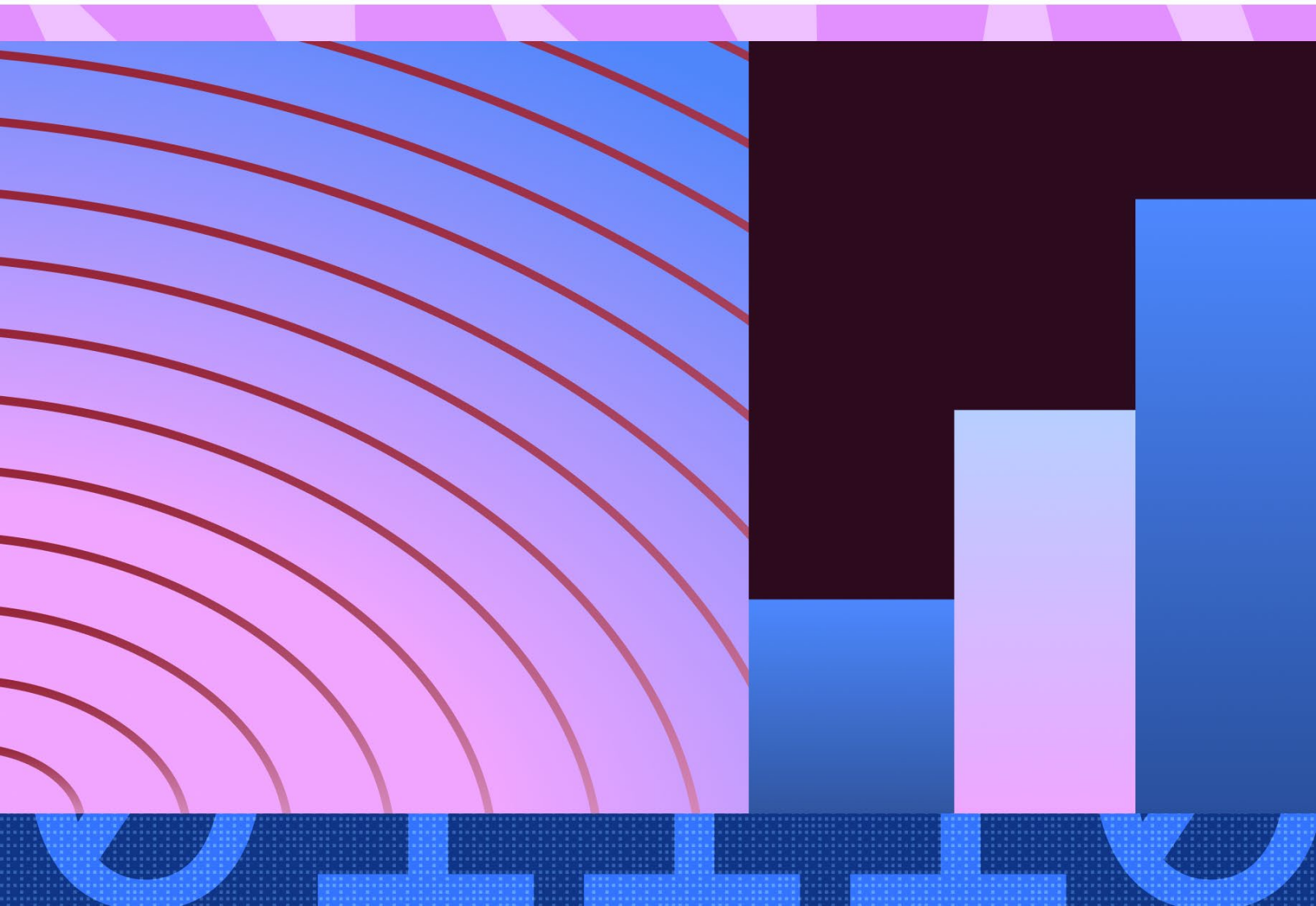




If Your Data Is Fragmented, So Is Your Go-to-Market Strategy

UNITING REVOPS WITH A SINGLE SOURCE OF TRUTH



B2B leaders across Sales, Marketing, and Customer Success functions know an all-too-familiar tale: working together as one team unlocks rich opportunities for growth, but no one is looking at the same treasure map.

