InsideView®

AI-POWERED B2B DATA AND INTELLIGENCE

Power Your Entire Revenue Engine with the Right Data

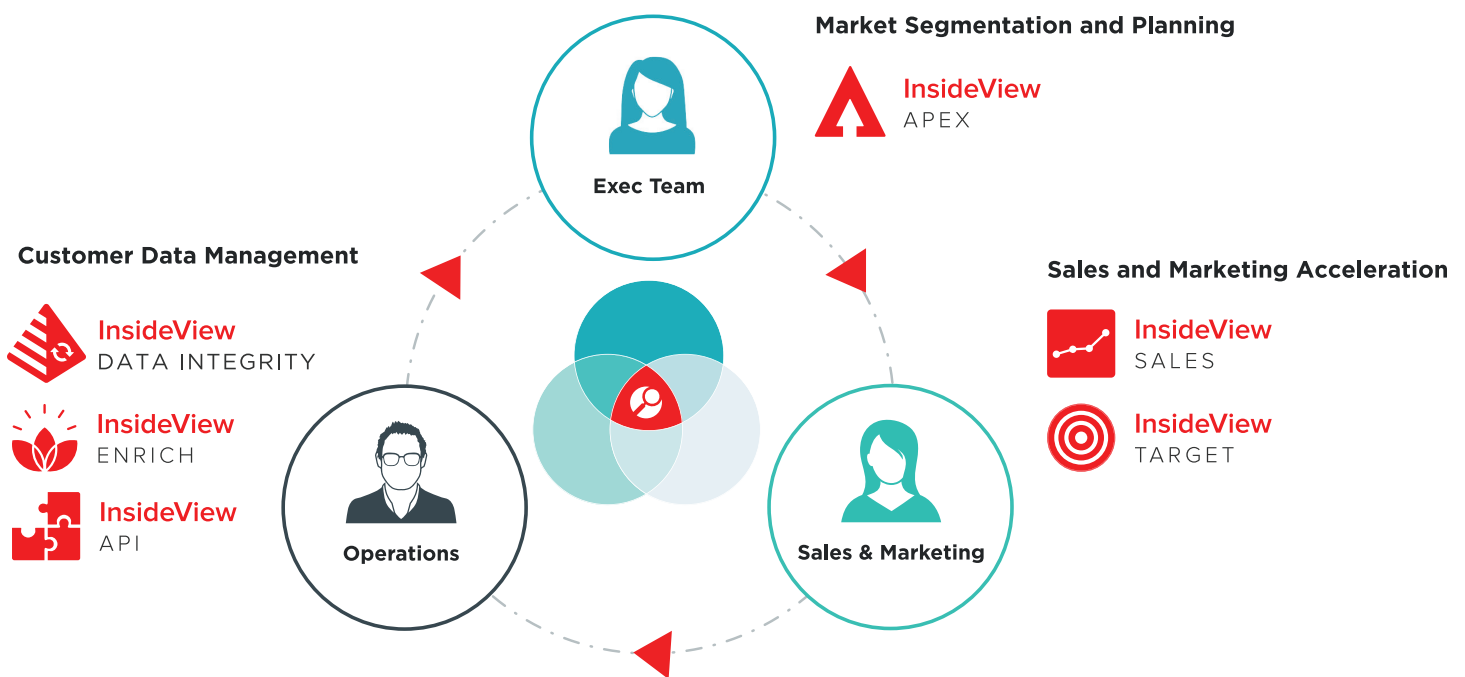## Align Around a Unifying Platform of Data and Intelligence

InsideView's platform gives you the data and intelligence you need to power your entire revenue engine, from discovering new markets to managing the data needed to execute.

OUR SOLUTIONS HELP:

Executive teams to quickly and confidently plan, execute, measure, and optimize winning go-to-market strategies.

Sales and marketing to engage the right buyers with the right message at the right time.

Operations to maintain data health and deliver a single source of truth to your revenue teams.

Market Segmentation and Planning

InsideView
APEX

Exec Team

Customer Data Management

InsideView
DATA INTEGRITY

InsideView
ENRICH

InsideView
API

Operations

Sales and Marketing Acceleration

InsideView
SALES

InsideView
TARGET

Sales & Marketing

ONLY INSIDEVIEW:

1 Provides AI-based B2B data and intelligence that combines continuously refreshed company and contact **data**, business **insights**, and your network of **connections**.

2 Offers an **executive decision engine** that enables business leaders to quickly and confidently plan, execute, and measure a winning go-to-market strategy.

3 Drives alignment among revenue teams with a **comprehensive view of your customer data.**
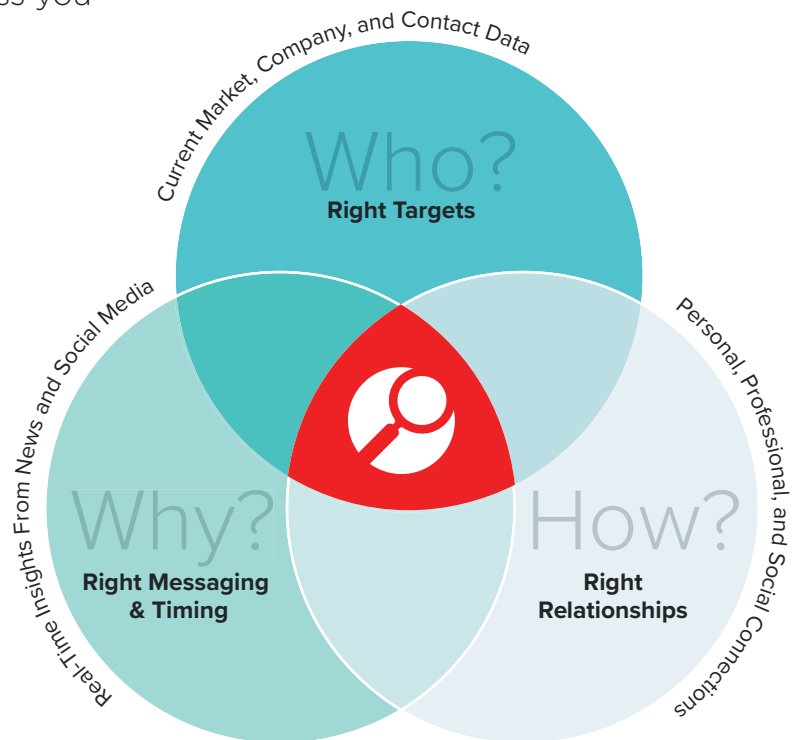
Target the Right Buyers with the Right Message at the Right Time

