



INTELLIGENT MARKET MONITOR

+\$12,451
UNILEVER

Who we are

AptivIO Intelligent Market Monitor systematically detects hidden revenue opportunities and leads most likely to convert. Leveraging the deepest and most untapped alternative data sources used by data-driven Hedge Funds, we are poised to revolutionize the way 10 million B2B Sellers capture their opportunity white space.

30%

30% NET NEW OPPS
ADDED TO CRM

80%

80% WEEKLY ACTIVE
USE IN CRM

1B

1 BILLION EVENTS
PROCESSED PER DAY

10X

10X ROI IN
FIRST YEAR

1
MIN

1-MIN USER
ONBOARDING



AptivIO Key Differentiators

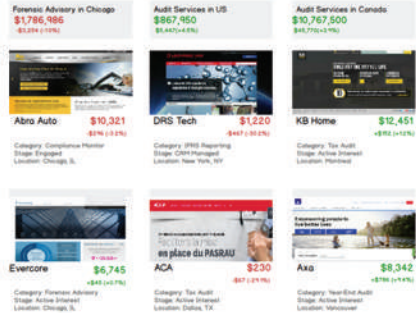
- ✓ **Early Indicators.** Leverage billions of user-generated and machine-generated alternative data points per day to extract lead indicators of potential demand from collective business behaviors.
- ✓ **Ease of Setup & Use.** Fully automated baseline configuration of signal processing engine for what has been historically a programming exercise reserved for data-driven hedge funds. Advanced setup settings provided via Self-Service Online Support. Onboard in less than a minute and no training or maintenance required.
- ✓ **Self-Learning.** As end-users provide feedback by adding opportunities to CRM, or dismissing them, the system continuously improves the quality of its sales recommendations.
- ✓ **Embedded in Modern Sales Stack.** Seamlessly integrates in existing CRM workflow/UI, including email briefs, browser extensions, and mobile notifications.

Select Examples of Client Use Cases:

- ✓ **Commercial Banking.** 24/7 monitoring of existing clients' shipments, expansion announcements, M&A rumors and client inquiries, job postings to detect net new wallet share opportunities for trade or expansion financing.
- ✓ **Industrials.** Anticipating new demand through energy consumption surges, certification filings, construction site hiring and satellite progress tracking.
- ✓ **High-Tech.** Detect hidden revenue opportunities by monitoring expert topics in collective web searches, social media, and job hiring.
- ✓ **Private Wealth Management.** Identify high-potential Corporate Executives and SME Entrepreneurs by understanding career trajectory and related company growth.
- ✓ **Cyber Insurance.** Forecasting of cyber-losses and hedging based on cyber threats detected in real-time on the dark web, employee feedback platforms, network and cyber-defense alert logs.

At the Moment Selling. Now Part of your CRM.

Intelligent Market Monitor



Anticipate deals ahead of competition

Hedge sales efforts with risk sensing

Empathize with clients' moments of insights

CRM & Sales Enablement



NOISE

Billions of digital economy data points daily

- Social Media Rumors
- Breaking News
- Client Searches
- Cyber Web
- Cloud Usage
- Interest Surges
- Programmatic Advertising
- Job Postings
- Job Seeking Behavior
- Product Shipments
- Calls & Emails
- Company & People Web Profiles
- Specialized Industry websites

SIGNAL PROCESSING

1-in-10,000 events is actionable to you

- + Actively hiring
- Key sponsor leaving
- + Settlement reached
- + Surge in employee interest
- Lack of executive team coverage
- Client interaction w/ Competitor
- + Industry-related trigger event

OPPORTUNITY

Assess impact of each new signal

Opportunity	Size	Change
Total	\$40,758	+17,548 (27%)
Bayler Scott & White Holdings - M&A-related Financing - New York	\$45,841	+\$3,838 (8%)
Providence St. Joseph Health - M&A-related Financing - New York	\$38,243	+\$3,361 (8%)
Lifepoint Health Inc. - M&A-related Financing - New York	\$40,192	+\$2,210 (5%)
Intermountain Health Care Inc. - M&A-related Financing - New York	\$71,385	+\$2,209 (3%)
Tenet Healthcare Corporation - M&A-related Financing - New York	\$6,540	+\$302 (5%)
Genesis Healthcare Inc. - M&A-related Financing - New York	\$40,875	+\$1 (0%)
Genia Inc. - M&A-related Financing - New York	\$63,776	-\$1,913 (3%)
Marina Healthcare Inc. - M&A-related Financing - New York	\$90,289	-\$2,469 (2%)

[Add To CRM](#) [Dismiss](#)

AptivIO for Efficient Growth

Add ...up to 12% missed revenue, according to a McKinsey study on AI-led Sales Acceleration

- ✓ **Anticipate** deals ahead of competition
- ✓ **Sell** at the moment of opportunity
- ✓ **Prioritize** leads most likely to convert
- ✓ **Avoid** wasteful pursuits
- ✓ **Engage** clients at their moments of insight

AptivIO for Risk Sensing

Provides the ability to react to early warnings and remedy:

- ✓ **Detect** adverse media and insider threats
- ✓ **Monitor** potential disruption to physical and cyber infrastructure
- ✓ **Preempt** competitors' move
- ✓ **Identify** financial health issues