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.

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.
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.

**Fuel Revenue Growth with AI-Powered Data and Intelligence**

**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.*

outsideView 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

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

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

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