

World-class GTM in a Box

Apollo platform overview



Michael James

VP of HR @ Snowflake

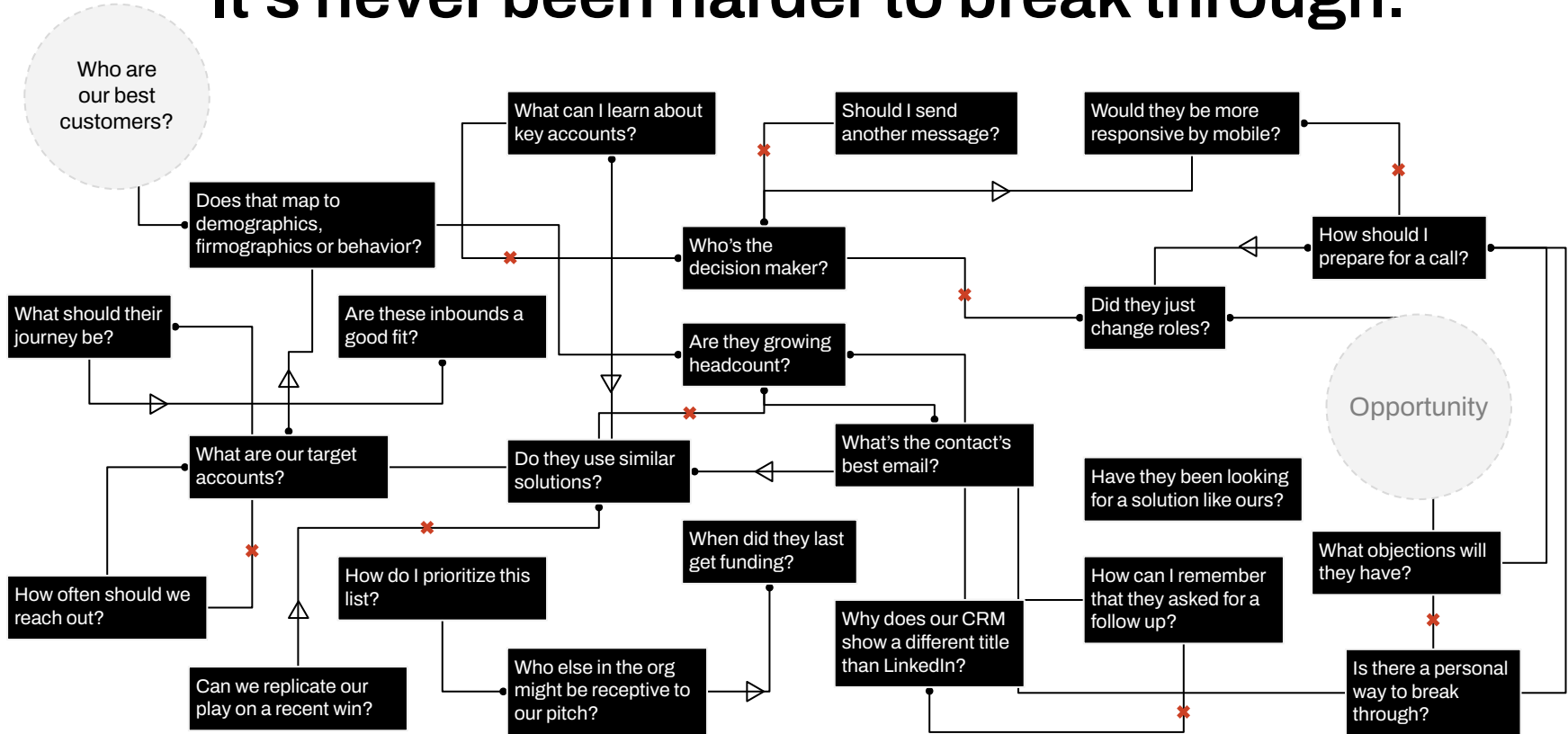


Add contact to sequence

