

# Pixyle.ai Enhances Operational Efficiency with Revenue Operations

Pixyle.ai, a frontrunner in visual AI for fashion, partnered with our team to restructure their revenue process and implement a robust revenue operations framework. This shift has provided Pixyle.ai with clearer visibility of the buyer's journey, enhanced revenue analytics and forecasting capabilities, and a refined growth-accelerating process in just 3 months.

Full Visibility of the Buyer's Journey

Enhanced Revenue Analytics and Forecasting Capabilities

Accelerated Growth through a New Process and Playbook

## Needed a Clear Path Towards Effective Go-to-Market Strategies

Pixyle.ai lacked a clear process to support all their go-to-market strategies, from outbound and inbound sales to customer success and cross-sell.

Despite the demand for high-quality tools and a standardized marketing-sales approach, the know-how to integrate HubSpot, Chili Piper, and Apollo.io was lacking.

## Restructuring HubSpot to Create a Fully Automated Measurement Model

The project, running from March to May 2023, began with a comprehensive mapping of Pixyle.ai's processes, spanning marketing, sales, sales engineering, and customer success. A new process, inspired by the Winning By Design SaaS model, was developed by mid-March.

By the end of the month, a fresh outbound playbook was introduced, and sales engagement was implemented via Apollo.io. This was followed by intensive team training in April, ensuring full adoption of the new process and playbook. April also witnessed a thorough cleanup and restructuring of Pixyle.ai's HubSpot, culminating in the creation of a fully automated, new measurement model.

## Sales Playbooks Ensured the Adoption of the New Processes

MAN brought the creation of four distinct sales pipelines to support the entire sales process, from outbound to upsell and cross-sell and also recycling lost deals. A standardized approach for deal management was introduced, providing Pixyle.ai with all necessary deal information, from card views and custom properties to pipeline rules, forecasting, and probability.

Pixyle.ai's team received training on a new operational approach, covering revenue operations and sales ops best-case practices. This led to a clear playbook for managing deals and improved analytics tracking with comprehensive reports and dashboards.

## About Pixyle.ai

Pixyle.ai offers powerful, precise solutions for visual AI in fashion. Their AI technology can scan and analyze entire product image catalogs in an instant, providing crucial tools for fashion retailers to excel in the digital fashion business.

Trusted by clients like Esprit, Otrium, and Depop, Pixyle.ai is a leader in their field



Roland Simon  
Chief Growth Officer



We now have a clear, structured process that has not only streamlined our operations but also boosted our visibility into the buyer's journey and enhanced our forecasting capabilities. Thanks to this partnership, we have a new playbook to guide our growth and a solid foundation for future Account Based Marketing implementation.