Fuel Revenue Growth with AI-Powered Data and Intelligence

Today's leading companies know the importance of targeting. Their leaders are looking to data to tell them who they should target and how they should connect. But getting the right data at the right time isn't easy. Unless you have InsideView.

InsideView's B2B data and intelligence is aggregated and validated using a powerful combination of artificial and human intelligence to deliver the industry's most reliable, actionable data for sales and marketing success.

We deliver detailed **data** about markets, companies and buyers, along with **insights** and **connections** so your revenue teams know exactly **who** to target, **why** and when to reach out, and **how** to connect.

Current Market, Company, and Contact Data

Who?
Right Targets

Real-Time Insights From News and Social Media

Personal, Professional, and Social Connections

Why?
Right Messaging & Timing

How?
Right Relationships

TARGETED ENGAGEMENT REQUIRES AI-BASED DATA AND INTELLIGENCE

32%
of business-to-business companies say **artificial intelligence (AI) and machine learning will fuel decisions** on best target markets.[*]
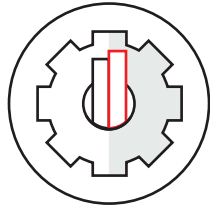
#1 challenge
to sales and marketing alignment — a prerequisite to targeted engagement — is a **lack of accurate/shared data on target accounts and prospects**.[*]

Align on InsideView Data and Intelligence for Rapid Growth
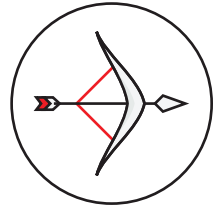
InsideView Solutions for Sales, Marketing, and Revenue Operations

Go-to-Market Success

Make go-to-market decisions quickly, with confidence.

- Go-to-Market Planning
- ICP/TAM
- Execute Your GTM Plan
- Track and Optimize

On-Target Marketing

Focus on the right accounts to build a bigger, better pipeline.

- Account-Based Marketing (ABM)
- Lead Enrichment
- Total Addressable Market (TAM)
- Campaign Planning
- Predictive Intelligence

Smarter Sales

Engage the right decision-makers to win bigger deals more often.

- Sales Acceleration
- Social Selling
- Account-Based Sales Development
- Account Retention & Growth
- Territory Planning
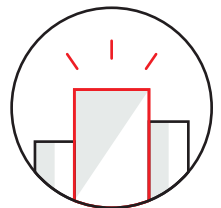
High-Quality Data

Fuel sales and marketing with accurate, relevant B2B data and intelligence.

- Data Cleaning
- Lead Enrichment
- Data Validation & Management

Build a Revenue Machine That Fires on All Cylinders

InsideView Data-Powered Products

InsideView APEX

The first go-to-market (GTM) decision engine empowers business leaders to quickly and confidently plan and execute winning GTM strategies.

InsideView TARGET

Greatly expands your universe of ideal prospects, providing highly customized lists of net new targets that look like your best customers.

InsideView DATA INTEGRITY

Customer data management solution that automatically cleans, monitors, and unifies your CRM records with the most reliable, up-to-date information.

InsideView SALES

Embeds continuously refreshed company and contact data and intelligence directly into your sellers' workflow, paving the way for smarter sellers and more wins.

InsideView ENRICH

Turns basic contact data into detailed leads you can engage by adding relevant company and contact data.

InsideView API

Customize the way you use InsideView data by flowing it directly into your sales and marketing systems and applications.

Driving Growth for the World's Leading B2B Companies

Gainsight increased lead volume by 5x

O'Neal Steel cut lead qualification time by 66%

Global Facilities Services Leader increased lead conversions by 33%

"We selected InsideView as the best all-around solution for helping us identify our target accounts and equipping our sales team to do outreach."
~ Director of Sales Development, **Jama Software**

"We rely on InsideView to keep our data clean and accurate. Everyone's looking to do account-based marketing these days, and with InsideView Data Integrity filling in those gaps for companies, and doing it at scale, segmentation becomes a lot easier."
~ Logan Childs, Sr. Director of Sales, **Cheshire Impact**

"InsideView is at the forefront of modern go-to-market planning."
~ Cari Baldwin, Partner, **Unreal Digital Group**

"As more CMOs hold the reins for a company's growth strategy, tying planning to execution becomes even more critical. InsideView Apex fills a key missing piece to the puzzle."
~ SVP Marketing, **Host Analytics**

Adecco   Aflac   Grant Thornton   Comerica

Deloitte.   hostanalytics   jive   ThermoFisher SCIENTIFIC

Microsoft   salesforce   box   JLL

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