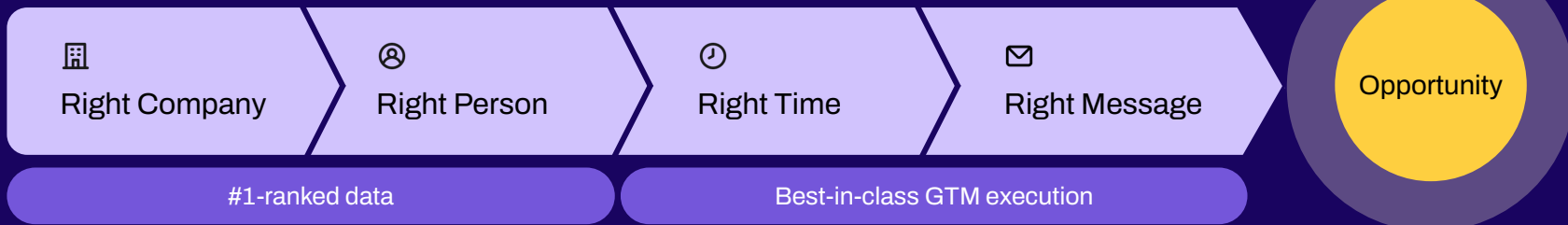


Previous customer
Marketing

It's never been harder to breakthrough.

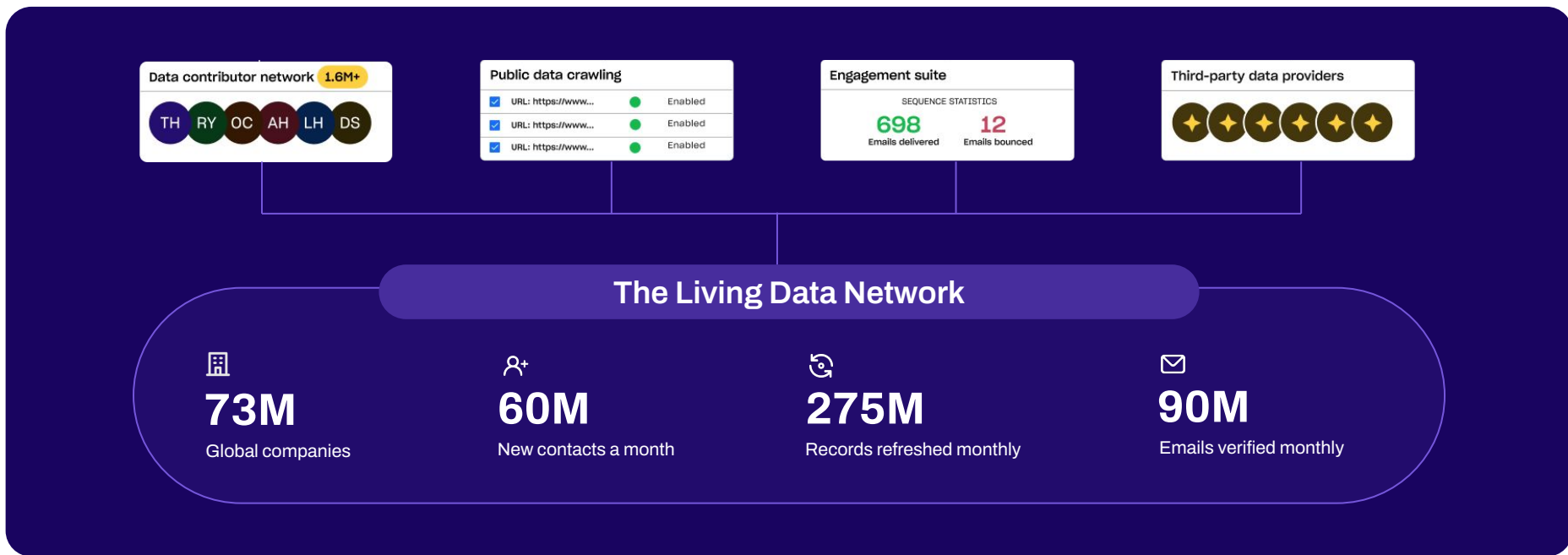


It's never been easier with Apollo.

