



USERGEMS

# Tracking Customers When They Change Jobs: UserGems vs. LinkedIn Sales Navigator



## Can't decide between UserGems or LinkedIn Sales Navigator to track your customers when they change their jobs? Read this before making the decision.

Look, B2B prospecting can leave you feeling like you've been burning the candles at both ends 😞

It doesn't help that you're competing against a deluge of LinkedIn messages, emails, cold calls, and advertising. And even with in-person events and other networking opportunities coming back soon (hopefully), growing your pipeline seems more challenging than ever.

So, it isn't surprising that most B2B revenue teams have adopted a more deliberate and targeted approach. One that accounts for sales trigger events that signal a company may be in the position to close a deal, such as: hiring and firing of executives, business growth, strategy shifts, etc.

By taking advantage of trigger events, your emails are timely, not spammy. And your calls relevant, not cold.

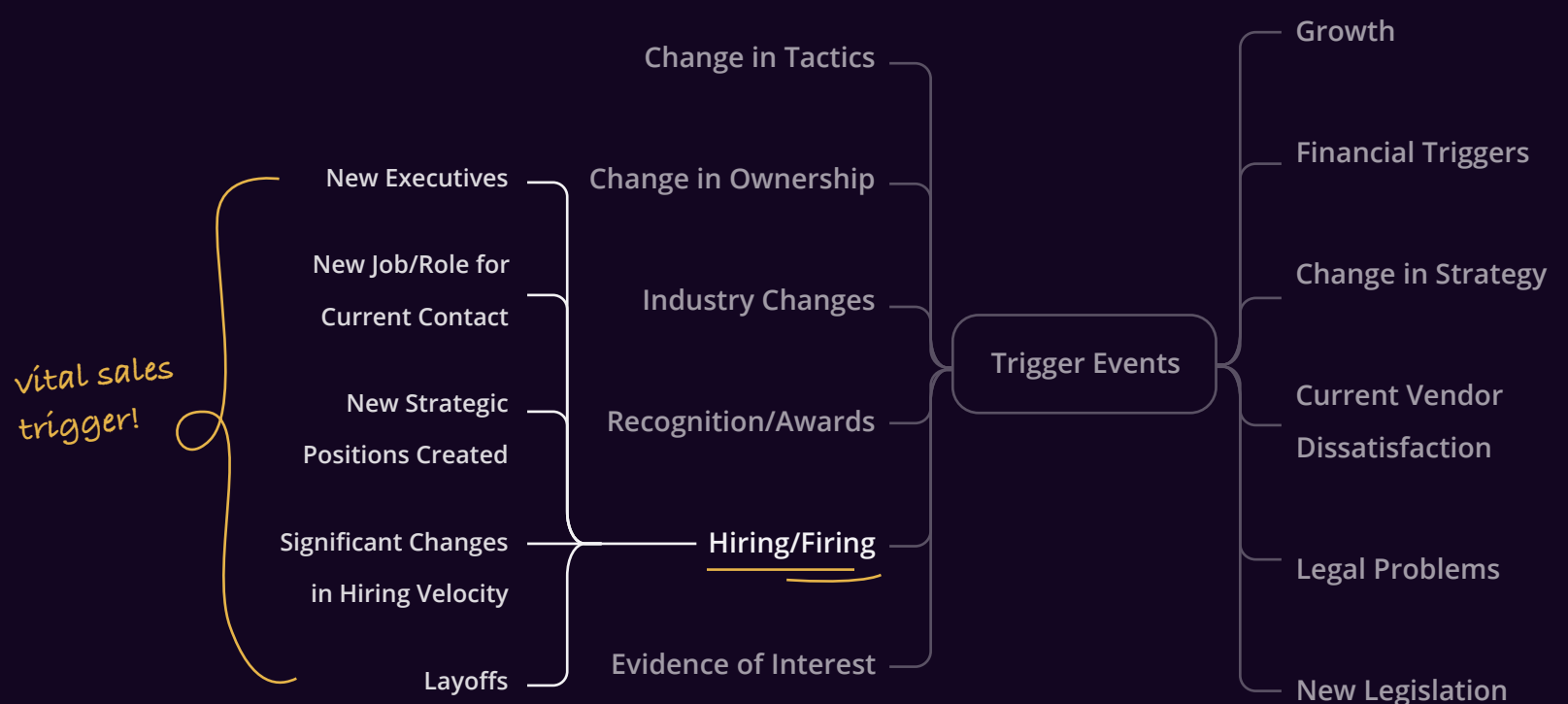
**Bottomline?** Tracking, identifying, and acting on your sales triggers can drive thoughtful engagement, grow your pipeline, and restart closed lost opportunities.



