

# 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 Rekhil**  
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



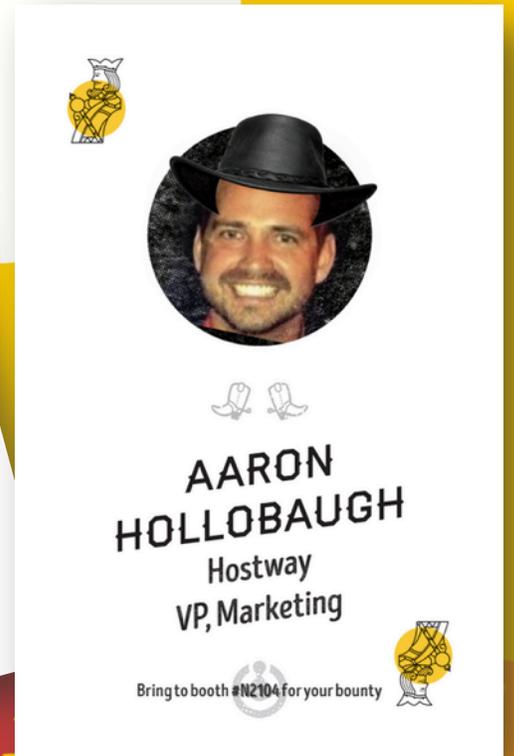
**Bernie Kassar**  
Xactly  
SVP, Customer  
Success & Support



**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](https://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](https://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](https://bit.ly/1U6q0bu)



**Influitive** @influitive · Sep 16

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



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**Pardot** @Pardot · Sep 16

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



# Most Wanted results

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

(oh and we paid out 8 bounties)