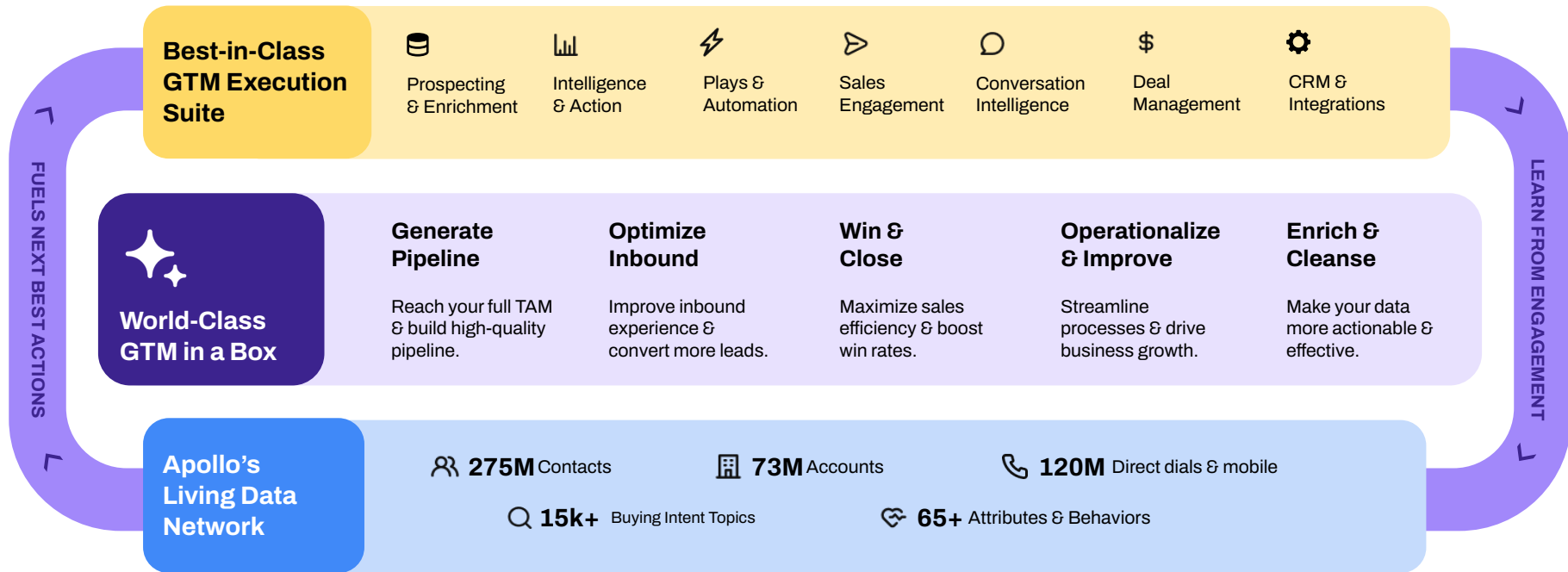


It all starts with a strong data foundation.

Apollo's **Living Data Network** isn't just another static database.



Work better, smarter, together with the only end-to-end GTM Platform



Top rated & most loved by reps.



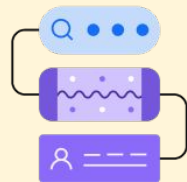
Most accurate data

Connect with a 98% email accuracy rate and contact data is refreshed every 32 days, on average.



Most actionable

What sets our intelligence apart is the data foundation—our proactive recommendations are based on the most accurate data.



Most accessible & intuitive

Using Apollo is simple and easy to use for companies of all sizes. In a matter of minutes, you can buy, implement, and get started.



Most unified & streamlined

The power of our platform is amplified by building workflows, intelligence, and sales tools to work together on top of our data.

Sell better, smarter, together.

