Integrating 6sense with Qualified

Qualified offers an integration with 6sense to help you pull in firmographic information about your website visitors. Using 6sense's reverse IP lookup, you can quickly see where the visitor is coming from, their company information, segments they belong to, and insights for their product lines.

Leverage 6sense Data in Qualified

Connecting 6sense to your Qualified account allows you to leverage 6sense reverse IP technology to identify visitors from target accounts and 6sense Qualified Account information unique to your specific 6sense configuration.

This also allows you to leverage fields such as 6sense's Profile Fit, Profile Fit Score, Buying Stage, and Intent Score in Qualified Experiences, Segments and more. It opens up new doors for engaging semi-anonymous visitors powered by your team's effort and investment in 6sense.

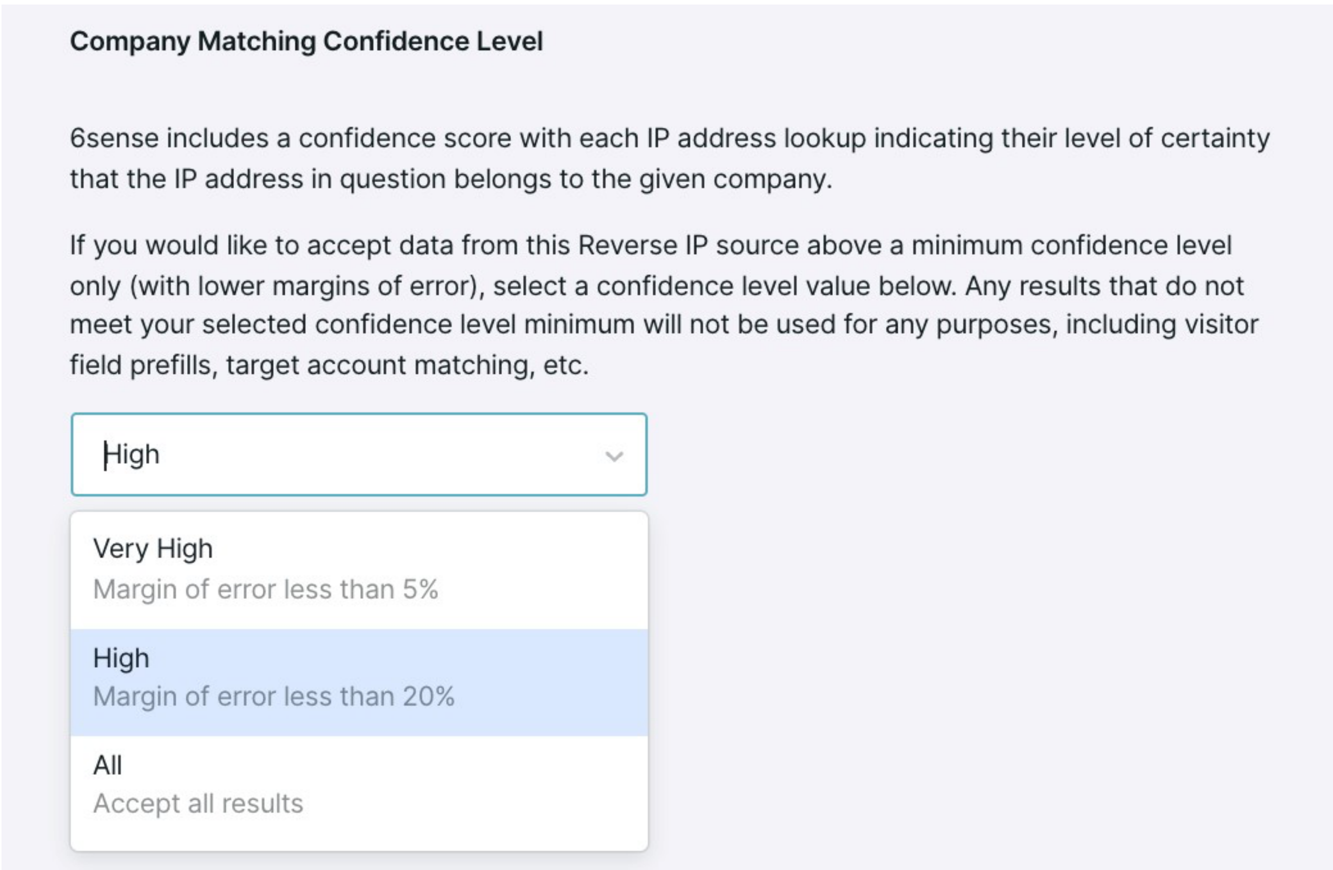
6sense Reverse IP

Data gathered from 6sense for pseudonymous visitors is considered best guess technology, meaning the data is implied based on the users' demographic, firmographic, and behavioral information. The confidence scores are string values as follows:

- **Very High** is a score that you can bank on. These IP addresses are typically offices.
- **High** degree of confidence typically with an error rate less than 20%.
- **Moderate** and **Low** are values that should be verified.