Fold in a complex tech stack, each platform with its own data, disconnected workflows from each other, all lacking consistent insights of the prospects or customers, and teams aren't just looking at different maps—they're sailing separate seas.

This is why organizations are increasingly shifting to a RevOps model, pulling together these functions to operate as a singular crew. This integration isn't merely a consolidation play—[analysis by McKinsey](#) shows that Fortune 100 companies that formalized RevOps under a Chief Revenue Officer saw 1.8 times higher revenue growth than peers.



BUT A GARTNER SURVEY OF SENIOR MARKETING AND SALES LEADERS PAINTS A STARKER PICTURE OF THE REALITY REVENUE-RESPONSIBLE TEAMS FACE:



Commercial teams who share buyer journey insights with one another are 1.6 times more likely to exceed revenue growth expectations, but only 17% of the functional leaders surveyed are actually collaborating on buyer journey mapping.

So how do organizations reconcile fragmented strategies, workflows, and experiences to align on a customer-centric Go-to-Market strategy that everyone cohesively executes?

The X that marks the spot is drawn with clean, enriched, alive data, unified across systems and teams.

Data, Data, Everywhere, Nor Any Insights that Link

Every organization wants to sail smoothly toward achieving its revenue goals, but data fragmentation capsizes the ship. Static B2B contact data decays [70.3% per year](#), according to a separate Gartner study. Not only does that lead to dead ends, frustrated marketing and sales teams, and outreach emails that are marked as spam, but poor data can throw strategic efforts sideways.

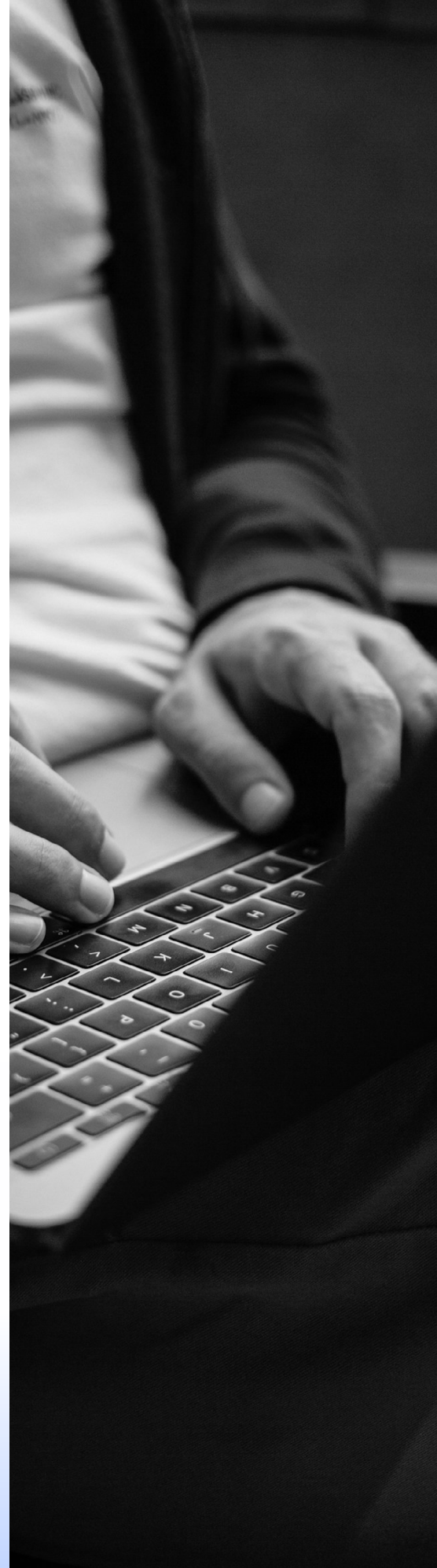
THINK OF HOW BAD DATA CAN IMPACT THE GTM MOTION:

1

Because the firmographics data hasn't been refreshed, the total addressable market looks much larger than it actually is, not accounting for mergers, acquisitions, or shifts that push companies out of the target profile. Outdated industry classifications over-index on declining markets and overlook emerging verticals. Segmentation by company size becomes meaningless—and now sales coverage is designed around a market that doesn't exist.

