

# PROPHYTS PREDICTIVE ABM NAMED ACCOUNTS MONITORING

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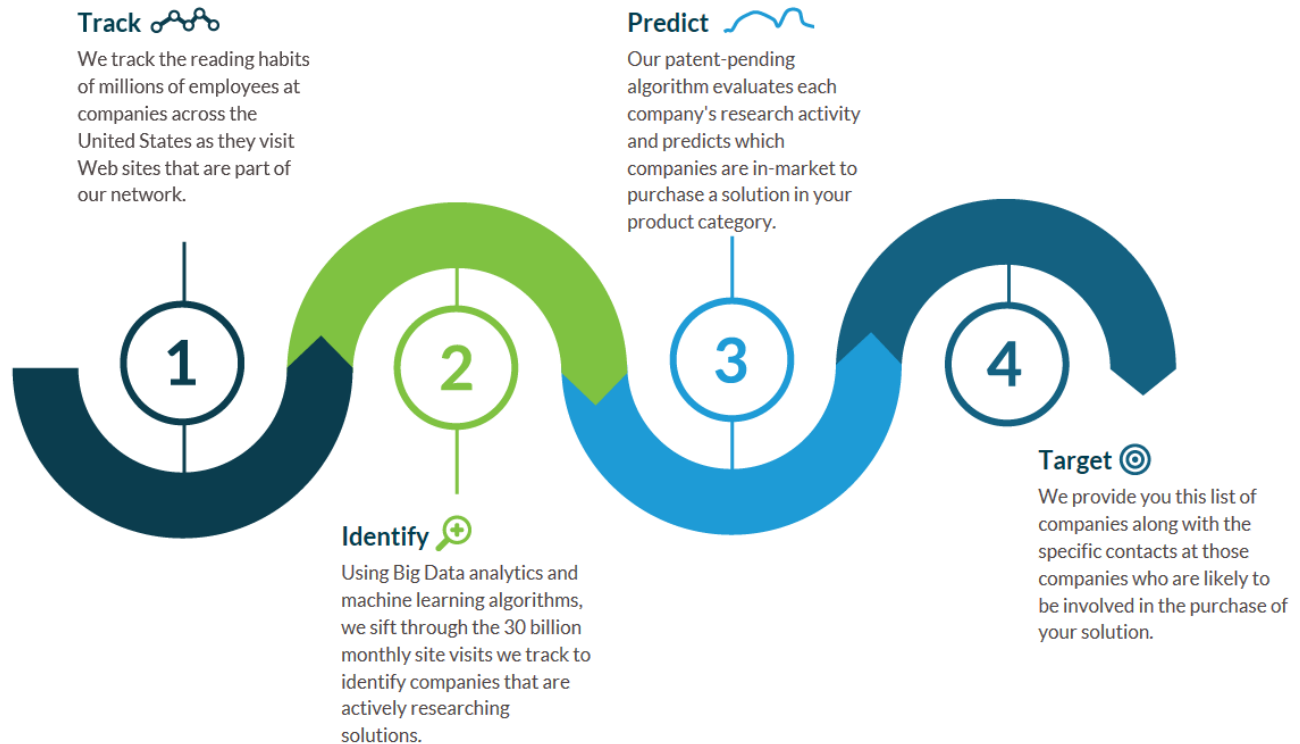
## Table of Contents

Description of Service .....	3
Named Categories .....	3
Predictions by Account .....	4
Week 3 Summary .....	7

## ACCOUNT BASED MARKETING IS DIFFICULT... PROPHYTS MAKES IT PREDICTABLE

Predictive Named Accounts is a named account monitoring solution powered by Prophyts. Our patent-pending algorithm provides predictive insight into the companies you've identified as high-value accounts. By tracking the reading habits of your named accounts we predict which companies are in-market for a solution in your category and when they entered the buyer's journey, providing you with actionable intelligence upon which to build your sales and marketing efforts.

How it works!



## Description of Service

Prophyts will provide five weeks of monitoring and all applicable predictions in the chosen category for named accounts provided below.

### *Program Details:*

- **Scope** Prophyts will monitor one category for the companies listed below for x weeks. Each week, Prophyts will report on accounts predicting to be in-market for the given category.
- **Live Date:** xxx xx, 2018 – xxx xx,2018
- **Package:** Prophyts Named Account Monitoring – x Categories
- **Pricing:** Not Applicable

**Additional Deliverables:** None

## Named Categories

Category Name
Big Data
Visual Analytics

## Predictions by Account

Prophyts Predictive Account Based Marketing is all about your named prospects. By tracking content consumption behavior, our patent pending algorithm predicts which one of your named accounts are in-market. By tracking predicted domains over time, the weekly behavior indicator shows you which domains have established a baseline prediction and the intensity of that prediction week over week.

### Prediction Legend

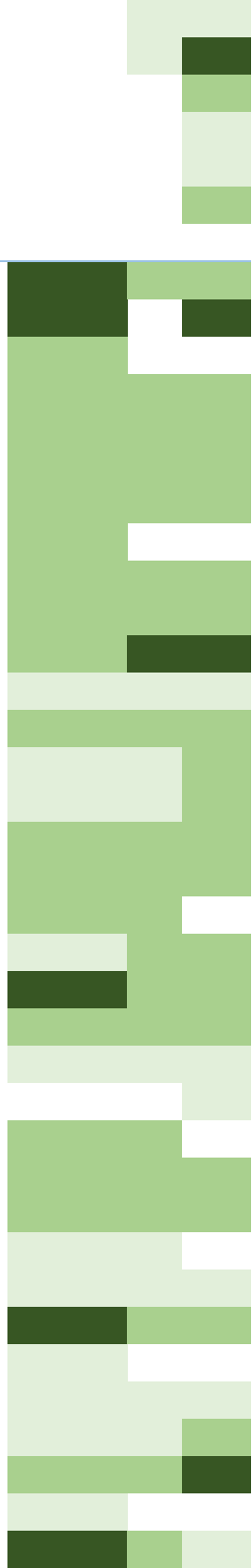
	Baseline Prediction
	Stronger Prediction
	Strongest Prediction