Best practice is to use “Very High” or “High” confidence scores when setting synced variables in Qualified that will write back to Salesforce.

You can configure Qualified to only accept data from 6sense above a minimum confidence level. By setting a Company Matching Confidence Level (on the 6sense connection page), you can ensure higher confidence in the reverse IP data provided.



How to Achieve Value Through the Integration

Now the magic can happen! With 6sense trusted data integrated into the Qualified platform, users can create real-time experiences based on any information gleaned from hidden buyer behavior, identify accounts in-market, and drive the right action at the right time across conversational on your digital storefront: your website.

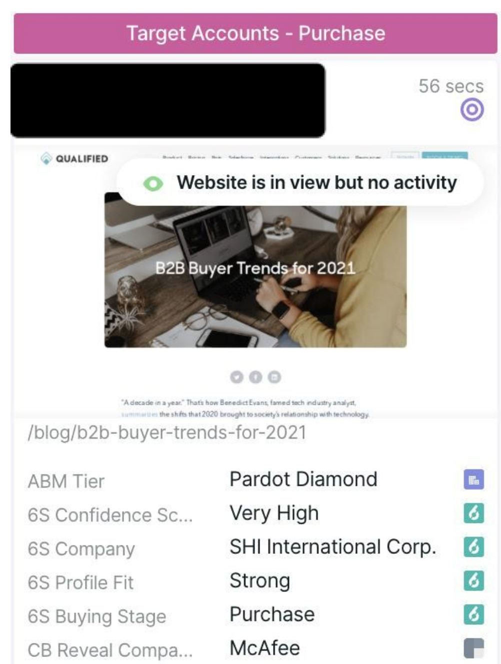
Important Buying Indicators

Initially, B2B intent data was created to be used in advertising to named accounts or accounts that match a company's ideal customer profile.

However, today, with real-time conversations and personalization happening on-site, this data can be repurposed to empower sales reps with alerts and prioritization like when an Account with high buying intent is on the site.

That is where we can leverage fields like the following:

- Account Profile Fit Score - how similar a company is to your ideal customer profile, using firmographic and technographic factors. Strong, Moderate, and Weak.
- Account Intent Score - A measure of the level of buying intent shown by the account, using data from Salesforce, data from your Marketing Automation Platform (MAP), web data from your website, and third party publisher data
- Account Segments - A comma-separated string representing the names of all 6sense segments that this account falls into. These segments may use data from the fields above to determine an account's segment.



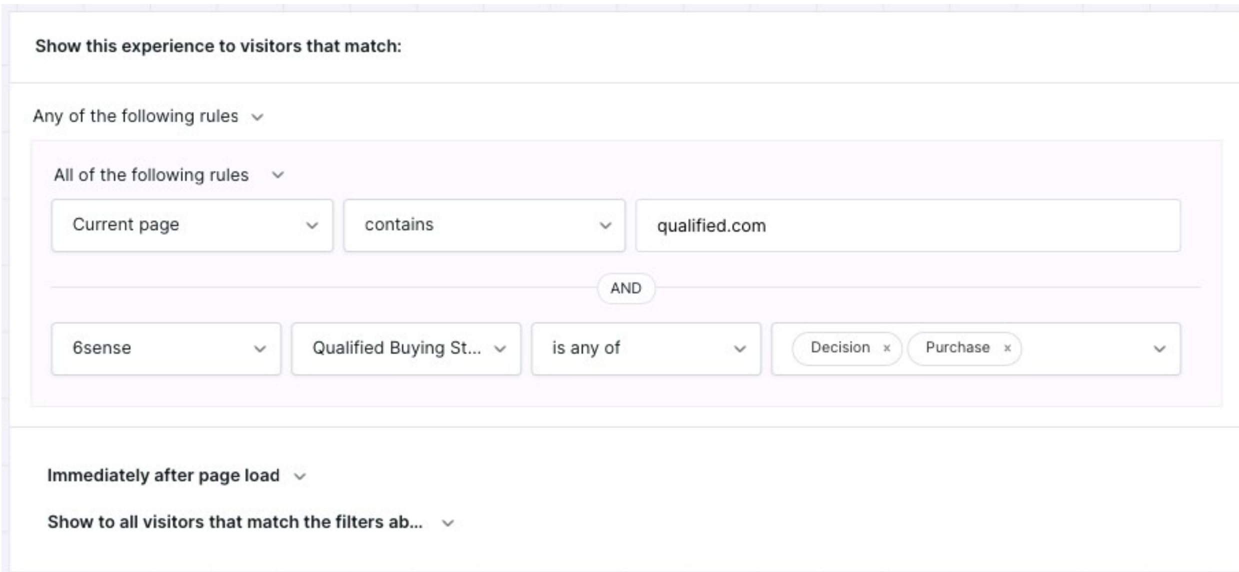
Qualified Live Stream is a powerful way for reps to be aware of who is on the site by bucketing web traffic into segments defined by your marketing and sales teams. A best practice for this segmentation is to leverage Profile Fit and Intent Scores to inform users of who they should prioritize when initiating a conversation.