2

The team builds personas using stale—and surface-level—job titles and functions. For example, “Director of Customer Experience” appears as a key buyer, but that role was consolidated into a VP position last year. Functional groups are misaligned, such as listing “Sales Enablement” under marketing, skewing assumptions about who owns which budget. The Ideal Customer Profile (ICP) is now a distorted view of the buyer.



3

Because account data is outdated and duplicative, territory assignments double-count companies or omit entire regions. Reps are assigned to accounts that no longer exist or have been claimed under a different name. Strategic accounts are fragmented across teams, making account-based strategies impossible. Resources are misallocated, reps are going in circles, and real growth markets go unstaffed.

4

Marketing allocates spend to industries and regions that appear high-potential based on outdated intent and revenue data. Campaigns target job functions that no longer control budget or have moved to new departments. Digital ads and nurture emails bounce or reach the wrong personas entirely, eroding sender reputation and credibility. Even when marketing sees click-throughs and MQLs, they're false positives from irrelevant audiences.

5

Performance metrics inherit the same bias. Pipeline goals are based on inflated market potential. Conversion benchmarks assume cleaner data than reality supports. When targets are missed, each function interprets the gap differently: marketing sees a conversion problem, sales sees a lead quality problem, customer success sees a handoff problem.

THE TRUTH IS, THE WRONG STRATEGY WAS BEING EXECUTED PERFECTLY AT THE START.

To make matters worse, many organizations try to reconcile broken data by buying more data. This sprawl of overlapping and contradictory information creates redundancy and inflates costs—an ocean of data when your organization is thirsty for insights it can use. Additionally, the cost of poor data quality and managing multiple data collection and privacy policies across vendors carries a steep price tag, estimated at [\\$12.9 million annually](#)—costs not just from lost opportunities, but also compliance violations and damaged brand reputation.

RevOps alignment can't thrive in an environment where the data itself is the problem. When every system speaks a different language, and none are current, teams lose confidence. To fully unlock the potential of an integrated team, data needs to be privacy-compliant, frequently refreshed, and deduplicated, with granularity on firmographics, roles, and skills to build a living, breathing picture of how work is actually done inside target organizations.

That's where the next evolution of go-to-market strategy starts.

Chart New Territories with a Skills-Enriched Strategy

Every go-to-market motion depends on one thing: knowing who your customers are and what they care about. Titles and firmographics alone can't deliver that clarity. Roles evolve. Budgets shift. Decision-makers are dynamic—on average, 13 people within an organization are involved in the buying process, with 89% of purchases spanning two or more departments, according to [Forrester research](#). Traditional sales data can tell you who to contact (as long as the record hasn't decayed), but the combination of contacts, firmographics, and skills data tells you why they matter—and what matters to them.

THE NEW STANDARD STARTS WITH LIGHTCAST.

With its world-leading comprehensive, continuously refreshed dataset of over 1.2 billion unique job postings, 800 million professional profiles, and 20,000 standardized skills, Lightcast gives revenue teams visibility into how buyers, technology, and demand evolve in real time, shining light on opportunities that static contact listings leave in the dark.

