

AI-Powered B2B Data and Intelligence



Power Your Entire Revenue Engine with the Right Data

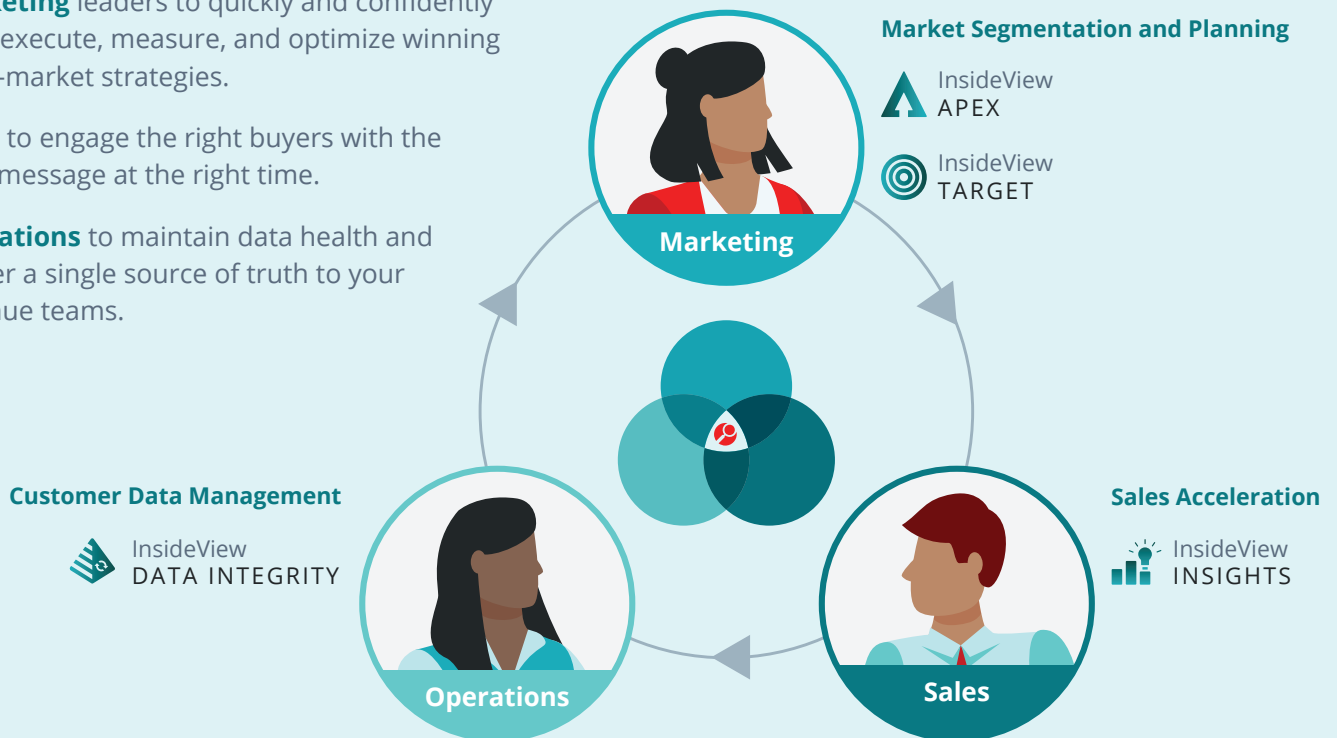


Align around a unifying platform of B2B data and intelligence

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:

- **Marketing** leaders to quickly and confidently plan, execute, measure, and optimize winning go-to-market strategies.
- **Sales** 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, buyer intent data, 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 comprehensive data management and a unified view of your customers.