Generate Pipeline

Ashby **booked 4x more meetings** using Apollo to surface more target accounts

Optimize Inbound

Leadium **grew annual revenue by 3x** by automating their inbound process & moving faster on leads

Win & Close

Built In **increased win rate and ACV by 10%** with Apollo's signals & guidance

Operationalize & Improve

Customer.io **saw a 50% YoY growth** by automating best practices & coaching reps

Enrich & Cleanse

Census **increased data quality by 50%** & improved outbound efforts with more emails & phone numbers

500,000 companies win with Apollo

customer.io

}} RIPPLING

DocuSign

AUTODESK

stripe

Use Cases & Features

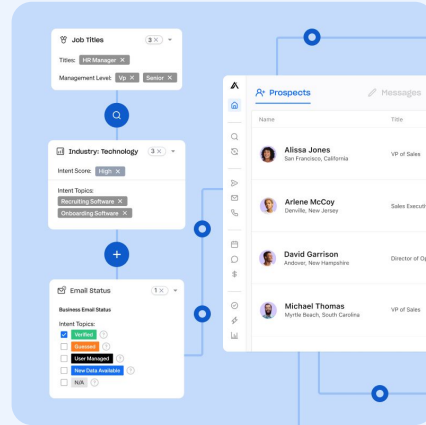
GENERATE OUTBOUND PIPELINE	OPTIMIZE INBOUND STRATEGY	WIN & CLOSE	OPERATIONALIZE & IMPROVE GTM	ENRICH & CLEANSE	APPENDIX SLIDES
<p>Prospect</p> <ul style="list-style-type: none"> Contact & Account Data Behavioral & Intent Data Chrome Extension Scores & Signals <p>Engage</p> <ul style="list-style-type: none"> Email Dialer Sequences <p>Execute Daily Tasks</p> <ul style="list-style-type: none"> Home 	<p>Track Website Visitors</p> <ul style="list-style-type: none"> Website Visitors <p>Convert More Leads</p> <ul style="list-style-type: none"> Form Optimization <p>Route Leads</p> <ul style="list-style-type: none"> Inbound Router <p>Qualify & Schedule</p> <ul style="list-style-type: none"> Plays 	<p>Book Meetings</p> <ul style="list-style-type: none"> Meetings Scheduler Pre-Meeting Insights <p>Get Conversation Insights</p> <ul style="list-style-type: none"> Call Recording Post-Call Automation Conversation Insights Coaching & Performance Insights <p>Manage Deals</p> <ul style="list-style-type: none"> Deal Management Deal Automation Deal Insights 	<p>Integrate Your Stack</p> <ul style="list-style-type: none"> Integrations <p>Define & Monitor Goals</p> <ul style="list-style-type: none"> Analytics Goal Tracking <p>Improve Rep Performance</p> <ul style="list-style-type: none"> Coaching 	<p>Fill & Update Data</p> <ul style="list-style-type: none"> Enrichment Data Health Center <p>Merge Duplicate Records</p> <ul style="list-style-type: none"> Data Deduplication <p>Track Job Changes</p> <ul style="list-style-type: none"> Job Changes 	<p>Getting Started With Apollo</p> <ul style="list-style-type: none"> Security Why Org Plan? Onboarding <p>Competitive</p> <ul style="list-style-type: none"> G2 Comparison Data Validation

Generate Outbound Pipeline

APOLLO.IO USE CASE

Generate Outbound Pipeline

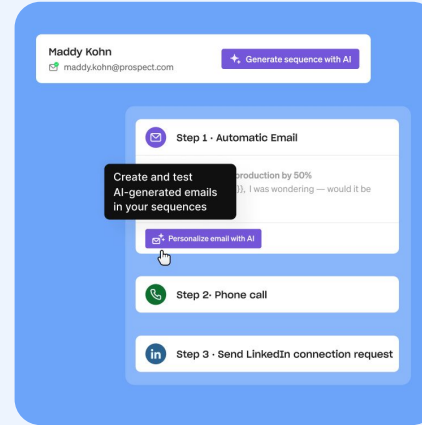
Find your ideal leads and accounts, reach out at the right time, and land more meetings to build high-quality pipeline.



PROSPECT

Find your ideal leads with 65+ data points and prioritize outreach with insights into the most important buying signals.