When deciding between an account with a low intent score or a high intent score, a sales rep should always prioritize a lead with the higher intent score. An example is shown below of what this might look like within your Qualified visitor Live Stream.

Use Cases & Examples

Data shared between 6sense and Qualified is not only used to inform sales professionals but also to inform the chatbot of which experience a visitor should receive.

An example use case may be that marketers would like to create a customized chat experience for visitors with the Buying Stage of "Decision" or "Purchase"



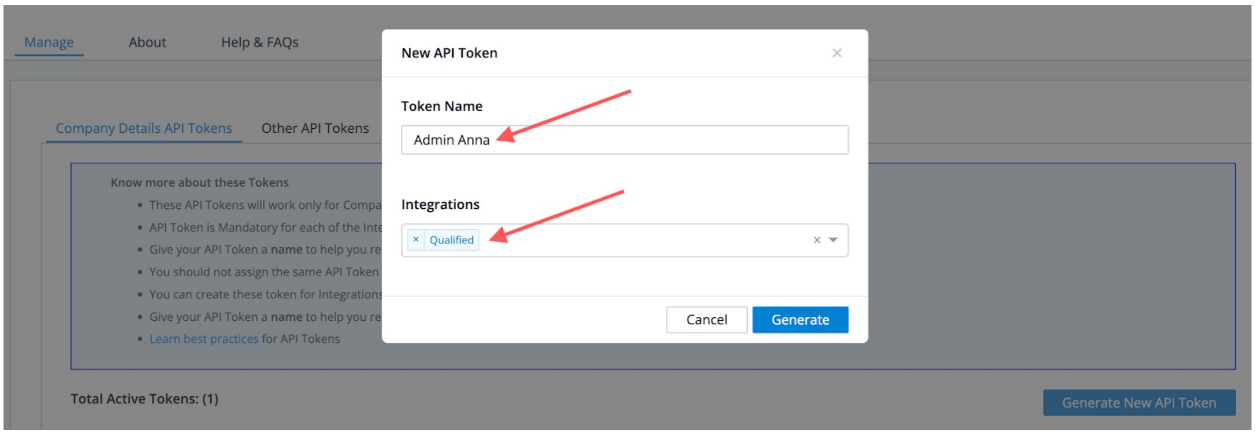
This is just the tip of the iceberg. Other common use cases actively powered by the 6sense-Qualified integration include the following:

1. Use 6sense "Very high" confidence matching to roll out the red carpet for ABM customers.
2. Create conversations around local events using 6sense's reverse IP geographic lookup.
3. Hook prospects into a conversation with case studies matching them to their 6sense industry segments.
4. Use fuzzy matching powered by Qualified to route 6sense accounts to the correct sales rep.
5. Leverage 6sense intent data to fast-track surging prospects to speak with live reps.

