

Account Managers Deliver Revenue via Customer Success



Pinterest wants to grow revenue with strategic partners and boost partner performance to grow revenues quarter over quarter. They ask MarketStar account managers to target and manage their most valuable accounts.

MarketStar account managers strengthen relationships with strategic Pinterest partners, leverage data to understand partner performance, and make recommendations to help partners achieve goals and grow revenues. They utilize a partner tiering model to prioritize accounts based on account spend, opportunity size, and responsiveness, and customize agendas with key decision makers to set KPIs and metrics that define account success.

- **Account Managers hit significant revenue goal in Q1'17**
- **Drove revenue through more than 3,300 Pinterest accounts in Q1'17**
- **Achieved 6,700 account upsells in Q1'17**