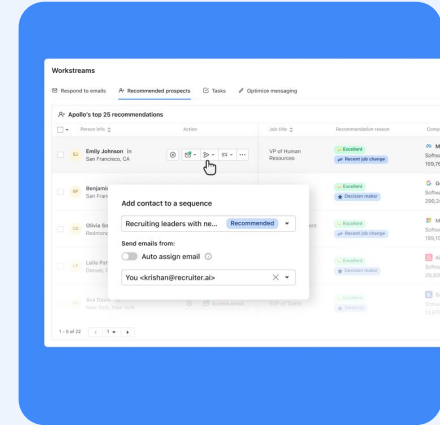
- Contact & Account Data
- Behavioral & Intent Data
- Chrome Extension
- Scores & Signals



ENGAGE

Everything you need to connect with your ideal buyers, all in one platform — supported by AI built to exceed engagement and meeting set goals.

- Email
- Dialer
- Sequences



EXECUTE DAILY TASKS

Prioritize your day-to-day workflow with one centralized place for you to track, execute, and measure all of your tasks.

- Home

PROSPECT >> CONTACT & ACCOUNT DATA

The most accurate B2B data network, at your fingertips

Find your best leads with access to a reliable B2B database that has unrivaled breadth and depth.

- The largest global B2B database with 275M+ contacts and 73M+ companies.
- Unparalleled contributor network with a community of 2M+ data contributors that continuously add & verify data.
- Superior multi-step verification processes check emails and direct phone numbers in real-time, giving contact data a 97.5% accuracy rate.
- Accurate and rich data allows you to dig deep on leads & companies with 65+ filters to gain key insights like recent company news, employee trends, and more.

The screenshot displays the Apollo.io interface with several filter panels on the left and a list of prospects on the right. The filter panels include:

- Job Titles:** 3 filters: HR Manager, Management Level: Vp, Senior.
- Industry:** Technology (3 filters), Intent Score: High, Intent Topics: Recruiting Software, Onboarding Software.
- Email Status:** 1 filter, Business Email Status, Intent Topics: Verified (checked), Guessed, User Managed, New Data Available, N/A.

The prospect list on the right is titled "Prospects" and includes a "Messages" link. It contains the following entries:

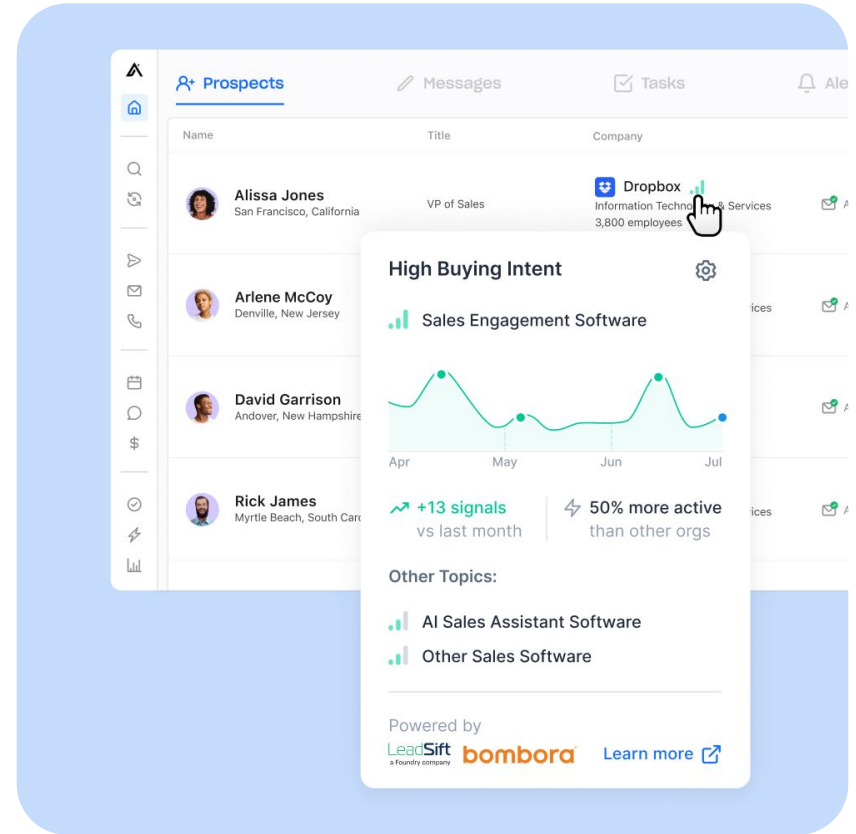
Name	Title
Alissa Jones San Francisco, California	VP of Sales
Arlene McCoy Denville, New Jersey	Sales Executive
David Garrison Andover, New Hampshire	Director of Oper
Michael Thomas Myrtle Beach, South Carolina	VP of Sales