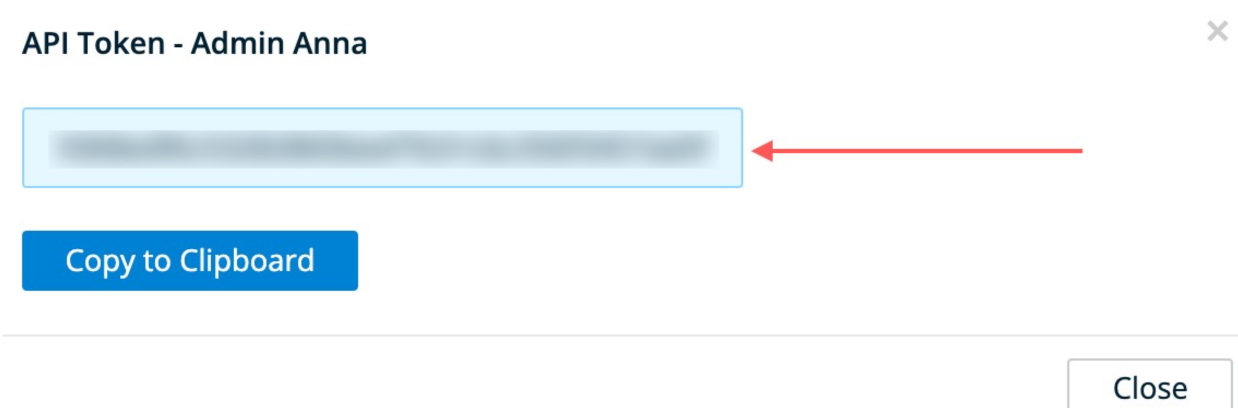
Connecting to 6sense

To generate a 6sense API token, log in to your 6sense admin account and:

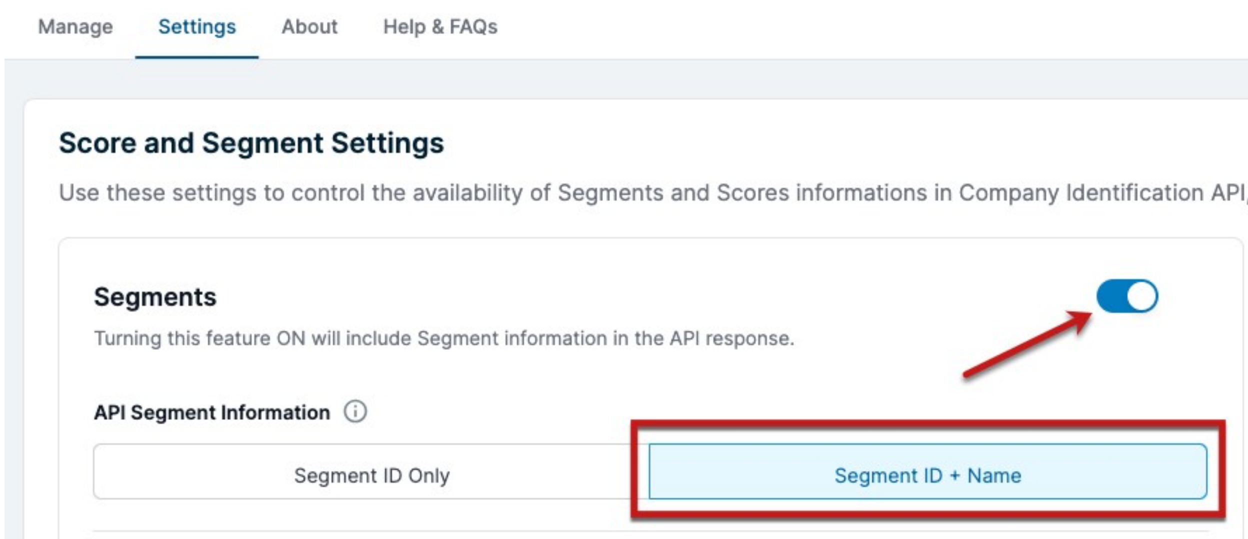
1. Click the **Settings** icon.
2. Click the **Integrations** tile.
3. Click **All Integrations**.
4. Click the **API Token** tile.
5. Click **Generate New token**.
6. Enter a **Token Name** and from the **Integrations** dropdown menu, select **Qualified**.



