SUCCESS STORY

SeenThis Selects WinQuest for Revenue Growth

How SeenThis cut its sales cycle in half

Customer	Industry	Solution
SeenThis	**AdTech / Digital Advertising**	**WinQuest Opportunity Intelligence**

John Osborn, President of SeenThis US and former CEO of OMD USA, says WinQuest is cutting his six-to-eight-month sales cycle by three to four months. Here's why he chose it.

The challenge

SeenThis sells ad-tech to the agencies that run commercial, state and federal campaigns. John has the relationships; the hard part was knowing where to point them.

"Government accounts, whether federal or state, are very hard to track because they sit behind walled gardens and curtains," he says. "I could spend three or four hours using chatbots to do, in a much less formal way, what WinQuest does. It takes a tremendous amount of time, and it's imperfect, because things fall through the cracks."

A chatbot answers questions about one opportunity when you ask. WinQuest works the other way: it reviews his market comprehensively, evaluates each opportunity against what SeenThis sells for fit, readiness and budget, and brings John only the ones worth his time.

What changed

"It's part virtual bloodhound," John says. "It gives me line of sight, with one fingertip, into a world that would have taken me a full day to pull together, and even then it wouldn't be as complete. Every week I can look across the lay of the land, pick the top ten opportunities, and reach out with language targeted to what these people care about."

It works whichever position an agency is in:

- **Pitching for new business:** SeenThis can help them show up stronger.
- **Just won it:** SeenThis can help them get off to a strong start on a brand-new account.
- **Defending it:** SeenThis can help them keep it with advanced ad-tech that improves campaign delivery.

"It lets me stay focused on my day job, leading the business," he says, "so when I do reach out, it's time-efficient and intentional."

The result

6–8 mo	3–4 mo	Top 10
SeenThis's typical government sales cycle	Cut from that cycle with WinQuest	Opportunities picked each week from across the landscape

"Our sales cycle is six to eight months," John says. "WinQuest cuts three or four months off it, easily. It's cutting it more than in half."

Within weeks, SeenThis was in conversations with leaders at major agencies that, in his words, "would have taken us a lot longer" to reach on its own.

> **An unfair advantage in a world that hasn't woken up to what the possibilities are.**

The business case

John weighed WinQuest against what SeenThis already spends to find new business: tentpole conferences and events.

"Events were always a means to an end: getting in front of the right buyers at the right time," he says. "This is a more efficient way to invest those dollars. Before we ever pick up the phone, we know where the real opportunity is, what the prospect is trying to achieve, and exactly how our solution fits a need we can actually point to."

In his words

"It's a virtual bloodhound."

"WinQuest cuts three or four months off our sales cycle. It's cutting it more than in half."

"It gets us past the walled gardens."

"An unfair advantage in a world that hasn't woken up to what the possibilities are."

"No matter how technology changes, people still buy people."

John Osborn, President, US, SeenThis

About SeenThis

SeenThis is an ad technology company that helps advertisers and publishers deliver more effective digital video.

About WinQuest

WinQuest is an Opportunity Intelligence platform. It continuously evaluates opportunities against each customer's definition of a good deal, scoring fit and readiness separately, so teams know what deserves pursuit and when to act.