PROSPECT PREDICTIONS SUMMARY	WEEK		
	1	2	3
<b>BIG DATA</b>			
ABBVIE, INC.			
AMERICAN ELECTRIC POWER			
APPLIED MATERIALS, INC.			
CASEY'S GENERAL STORES, INC.			
CHESAPEAKE ENERGY CORPORATION			
D.R. HORTON, INC.			
DILLARD'S, INC.			
EBAY, INC.			
EXELON CORPORATION			
FEDERAL HOME LOAN MORTGAGE CORPORATION			
FOOT LOCKER, INC.			
HONEYWELL INTERNATIONAL, INC.			
HUMANA, INC.			
IHEARTMEDIA, INC.			
J.C. PENNEY COMPANY, INC.			
KEYCORP			
MERCK & CO., INC.			
NORDSTROM, INC.			
SPIRIT AEROSYSTEMS HOLDINGS, INC.			
STANLEY BLACK & DECKER, INC.			
SYNCHRONY FINANCIAL			
THE DOW CHEMICAL COMPANY			
THERMO FISHER SCIENTIFIC, INC.			
VOYA SERVICES COMPANY			
AVERY DENNISON CORPORATION			
WESTERN & SOUTHERN FINANCIAL GROUP, INC.			
AFLAC			

SYNCHRONY  
KEYBANK  
FACULTATIVE RESOURCES (A W. R. BERKLEY COMPANY)  
TIME WARNER, INC.  
ARTHUR J. GALLAGHER & CO.  
MARKEL CORPORATION

**VISUAL ANALYTICS**

AECOM  
AETNA, INC.  
AMERIPRISE FINANCIAL, INC.  
ANADARKO PETROLEUM CORPORATION  
ASBURY AUTOMOTIVE GROUP  
BANK OF AMERICA CORPORATION  
BRANCH BANKING AND TRUST COMPANY  
CBRE GROUP, INC.  
CENTENE CORPORATION  
CORNING INCORPORATED  
DEERE AND COMPANY  
DOLLAR GENERAL  
EASTMAN CHEMICAL COMPANY  
EMCOR GROUP, INC.  
EVERSOURCE  
GAP, INC.  
GENERAL MILLS, INC.  
HARMAN INTERNATIONAL INDUSTRIES, INC.  
HERTZ  
HONEYWELL INTERNATIONAL, INC.  
HUMANA, INC.  
ILLINOIS TOOL WORKS, INC.  
J.C. PENNEY COMPANY, INC.  
KINDRED HEALTHCARE, INC.  
LENNAR CORPORATION  
LOCKHEED MARTIN CORPORATION  
MOTOROLA SOLUTIONS, INC.  
NIKE EMEA  
NORDSTROM, INC.  
NRG ENERGY, INC.  
NVR, INC.  
PACIFIC LIFE INSURANCE COMPANY  
PACKAGING CORPORATION OF AMERICA  
PLAINS ALL AMERICAN PIPELINE, L.P  
QUEST DIAGNOSTICS, INC.



REPUBLIC SERVICES  
SYNCHRONY FINANCIAL  
TARGET CORPORATION  
TESORO CORPORATION  
TEXTRON, INC.  
THE DOW CHEMICAL COMPANY  
THE NORTHWESTERN MUTUAL LIFE INSURANCE COMPANY  
THE PNC FINANCIAL SERVICES GROUP, INC.  
THERMO FISHER SCIENTIFIC, INC.  
UNITEDHEALTH GROUP, INC.  
WAL-MART STORES, INC.  
WELLCARE HEALTH PLANS  
WELLS FARGO & COMPANY  
WESCO INTERNATIONAL, INC.  
WESTERN & SOUTHERN FINANCIAL GROUP  
WESTERN REFINING  
WEYERHAEUSER COMPANY  
MASSACHUSETTS MUTUAL LIFE INSURANCE COMPANY  
OLIN CORPORATION  
CBRE, INC.  
DEAN FOODS  
WESTERN & SOUTHERN FINANCIAL GROUP, INC.  
AFLAC  
WORLD FUEL SERVICES  
SYNCHRONY  
THE KRAFT HEINZ COMPANY  
BUILDERS FIRSTSOURCE, INC.  
TOLL BROTHERS, INC.  
FIFTH THIRD BANK  
VERITIV CORPORATION  
WASTE MANAGEMENT, INC.  
UNITED PARCEL SERVICE, INC.



## Week 3 Summary

- A total of 80 companies predicted from Fortune 500 across both categories
- Of the 80 companies predicted:
  - 25 companies predicted for Big Data
    - 1 company stopped predicting week 2
    - 6 new companies started predicting week 3
  - 55 companies predicted for Visual Analytics
    - 4 companies stopped predicting from week 2
    - 9 new companies started predicting week 3
- 10 companies predicted across both categories for week 3 compared to 7 in week 2:
  - Honeywell International
  - Humana Inc
  - Nordstrom
  - Synchrony Financial
  - Thermo Fisher Scientific
  - Western & Southern Financial Group
  - Synchrony
  - J.C. Penny
  - The Dow Chemical Co.
  - Aflac