7. Click **Generate**.
8. Copy your API Token.



9. Lastly, enable the **Segments** toggle shown below, and select the option "**Segment ID + Name**."



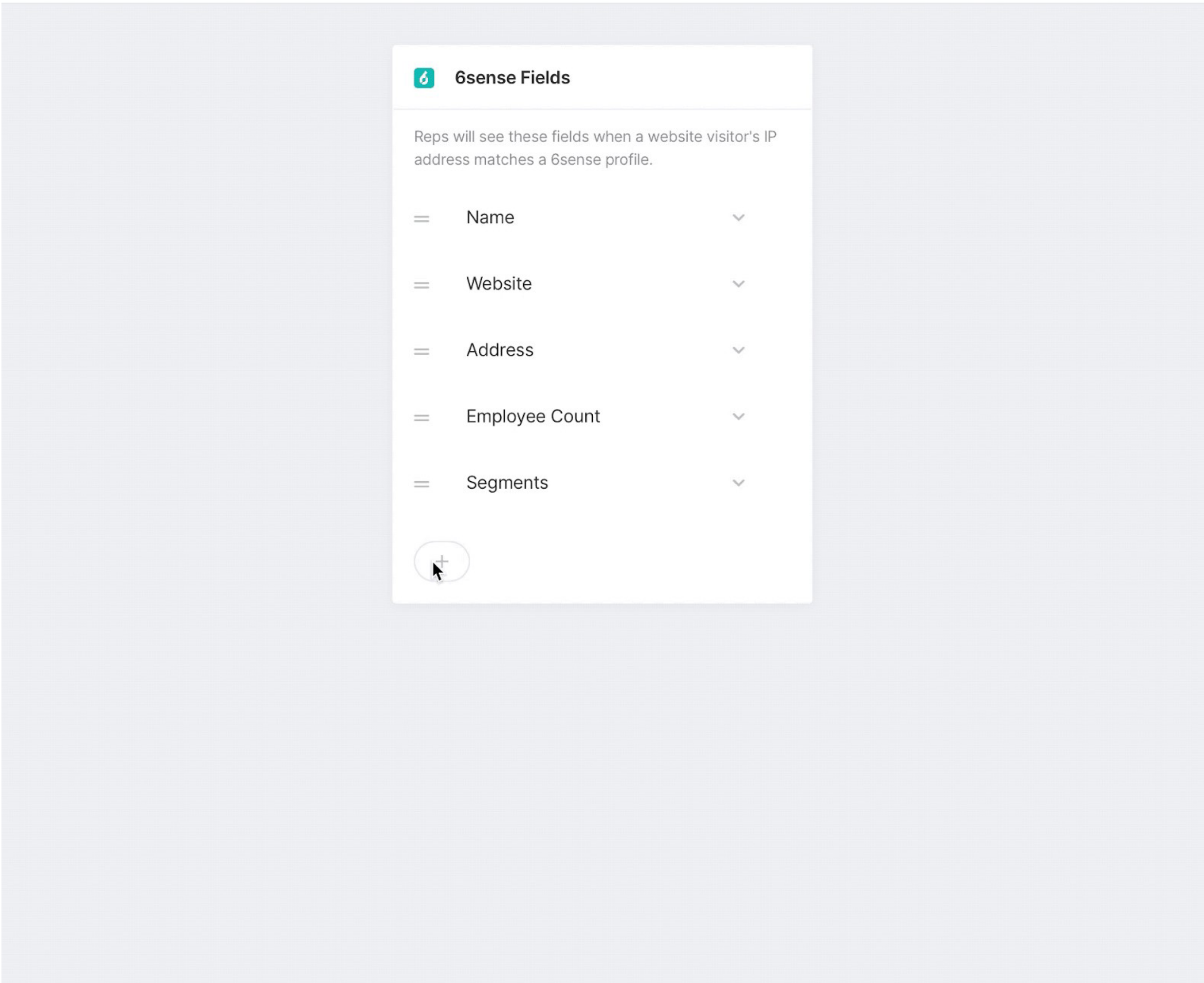
Then log in to your Qualified admin account to connect with 6sense:

1. Go to **Settings** → **Integrations** → **6sense** → **Connection**.
2. Click **Connect to 6sense**.
3. Enter the 6sense API token you copied earlier.
4. Click **Connect**.

IMPORTANT! If you ever update your 6sense plan to include additional product lines, such as Buying Intent, Intent Score, or ABM data, you must refresh your 6sense connection with Qualified. Click **Refresh** on the 6sense connection settings page to update your Qualified connection.

Setting Up Your 6sense Field Layout

The 6sense field layout will show on the right-hand side of the Qualified app when your sales reps are interacting or looking at a visitor on your site. You can add or remove fields depending on what's most important to your sales reps by going to **Settings** → **Integrations** → **6sense** → **Field Layout**.



Populate Visitor Fields with 6sense Data

Finally, add 6sense information to your visitor fields to save on the visitor record. Visitor fields are the fields in Qualified where you will store everything you wish to track and know about your website visitors.

Visitor fields contain information you might gather through chatting or talking to a lead directly, the information they might have given you explicitly through a lead form or chatbot or other info that might be pulled from an external system, like 6sense.

1. Navigate to **Settings** → **App Settings** → **[Visitor Fields](#)**.

2. Select the field you wish to prefill with the 6sense data or create a new one.
3. Under "Additional sources", select **6sense**.
4. Select the data from 6sense, such as the company "Name" shown below, that you'd like to store in your visitor field.