# Why Sales Triggers Matter in the UserGems vs LinkedIn Sales Navigator Debate?

Let's keep it real. Most of our customers use both LinkedIn Sales Navigator and UserGems.

So, we aren't saying kick Sales Navigator to the curb. It's a great product. And according to this image from Brian Carroll, CEO & founder of [markempa](#), both products are focused on a vital sales trigger: **Hiring and Firing of Executives**.



Source: [markempa Blog](#)

Which means if you're here because you're evaluating UserGems vs. LinkedIn Sales Navigator, or looking for Sales Navigator alternatives, then you're already doing the right thing by looking out for a tool that'll help you turn customer job changes into hot leads and deals.

But what you don't want to do is have your sales development reps (SDRs) manually looking up contacts to check for these sales triggers.

And if the numbers are anything to go by, that seems to be the case. According to the folks at [Salesforce](#),

**Sales reps spend  
2/3 of their time  
on data entry and non-selling activities.**

# UserGems vs LinkedIn Sales Navigator to Track Your Customers' Job Changes: What's the Difference?

That's a fair question.

And if we're being honest, we are a tad biased (obviously, we think our tool is the best).

But instead of writing another monotonous side-by-side list of features, we thought to keep things simple and sent Slack messages (we're remote, baby) to a few of our reps and demand gen folks, asking:

“

**If you had to put a page up on our website breaking down the top reasons why people pick UserGems vs. LinkedIn Sales Navigator to track customers' job changes, what would you say?**

”

They had some swell answers that should help you clear up any confusion.

# Here Are The Top 3 Things Only UserGems Can Do

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# 01

## AUTOMATION

It's true that Sales Navigator flags contacts in Salesforce as "no longer there." But what really matters is **"Then what?"**

You don't want your SDRs burning calories by manually tracking and updating these job changes in Salesforce instead of focusing on selling.

“

**Hey, we hired you to do data entry.**

– said no sales manager ever

”

Every manual step slows down your sales rep's efficiency and increases the likelihood of human errors. Manual steps also decrease the chance that your SDRs will act on these high-value sales opportunities.

That's why companies miss **85%** of these job-change trigger opportunities (Source: Internal analysis across 50+ midsize and enterprise B2B SaaS companies).

Today's highly competitive sales universe is all about optimizing your sales rep's efficiency.

#### WITH USERGEMS, YOUR TEAM:



Tracks every one of your users on a monthly basis – not only contacts associated with an opportunity (which is LinkedIn Sales Navigator's focus). This includes power users and champions.



Doesn't need to manually enter data. The new leads are automatically created directly in Salesforce with their professional emails and the old leads flagged as outdated.



Automates their prospecting emails with Outreach, Salesloft, Marketo, etc.



Doesn't need to go through the hassle of integrations and onboarding a new tool. Everything happens in Salesforce.

That way, none of these hot leads slip through the cracks.





The key is to reach out to your alumni customers at the right time with the right message. UserGems helps us achieve that at scale.