PROSPECT >> BEHAVIORAL & INTENT DATA

Find warm prospects using powerful intent data

Save time and improve ROI by focusing on prospects and accounts with the highest intent to purchase, enriched by insight from Bombora & LeadSift.

- Easily identify companies actively researching your products and services across the web in Apollo.
- Listen and act on the right buying signals – with over 15,000 intent topics to choose from.
- Focus outreach efforts and campaign budget on prospects with the highest buying intent.



PROSPECT >> CHROME EXTENSION

Apollo works where you do — everywhere

Access all the power of the Apollo platform wherever you need it with a top-rated Chrome Extension.

- Access contact emails and mobile numbers, take action, and get detailed insights while prospecting on LinkedIn.
- Add email templates, configure tracking, and manage reminders directly from your Gmail inbox.
- Access rich data on who you're meeting with next directly from your Google Calendar view.
- Assign contacts to sequences, create and log new tasks, view full Apollo profile information, and more straight from SFDC and HubSpot.

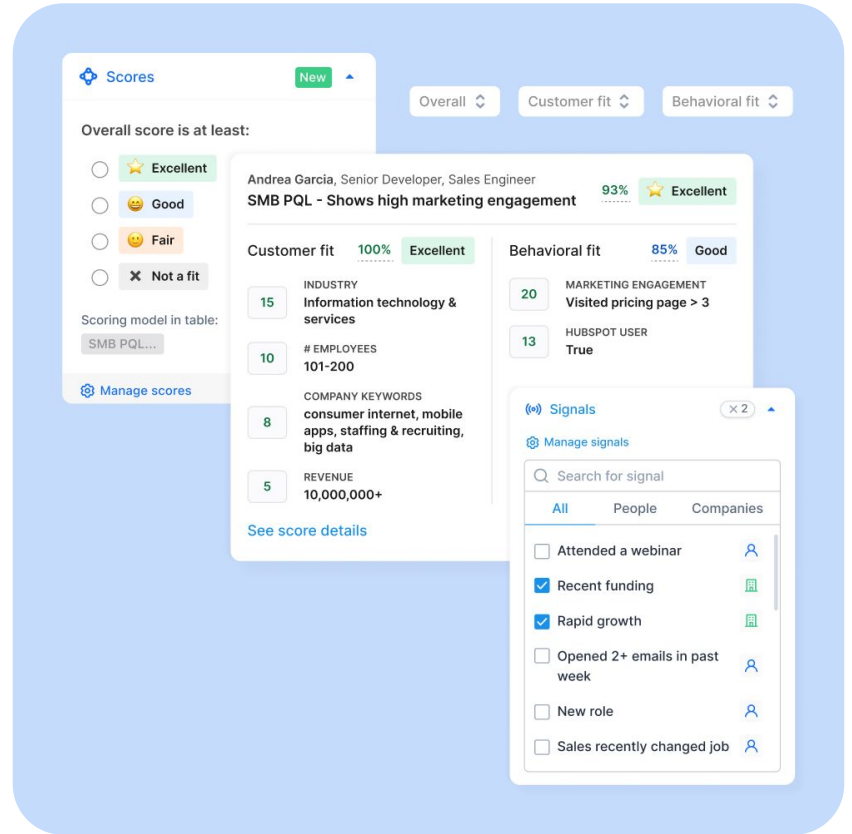
The image shows a screenshot of the Apollo.io Chrome extension interface overlaid on a LinkedIn profile for Tim Zheng. The extension window is white with a blue header containing the Apollo.io logo. It displays the user's profile picture, name, and title. Below this, there are several action buttons: 'Export' (with a dropdown arrow), 'Send Email', 'View Email Address' (with an envelope icon), 'View HQ Number' (with a location pin icon), and 'View Mobile Number' (with a phone icon). At the bottom of the extension window, there is the Apollo.io logo, social media icons for LinkedIn, Facebook, and Twitter, and a text block describing the platform's capabilities: 'Apollo's comprehensive solution provides the most accurate B2B contact data, built-in engagement tools, and intelligence features that help companies find and convert quality prospects.' Below this text is a 'More' link.

