provided data siloes and a lack of visibility needed to forecast accurately.	**Deep deal insights.** BoostUp's AI risk scoring makes deal inspection easy. Sentiment and content into all activity allow for a complete understanding of deals, opportunities, and the entire pipeline for Iterable.
Lack of transparency. Difficult for every level of the organization to see the forecast and understand what was necessary to improve it.	**Forecast insights at every level.** From the CFO to the front-line managers and sellers, everyone can make use of BoostUp's analytics to understand everything that's happening in the sales process.
Inaccurate forecasts. Sales coaching and forecasting were done on gut feelings versus actionable sales data, which led to inconsistent, unreliable forecasts.	**Accurate, more reliable forecasts.** BoostUp has helped Iterable have more effective sales conversations and improved forecasting accuracy by 25%.

Results

With BoostUp, Iterable now has a real-time automatically assembled forecast. They get in-depth insights down to the individual interactions within each deal, as well as AI-generated risk scores. The result is a 25% more accurate forecast, a deep understanding of past, current, and future quarters, and a streamlined and efficient workflow.

Iterable has gained unrivaled insights into its forecast leveraging BoostUp. They get deal health, momentum, and risk analytics to forecast more accurately and better understand their pipeline. All while saving precious time each month as forecasts are automatically assembled.

> " BoostUp has given us greater visibility into not only our forecast but our deal health. Before BoostUp, we used spreadsheets and other systems, making this process very difficult and inaccurate. With BoostUp, we have a new level of clarity, and we're never going back! "
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> **Dan Brayton**
> **VP, Revenue Operations**

In BoostUp, Iterable can examine their pipeline at a macro level to understand exactly where they will land in a given point of time, or drill down and see which deals (and the contacts within them) are influencing their forecast.

Thanks to BoostUp's automated sales activity collection and deep insights, Iterable was able to increase its forecast accuracy by 25% while improving sales performance through more effective sales coaching sessions.
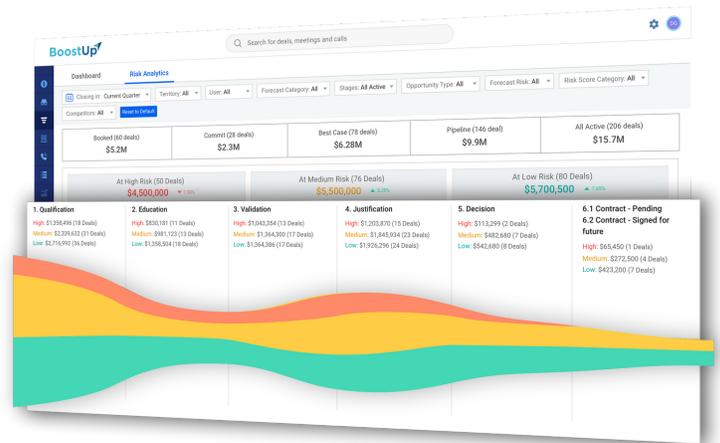
BoostUp demo data - not actual customer data.

> " The transparency that BoostUp has given us is unparalleled for forecasting tools. We evaluated other vendors, but we felt there was still a black box for engagement, forecast risk, and the overall health of our deals. BoostUp has everything that the other vendors had. "
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> **Dan Brayton**
> **VP, Revenue Operations**

For more information, visit us at **boostup.ai** or email us at **demo@boostup.ai.**