CASE STUDY

SeenThis + WinQuest

Knowing which opportunities deserve a pursuit, and when

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

The challenge

SeenThis's US business is led by one of the best-connected executives in advertising. But relationships don't tell you which funded programs fit your product right now. With hundreds of opportunities moving at any time, the hard part isn't finding them. It's evaluating them consistently, at scale, and knowing when each one is ready to act on.

How SeenThis uses WinQuest

WinQuest evaluated hundreds of opportunities against SeenThis's own definition of a good deal, scoring each one separately for fit (could SeenThis win it?) and readiness (is it ready to pursue now?). 30 opportunities scored above SeenThis's threshold on both. Because they were already-funded programs, budget and timing were already in place.

With a short ranked list, instead of a long unsorted one, the sales team chose 7 agencies representing 16 opportunities to pursue first. Within four weeks, those pursuits had produced 2 meetings representing 6 opportunities that entered the pipeline.

Results in the first four weeks

100s
Opportunities evaluated against SeenThis's profile

30
Opportunities across 21 organizations scored high on both fit and readiness

7
Top organizations pursued first, representing 16 opportunities

43%
3 of those 7 agreed to meet

30x
Return in pipeline from the first meeting

High fit, still taking shape

WinQuest also flagged programs that fit SeenThis well but were still in development: needs being scoped, budgets being planned, before any formal solicitation. One example is a large public university system shaping a multi-year digital marketing program that includes video. Because SeenThis saw it early, it can get in front of the buyer now, while the work is still being defined.

> **Pursue now wins revenue this quarter. Build relevance wins it next year.**

Continuous, not one-time

WinQuest keeps evaluating new opportunities as they appear and re-scores existing ones as their details change. An opportunity that's "not yet" today moves to "pursue now" when it's ready. 10 high-scoring, ready opportunities are still queued for the team.

What's next

SeenThis plans to apply the same approach to state procurement across diverse advertisers.

"I've spent my whole career believing relationships are key to winning business, and they still are. They're the X factor. What WinQuest gives us is focus. Out of hundreds of opportunities, it tells us which ones fit and which are ready now, and it keeps doing that every week. It takes a lot of the running around out of our day, so my team spends time on the right conversations."

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.