

Opening doors with...

DREAMFORCE

★ **MOST WANTED** ★

Goals: Boost overall
Dreamforce 'buzz factor'

Get the attention of CMOs

Target: 150 key accounts



DREAMFORCE

★ MOST WANTED ★

Are you or someone you know "Most Wanted" at Dreamforce this year?



Aaron Hollobaugh
Hostway
VP, Marketing



Ada Chen Rekhi
SurveyMonkey
VP, Marketing



Alan Saldich
Cloudera
VP, Marketing



Alan Bunce
Demandware
Customer Marketing
Manager



Allison Checchi
YP
CMO



Alyse Chiariello
inContact
Director, Customer
Marketing



Amy Richards
Yahoo
VP, Ad Products
Marketing



Andrew Sinkov
Evernote
VP, Marketing and
Brand



Andrew Archer
Yesware
VP, Marketing



Angela Young
Charles Schwab
Managing Director,
Demand Gen Center



Angela York
8x8 Inc.
Director, Customer
Marketing & Loyalty
Programs



Anna Fisher
Zoominfo
Head of Lead
Generation



Ashley Stirrup
Talent
CMO



Bart Lorang
FullContact
Co-Founder & CEO



Ben Plummer
Datawatch
CMO



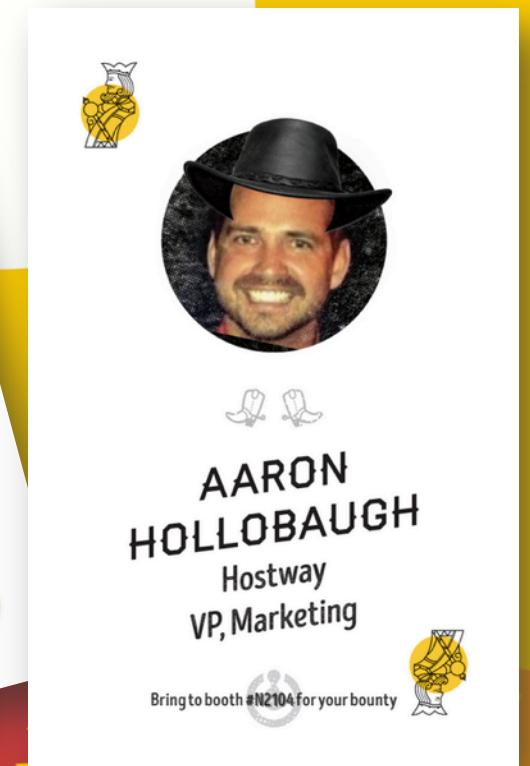
Bernie Kassar
Xactly
SVP, Customer
Success & Support



Bill Silk
Brainshark
VP, Sales



Brad Rinklin
Akamai
CMO



Holy crap this actually works!



Influitive @influitive · Sep 4
@Zuora, your VP of Marketing @MonikaSaha is a DF15 Most Wanted. Turn her in & get \$100. See: bit.ly/1U6q0bu



Monika
@MonikaSaha

Follow

@influitive love your campaign. creatively genius way to capture "the right" audience:)



Influitive @influitive · Aug 31
@leelasrin, you're Most Wanted @ #DF15 and there's a hefty bounty to bring you in. Visit: bit.ly/1U6q0bu



Leela Srinivasan
@leelasrin

Follow

@influitive hilarious, disturbing and further proof that I am not a hat person...



Zak Pines

Director, Marketing at Ipswitch, Inc. - Demand Creation, Demand Generation Lea...

Great example of Target Account Marketing put into action <https://lnkd.in/eUdcpBQ>



Adam New-Watson

Chief Marketing Officer at LeanData

Well now this is an impressive campaign. Congrats to the team at Influitive for this one.



Velocify @Velocify · Sep 1

LOL. This is hilarious. Watch out @Nick_Hedges! #DF15 @influitive



Influitive @influitive

@Velocify, a \$100 bounty is out for your CMO @Nick_Hedges at Dreamforce. See DF15 Most Wanted: bit.ly/1U6q0bu



Influitive @influitive · Sep 16

Howdy @pardot we lassoed one of your advocates at #df15! Perfect for your #advocatemarktg program!



Pardot @Pardot · Sep 16

@influitive We reckon you wrangled up a good one! Thanks for sharing. :-)



Most Wanted results

- Influenced 22 opps (\$367K)
- Sourced 12 opps (270K)
- Closed 4 deals
- Engaged ~50 accounts

(oh and we paid out 8 bounties)