Skills intelligence is a signal—it reveals organizational priorities, whether a company is investing in cloud architecture, cybersecurity, or AI-driven analytics. Skills give clarity into readiness for solutions and show best-case scenarios for adoption. Rather than guessing what someone does and what they might need based on a job title and organization, marketers and reps know who they are, the context of their work, what problems they're trying to solve, and what they need to solve them. When there's a [54.5% misalignment](#) between how buyers and sellers perceive the core problem to be solved, skills intelligence can significantly bridge this gap.



By mapping skills to company functions, Lightcast data revolutionizes ICP model development. Living, evolving information unlocks understanding of where skills and job functions are growing, emerging, or declining, allowing RevOps teams to anticipate—and importantly, message to—demand before competitors do. [85% of buyers](#) have already established their purchase requirements before contacting sellers, and buyers are nearly [70% through their purchasing process](#) before contacting sellers. Understanding what buyers do in their roles, how they work within their organization, and what they're responsible for solving enables a deeper connection, creating an early vendor preference, strengthening the moat around your solutions, and ultimately creating an unfair advantage over competitors.

The ICP is the thread that links all teams across the GTM motion to deliver a consistent experience across the buying process. From problem-aware to closed won, the prospect builds trust in the solution from a vendor that understands them. Market sizing is more realistic and pipeline forecasting is more accurately based on the relevancy of leads to real-world buying scenarios. Everyone across RevOps is speaking to the buying center in the same language, able to answer their next question and guide them through the next step. Every Lightcast dataset—firmographic, occupational, and skills-based—is normalized, cleaned, deduplicated, and continuously updated. That means marketing, sales, customer success, and strategic leaders can all operate from the same source of truth, replacing conflicting data files with a unified source of intelligence. Lightcast transforms data into strategy. With a skills-enriched view of the market, revenue leaders can stop reacting to outdated information and start charting new territories with confidence.



The Wind In Your Sales KPIs

Revenue is a numbers world. Commercial teams are accountable to track success across each function, and this can sometimes be an unforgiving landscape. Nearly [75% of performance marketers](#) are experiencing diminishing returns on social media ad spend. The typical B2B buying cycle has stretched to [11.5 months](#)—for multinational purchases, this takes an average of 16 months. As markets get tighter and the noise aimed at customers gets louder, KPIs are getting more challenging to meet.

But when equipped with a strong, unified data architecture and a fine-tuned GTM strategy, organizations can set realistic goals and achieve them with clarity.

CHALLENGE	LIGHTCAST SOLUTION	KPI IMPACT
Data Fragmentation and Workflow Friction	Centralized & Verified Data: A single, high-performance platform for contact and company intelligence, cleaned and deduplicated.	GTM strategy aligned with market opportunity and faster time-to-market
Inaccurate Targeting	Skills-Based Enrichment: Moving beyond job titles to profile buyers based on readiness and expertise, across buying centers	Improved campaign ROI through stronger MQL to SQL to opportunity conversions
Misaligned Teams	Consistent Data Schema: The same verified intelligence is accessed and used by Marketing, Sales, and RevOps across integrated systems.	Improved predictability scores and forecasting by reducing cross-functional data variance
Wasted Outreach	Actionable Intelligence: Data is pushed directly into existing workflows (CRM, MAP, ABM) via robust integrations and APIs.	Improves sales productivity by reducing administrative tasks, boosting volume and quality of outreach

When every campaign, territory, and customer conversation is informed by what organizations actually do and how buyers actually work, go-to-market execution becomes sharper, faster, and far more resilient to change.



Your Light Among Shifting Tides

Even the best crews can lose direction in uncharted waters. When data is fragmented and signals are misleading, every decision risks steering the business further off course.

What revenue teams need isn't more noise—it's a guide to light the way.

Lightcast provides that illumination, bringing clarity to the shifting tides of buyers, problems, and demand for solutions. With a unified, skills-enriched foundation, your revenue team's strategy can navigate change with precision, charting not just where the market has been, but where it's going next.

Turn data into direction.

Experience how Lightcast's unified, skills-enriched sales intelligence transforms fragmented data into actionable market insight.

[Request Access to Free Sample Data](#)