PROSPECT >> SCORES & SIGNALS

Get the timing right every time

Prioritize outreach with easy, transparent, and customizable scores and signals – plus instant AI-powered scores on every lead.

- Supercharge your team's efficiency and revenue generation with our AI-powered auto-score models.
- Combine Apollo's rich demographic, firmographic, and behavioral data to craft custom scoring models and signals with clicks, not code.
- Easily filter by scores and view, in real-time, how our living database of leads is scored against your customer fit criteria.
- Leverage out-of-the-box signals to identify key moments and opportunities to reach out.

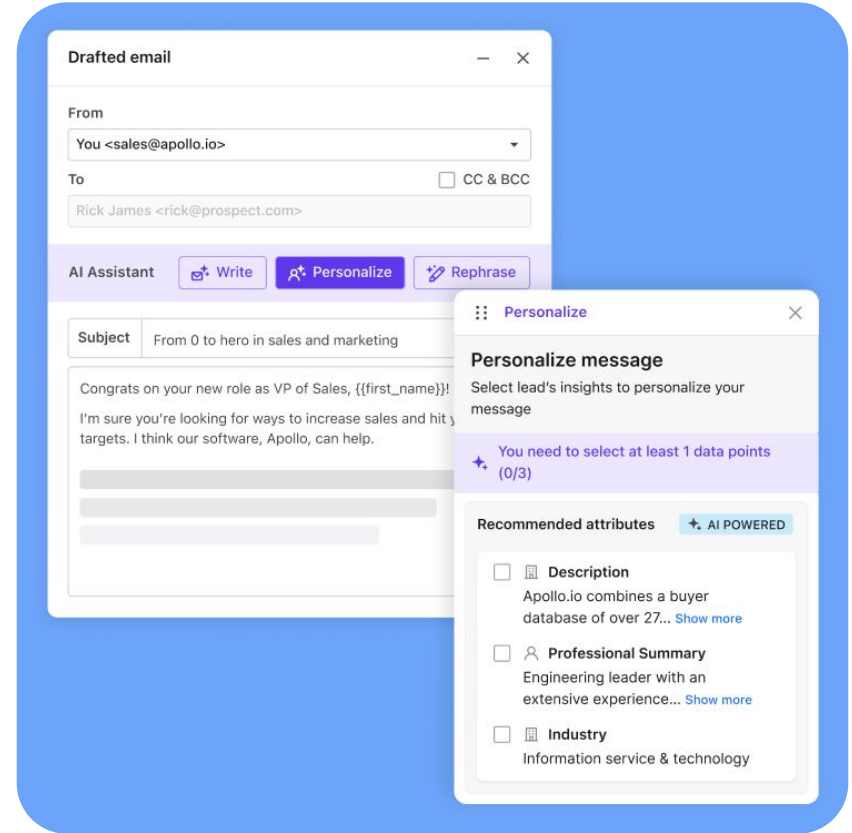


ENGAGE >> EMAILS

Send the right message at the right time

Deliver highly personalized and relevant emails for every prospect in your pipeline.

- Manually send emails to prospects using an existing template or starting from scratch.
- Craft hyper-personalized emails based on relevant buyer signals for every prospect with dynamic variables.
- Leverage AI in your email writing process for recommendations, personalization, rephrasing, and email analysis.
- Stay on top of deliverability with step-by-step guided mailbox setups and always-on deliverability score.



ENGAGE >> DIALER

Connect more on cold calls

Find verified phone numbers for your prospects with a single click, and call them using Apollo's built-in dialer.

- Apollo boasts a 91% connection rate, enabling you to make calls with confidence.
- Instantly click-to-call new prospects within Apollo or call by bridging to your phone.
- Get higher connection rates by calling from a local phone number with an international dialer.
- Record or upload multiple voicemails and improve cold calling efficiency
- Join active calls or review call transcriptions to coach sales reps, create training clips, and identify key strategies with call insights.

