

Segmentation and Scoring application



Take control of your market sizing, account segmentation, and scoring processes

Knowing which markets and accounts have the greatest revenue potential is critical to confidently allocate your go-to-market (GTM) investments and maximize productivity. However, manual, duplicative, and disconnected market sizing, account segmentation, and scoring processes make it difficult

to know where to focus. Incomplete, siloed data will impact your sales performance, leading to lower win rates, deal sizes, and margins, hindering your organization's revenue growth and GTM efficiency.



There's a smarter way to plan

The **Anaplan Segmentation and Scoring application** transforms how your sales, strategy, and operations teams identify GTM strategies, segments, and accounts with the greatest revenue potential.

This flagship application enables repeatable, data-driven market sizing to determine your overarching GTM strategy. Segmentation and Scoring uncovers accounts with the greatest revenue potential to effectively allocate GTM capacity, set bottom-up quotas, and align territories to outpace the market and your competition.

Key benefits

Plan with a holistic view: Analyze historical, forecasted, and predictive market performance and account potential in one place.

Leverage best practices: Follow trusted repeatable market and wallet sizing methodologies and account segmentation and scoring processes.

Adapt quickly: Evaluate trade-offs and make trusted granular decisions faster.

Automate workflows: Gather account knowledge, feedback, approvals, and overrides to get plans out on time.

Streamline collaboration: Align your GTM strategies, plans, and teams to markets and accounts with the highest revenue potential.

Key features

Maximize productivity by allocating GTM investments on the markets, segments, and accounts with the greatest revenue potential. The Anaplan Segmentation and Scoring application enables:



Market analysis

- Define and manage country tiering based on maturity, growth potential, buying behaviors, regulations, market volatility, and more.
- Analyze historical and forecasted performance of accounts, products, and services across markets using a holistic view of first-party, third-party, and customer signals.
- Use “what-if” scenarios and dashboards to adapt go-to-market strategies, segmentation, and scoring.

Ideal customer profile definition

- Set exclusionary criteria to eliminate data noise in downstream market sizing, account segmentation, and scoring.

Account hierarchy management

- Determine the level of granularity to segment and score your accounts.
- Establish account roll-ups to a parent, flat hierarchies, or manage by exception.

Wallet sizing

- Identify service obtainable market (SOM) and remaining wallet share to drive GTM strategies including new market entry, expansion, product launches, mergers and acquisitions, and strategic partnerships

Rules-based account segmentation

- Define any set of rules to assign and prioritize accounts in any given segment.

Scoring-based account segmentation

- Define top-down or bottom-up scoring attributes to assign and prioritize accounts in any given segment.

GTM customer profiles

- Create multiple profiles that define and segment your customer base and drive GTM strategies across sales, customer success, partners, marketing, and more.
- Understand the size and performance of any sub-segments with configurable dimension such as number of accounts, consumption, or annual recurring revenue (ARR).

Approvals, overrides, and distribution

- Capture account knowledge, feedback, approvals, and overrides with embedded workflows and collaboration.
- Distribute the outputs of segmentation and scoring into downstream GTM planning processes including capacity planning and territory and quota planning.

The Anaplan platform offers

- **Rapid deployment** of best practices, configurable to customer requirement, upgradeable with future release, and extensible to other use cases through standard Anaplan platform capabilities.
- **Dashboards, reports, and analytics** with data visualization to provide a single source of planning truth on workforce and business data and performance.
- **“What-if” scenario and multi-dimensional modeling** powered by our high-performance calculation engine, producing ultra-fast calculations at unprecedented scale.
- **Collaborative and agile planning** across the enterprise from corporate to business units and across functions and operations (HR, finance, sales and marketing, supply chain).
- **Best-in-class security and data privacy** with role-based access control, user management, SSO support with SAML 2.0 compliance, and data encryption.
- **A highly extensible ecosystem** to collect, analyze, and plan in a single location using APIs, ETL connectors, and built-in integrations with HCM/HR, finance, operations, other systems of record, and data warehouses.

About Anaplan

Anaplan is the only scenario planning and analysis platform designed to optimize decision-making in today's complex business environment so that enterprises can outpace their competition and the market. By building connections and collaboration across organizational silos, our platform intelligently surfaces key insights — so businesses can make the right decisions, right now.

More than 2,500 of the world's best brands continually optimize their decision-making by planning with Anaplan.

To learn more, visit www.anaplan.com

