

iMerit Builds *the GTM Unified Foundation* for High Quality AI Training Data Delivery

CHALLENGE

iMerit, a global data labeling company, delivers the stellar data annotation, classification, and content moderation outcomes that power AI, Machine Learning, and data operation strategies; providing their customers with better data that leads to faster production. Their end-to-end high quality data annotation solutions span across computer vision, natural language processing, and content services, helping Fortune 500 companies across industries including agriculture, autonomous vehicles, commerce, geospatial, government, financial services, insurance, medical, and technology.

Employing 4,000 data annotation experts worldwide, the company needed a solid foundation to fuel their Go-To-Market teams, so that they could continue to scale and grow for the future. Their GTM team required insight into their campaigns to understand what was impacting revenue for the business, and they needed lifecycle processes built so that they could meet the growing demands of their customers while providing a streamlined buying experience.

Head of Demand Generation, Vitality Levit, needed a way for their systems, data, strategy, and people to be unified, so that the team could pivot easily as business needs evolved.

SOLUTION

Vitaliy was referred to SaaScend through fellow industry professionals and chose to partner with the team because of their experience and knowledge base on both a technical and strategic level.

A Partnership to Build A Foundation

iMerit and SaaScend collaborated to construct their lifecycle process, so that the team could track and streamline transition stages as leads were transferred from marketing, to sales, to customer success. In addition, the two teams architected an attribution model, setting up a foundational campaign structure to fuel their efforts and ensure proper data capture for standardized reporting.

To empower the iMerit team with the insight to leverage the advanced technology features of the new processes, SaaScend provided training, helping to ensure that all teams were aligned with a common understanding and vernacular of the protocols for operations moving forward.

RESULT

The iMerit GTM teams have an understanding of how their marketing programs are performing, how their pipeline is progressing, and can pinpoint areas of need for teams to collaborate, providing a more personalized experience for their prospects and customers according to their current engagement with iMerit.

With a unified system, process, and structure in place, the iMerit GTM teams are now able to have clarity and insight into the results of their efforts.

Vitaliy expressed that SaaScend's depth of system knowledge and strategy is what he appreciated most from their partnership.

iMerit continues their partnership with SaaScend...

Scaling their revenue operations processes across the business, so that they can continue on their mission of empowering their customers with better data for faster production.



*“SaaScend knows their stuff, both from a **technical and strategic perspective**. They have history. I want to know industry **best practices**, how are other teams executing their revenue operations? Which ways are the most **impactful and effective**? When a team has seen a hundred **CRM** instances and how other companies are executing their processes, you get valuable insight, and because of working with **SaaScend**, iMerit was able to benefit from the team’s **advanced level of expertise**.”*

- Vitaliy Levit, Head of Demand Generation

[Contact SaaScend](#) to reach the peak of your revenue potential.