Target the Right Buyers with the Right Message at the Right Time

Fuel revenue growth with AI-Powered data and intelligence

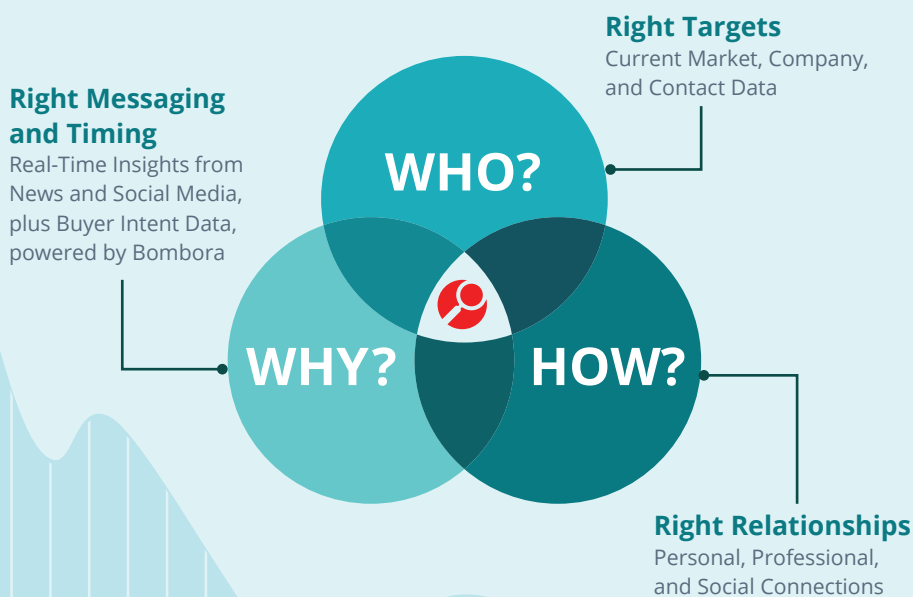
Today's leading companies know the importance of targeting. Their leaders are looking to data to tell them who they should target and how they should connect. But getting the right data at the right time isn't easy. Unless you have InsideView.



InsideView B2B data and intelligence

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, including buyer intent data, powered by Bombora, along with **insights** and **connections** so your revenue teams know exactly **who** to target, **why** and **when** to reach out, and **how** to connect.



Leaders rely on trusted data to drive success

56%

of "high growth" companies used third-party data to prioritize contacts and accounts.¹

71%

say improving data quality is a high priority.²

1. Source: Account and Contact Data Might Be More Important Than You Think, TOPO;
2. Source: Unlocking Revenue Performance in the New Normal, InsideView, 2020

Align on InsideView Data and Intelligence for Rapid Growth



Customer data management

Clean and manage your customer and prospect data, because businesses thrive on healthy data.

- Automatic data cleansing and enrichment
- Automated data workflows, such as lead-to-account mapping and family tree linkages
- Email validation
- Master data management
- Professional services and data consulting



Market segmentation & planning

Find and target the right accounts, transform your go-to-market strategy, and build a better pipeline.

- Total addressable market (TAM) and ideal customer profile (ICP) analysis
- New market discovery
- Hyper-targeted list building
- Account-based marketing (ABM) data
- Custom data sets



Sales acceleration

Engage the right decision-makers about their business drivers to win bigger and more often.

- Prospect discovery and prioritization
- Comprehensive pre-call research
- Timely, informed customer engagement
- Account retention and growth
- Sales territory planning



INSIDEVIEW DATA-POWERED PRODUCTS

Build a Revenue Machine that Fires on All Cylinders



InsideView APEX

The go-to-market (GTM) decision engine that empowers business leaders to discover new markets, and quickly plan and execute winning GTM strategies.



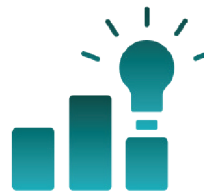
InsideView TARGET

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 INSIGHTS

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



InsideView APIs

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

30%

more meetings
booked by
RightBound

66%

of lead time
was cut by
O'Neal Steel

33%

increased lead
conversions by
a Global Facilities
Services Leader

“

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



 ascensus®

accenture

 Grant Thornton

Comerica

Adecco

 BABSON

American
Airlines 

ThermoFisher
SCIENTIFIC

 Microsoft

 salesforce

box

 JLL



For more information, contact us at www.insideview.com

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