Steve Jones

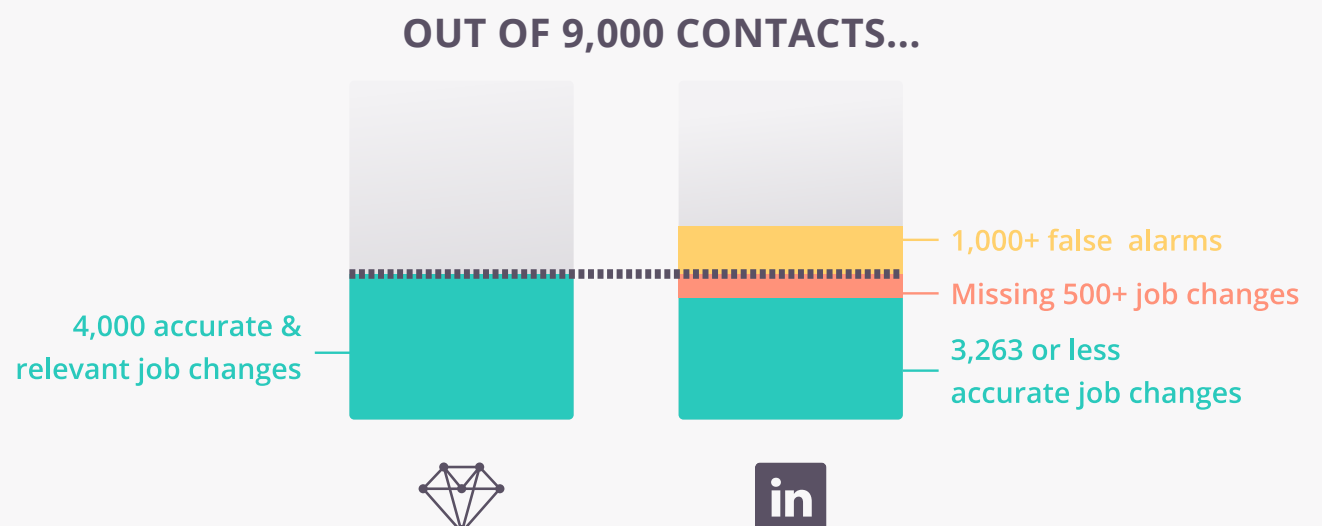
VP of Demand Generation at UserTesting

➤ CASE STUDY: How UserTesting Hit 18X ROI Using UserGems

## 02

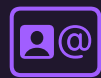
### ACTIONABLE DATA

We've done a lot of benchmarking to compare our data accuracy against Sales Navigator, ZoomInfo, and others. You can see that [here](#).



**But even accurate data is useless  
if it isn't actionable.**

**USERGEMS ENRICHES DATA AND BRINGS IT  
INTO YOUR EXISTING WORKFLOWS SO YOUR  
TEAM CAN ACT ON THEM IMMEDIATELY**



**Contact information** – new work email, phone numbers, LinkedIn profile, and location



**Tie the present to the past** – we link the prospect's new and old record in Salesforce – so that your team always has the full context when reaching out



We provide **human validation** to make sure all leads are relevant so that you don't feel like you're rearranging chairs on the Titanic. No wasting time on unqualified leads



“ At OneLogin, we were able to automate the tracking of our champions, creating new leads and streamlining the outreach to them using UserGems.

This was after spending time trying to automate unsuccessfully using LinkedIn Sales Navigator. We found the ‘not at company flags’ that LinkedIn provides to be highly error prone and there was no way to update the user records and create the new leads except by using an inefficient manual process.

**Michael Goldberg**

Head of Global Business Operations at OneLogin



## 03

**COMPLETE VIEW OF YOUR CUSTOMERS**

Think about the sort of growth you could fuel by reconnecting with previous end-users that changed jobs? Or the risk of losing out on all that information when an account manager leaves?

If you focus on only tracking contacts at ‘Closed Won’ opportunities (like what Sales Navigator does), you are missing out on:



Power users



Daily active users



Contacts at  
“Closed Lost Opportunities”



Contacts at Open  
(Mid-Funnel) Opportunities

Every job change you miss is a missed opportunity. UserGems tracks all your contacts and end-users – inside and outside of CRM – for any job movements.

Today's executives often look to their team for tool recommendations. Think of Slack, Asana, Zoom. These influencers might not have buying power, but their advocacy can kickstart conversations to get your team in the door.



**We had several demos booked in the first hour with opportunities we wouldn't have found otherwise. We also identified current clients that had our main contact leave. This level of insight is invaluable.**

**Dwight Richards**

VP of Sales & Client Success at iWave



# Key Things To Consider When Evaluating Software That **Tracks Job-Change Triggers**



- ☐ How are new contacts added to your CRM and existing workflows?
- ☐ How will your team connect the new contact to past activities on your CRM?
- ☐ Are these new contacts enriched with info for prospecting (e.g. email, phone, location, social profiles)?
- ☐ What types of contacts can you track – customers, prospects, etc – if you want to scale out this program in the future?
- ☐ How committed is the vendor to prioritizing this feature on their platform roadmap?

# Try UserGems now



Whether you are a marketing leader looking to generate high-quality warm leads, or a sales leader looking to make prospecting easier for your SDRs, you can start tracking your alumni customers for job changes and stop missing out on millions of dollars in revenue with UserGems.

That's how **BrightTALK** generated millions in the pipeline and got an **8x ROI in 90 days** in actual Closed Won.

A decorative graphic consisting of several concentric purple squares, with the innermost being a solid purple square and the outer ones being outlines.

## Let's Grow Your Pipeline

A decorative graphic consisting of several concentric orange squares, with the innermost being a solid orange square and the outer ones being outlines.

[Request a Demo](#)