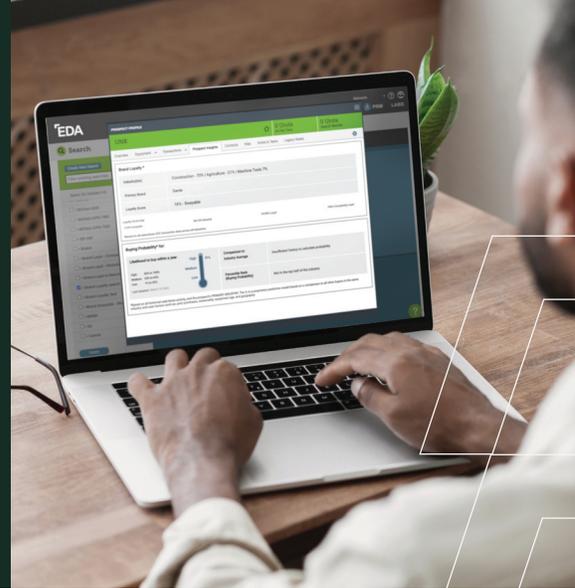# ⌐EDA

Grow your sales pipeline & increase close rates.

With 90% of the buyer journey happening before a prospect engages with you, being able to disrupt their journey & develop a relationship is key to sales pipeline growth. But how do you identify the right accounts? And how do you assess which of your current accounts are ready to buy or the most vulnerable?

The EDA Solution

To help you meet those challenges head-on, we've developed EDA Prospect Insights, now available to EDA subscribers at no additional charge. This new feature is accessible as a search filter, sortable column header in search results, and through a new tab in Prospect Profiles letting you:

Identify accounts mostly likely to buy	Pinpoint customer churn risk	Benchmark sales performance

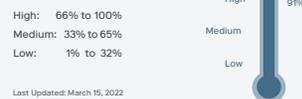## New Brand Loyalty & Prospect Insights

The Buying Probability Filter and Prospect Insights Tab will allow you to position the right messages and resources at the right time.

Buying Probability*

Primary Industry
Construction

Buying Probability
☑ High ☐ Medium ☐ Low

Likelihood to buy within a year

High: 66% to 100%
Medium: 33% to 65%
Low: 1% to 32%

High 91%
Medium
Low

Last Updated: March 15, 2022

Buying Probability Filter & Score

Prioritize prospects most likely to buy next.

Brand Loyalty*

Industry(ies)	Construction - 70%	Agriculture - 21%	Machine Tools 7%
Primary Brand	Genie
Loyalty Score	16% - Swayable

Prospect Insights Tab

Find swayable buyers and identify competitor's loyal customers.

To find out more, talk to your Sales Representative or your Client Success Manager.

⌐FUSABLE