

Breaking Down Silos with Advanced Targeting in SaaS

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For years, marketing, sales and customer success (CS) teams have worked in isolation, with each function focused on its own metrics, tools and goals.

Marketing chases leads, sales closes deals and CS manages adoption and usage. While this division may have worked in the past, today's buyer journey no longer fits neatly within departmental lines. Prospects sign up for trials without speaking to sales, engage with content before they're ever qualified and expect seamless support once they become customers. This shift demands a new way of thinking.

To meet the expectations of modern buyers, software as a service (SaaS) companies need to align their go-to-market teams around shared data and unified targeting strategies. With machine learning and predictive analytics, companies can identify which accounts are most likely to convert, grow or churn proactively. This isn't just a tech upgrade—it's a strategic shift. By leveraging behavioral signals, product usage data and intent insights across the customer lifecycle, organizations can create a single, coordinated view of each account.

The Interconnected SaaS Buyer Journey

The buyer journey is rarely linear. A free trial user may become a decision-maker. A customer might self-serve for months before engaging a sales team. In many cases, the product itself plays a central role in the sales cycle, especially in product-led growth (PLG) models. At the same time, buyers are increasingly savvy, conducting independent research, reading peer reviews and expecting hyper-relevant outreach when they're ready to engage.

According to Gartner, B2B buyers spend only 17% of their time meeting with suppliers, and just 5–6% with any one sales rep.¹ Buyers spend most of their time researching independently or evaluating internally. Go-to-market (GTM) teams must work from a shared view of the customer. This view should capture behavioral, demographic, technographic and firmographic signals in real time. Isolated handoffs from marketing to sales to CS only introduce friction that reduces the customer experience.



Integrating Data to Enable Intelligent Targeting

To address these challenges, SaaS companies are turning to advanced analytic frameworks rooted in machine learning. These models ingest large, disparate datasets—ranging from intent data to tech stacks—and apply predictive models to identify which accounts are most likely to convert, expand or churn.

Key data sources include:

- **Firmographics:** Industry, company size, employee count, geography
- **Technographics:** Cloud infrastructure, integration tools, SaaS stack composition
- **Behavioral telemetry:** Product usage frequency, feature adoption patterns, login recency
- **Intent signals:** Third-party content consumption, website traffic, peer review activity
- **Customer Success data:** Usage data, touchpoints, renewal history, NPS scores, support interaction volume
- **Market data:** Growth rates, GDP, interest rates

These inputs feed supervised learning models (e.g., logistic regression, XGBoost) that predict conversion likelihood or churn probability. Unsupervised techniques (e.g., K-means, DBSCAN) help identify clusters of accounts with shared behaviors or lifecycle potential.

¹ [The New B2B Buying Process | Gartner](#)

Operationalizing Predictive Insights Across GTM Teams

When data science outputs are operationalized across marketing, sales and service, companies can deploy more coordinated and effective GTM motions. For example, companies can evaluate targets based on fit, intent, engagement and timing to calculate composite scores. Accounts with high composite scores receive high-touch interventions such as custom demos, executive outreach or tailored expansion offers. Others are routed into scalable, programmatic nurture paths. This segmentation model ensures that each account gets the right level of investment based on potential.

With predictive account scoring, SaaS companies can move beyond static ideal customer profiles (ICPs). For example, a product analytics firm may find that mid-market companies in healthcare with high mobile app traffic and growing data teams have a 3x higher conversion rate than average prospects. These behavior-driven ICP clusters not only improve sales and marketing performance, but also inform product development, pricing and support prioritization.

Business Impact in SaaS: Efficiency and Growth

Organizations that adopt machine learning-powered targeting and unified GTM execution are realizing measurable benefits, such as:

- **Improvement in trial-to-paid conversion** by identifying usage-based buying signals
- **Substantial increase in pipeline contribution from marketing** via precision account-based marketing and digital marketing motions
- **Reduction in customer acquisition cost** from intelligent resource allocation
- **Significant growth in annual contract value** through targeting of expansion-ready clusters and new prospects
- **Improvement in retention and expansion rates** through predictive CS alerts

These gains stem not only from improved targeting accuracy, but also from increased cross-functional alignment and a shared definition of success.





Call to Action: Build a Connected GTM Engine

The SaaS growth playbook has changed. GTM success no longer hinges on who can hire more account executives or launch more email campaigns. It depends on who can integrate data, apply intelligence and act on it in a coordinated way.

To begin:

1. **Unify your data layer:** Integrate customer relationship management (CRM), product and CS data into a cloud-based platform or customer data platform (CDP).
2. **Stand up a RevOps analytics function:** Own predictive scoring, ICP modeling and GTM alignment.
3. **Operationalize scoring:** Use model outputs to route accounts into appropriate sales, service or nurture paths.
4. **Make insights accessible:** Embed dashboards and alerts in CRM and engagement tools.
5. **Iterate quickly:** Build an A/B test culture around segments, messaging and lifecycle stages.

Author



Daniel Kravitz
Managing Director



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