



- Better alignment around a common set of customers
- Deeper understanding of customer, consistency of language
- Common way to speak to buyers

100%

YoY increase in the number of sales qualified leads



Challenge

Sales and marketing were not aligned on which buyer audience was targeted. Additionally, **messaging was not resonating with buyers.**



Solution

Marketing worked with sales and the office of the chief technology officer to agree on which buyer personas to target using the **SiriusDecisions Buyer Audience Framework**. They then built a working model of the sales cycle to **align to these selected buyers.**



Result

Pega saw 20 percent increase in number of opportunities and pipeline value, 50 percent increase in YoY conversion, and **fivefold increase in contacts responding to marketing communications.**