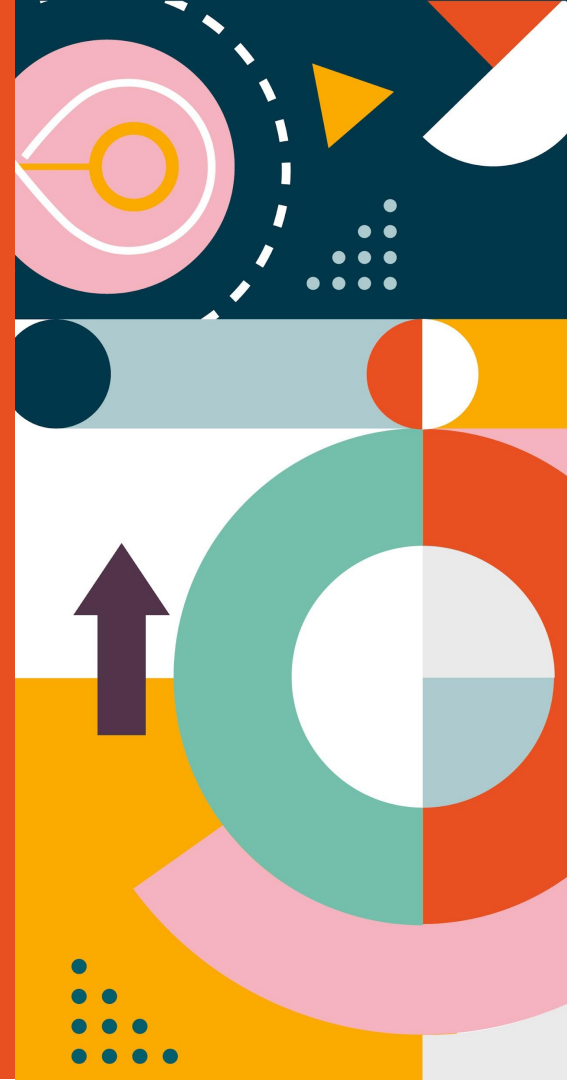


Automation is essential
for PLG scale



FALKON





Why is PLG & UBP so exciting?

- Lower customer acquisition cost (CAC)
- Earlier product market fit
- Faster growth in later stages



What challenges does PLG pose?

- **Scale:** Upto 1000x more leads and 100x more accounts
- **Focus:** Ongoing expansion, churn prevention, new logos



Old techniques simply won't work

- 1000x more leads can't be handled by 1000xing the SDR team
- 100x more accounts can't be handled by 100xing the AE/AM team



How do we keep our teams the same size but 100 - 1000x their span of ownership?

Insight powered automation

Insight powered automation

1. Dynamic enrichment
2. Segmentation
3. Automated personalized outreach
4. Proactivity

Dynamic enrichment

Every contact and account is *automatically* enriched with:

1. Marketing & sales engagement activity
2. Product usage engagement activity
3. Trends over time



3 contacts downloaded white paper, 1 responded to marketing email, one responded to sales

5 additional users were added. 2 created a Zoom call.

1 user's number of Zoom calls created is rapidly increasing. They are also a Director of Eng

Segmentation

Accounts & Contacts should be micro-segmented based on enriched data



All Non-ICP Accounts with power users

All ICP Accounts with medium usage that is growing

All Engaged contacts in ICP accounts with director title

Automated Personalized Outreach

Segments should be auto-enrolled into highly personalized outreach sequences - this means SDRs are not the first line of triage, technology is.



All Non-ICP Accounts with power users
: **Automated Community/Event Outreach**

All ICP Accounts with medium usage that is growing
: **Automated Sales Assist Outreach**

All Engaged contacts in ICP accounts with director title
: **Automated Personalized "Intro" Outreach**

Proactivity

Instead of AMs pouring over accounts and figuring out the best contacts to reach out and the right timing, tasks should be automatically created based on usage changes



Director at Netflix who was recently made an Admin is adding many users

These 10 users keep running into the Zoom 30-minute meeting limit. John is one of these users and a Director of engineering.



Recap

- PLG & UBP are attractive because they minimize sales/marketing cost and increase customer LTV
- There is a 100 - 1000x scale factor for number of leads and accounts
- To stay cost effective, we wan't 100x our teams
- **We must rely on harnessing data to automate how we reach out to customers WITHOUT losing the personal touch**