The screenshot displays the Apollo.io call interface. At the top, the Apollo logo is on the left, and the call details are on the right: 'Call Purpose' and 'Prospecting Call'. Below this, a progress bar shows the call duration as '04:23 / 18:03'. The progress bar is divided into two segments: '54% You' (purple) and '46% Michael J.' (blue). Below the progress bar is a search bar for the call transcript: 'Search call transcript'. The transcript shows two segments: '03:25' and '03:36'. At the bottom right, a contact card for 'Michael James' is displayed, including his profile picture, title 'VP of HR @ Snowflake', and location 'New York, NY'.

ENGAGE >> SEQUENCES

Effectively engage with all your prospects

All your must-have outbound channels in one place, powered by AI to help you automate and personalize.

- Create automated, multi-step touchpoints for your sales outreach, including emails, calls, LinkedIn tasks, and more.
- Build pipeline in a more consistent, effective, and efficient manner that is scalable across the entire team.
- Know with statistical significance which messages and engagement steps work best through A/B tests, then scale best practices.

The screenshot displays the Apollo.io interface for creating a sequence for a prospect named Maddy Kohn (maddy.kohn@prospect.com). At the top, there is a button labeled "Generate sequence with AI". Below this, the sequence is broken down into three steps:

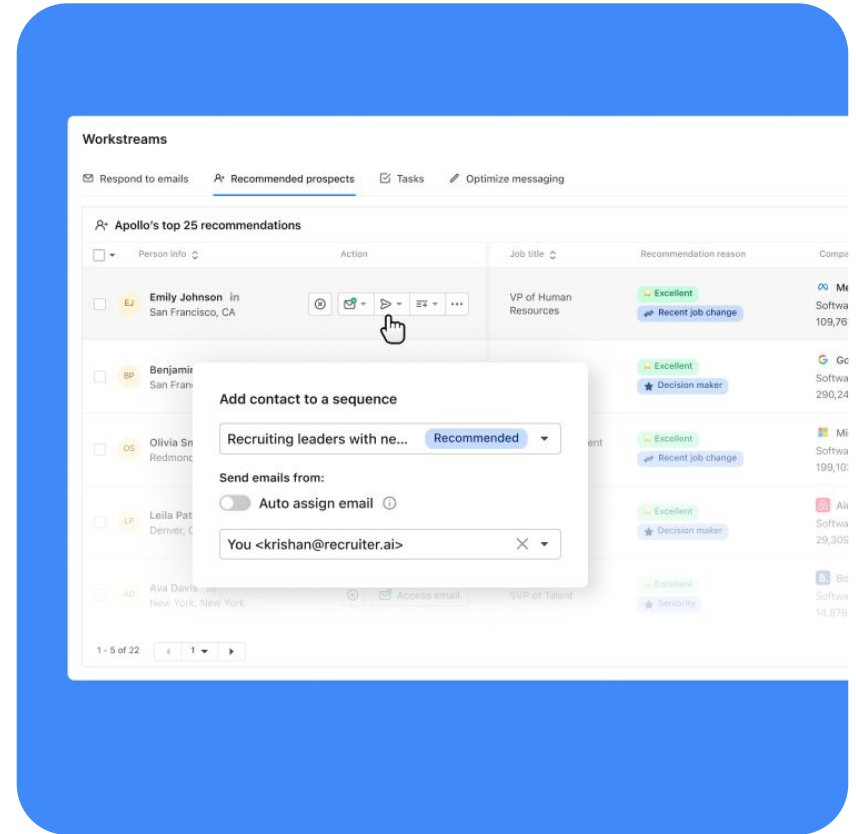
- Step 1 - Automatic Email:** This step includes a preview of an email with a subject line "Production by 50%". A callout box with a white background and black text says "Create and test AI-generated emails in your sequences". Below the preview is a purple button labeled "Personalize email with AI" with a hand cursor icon pointing to it.
- Step 2 - Phone call:** Represented by a green phone icon.
- Step 3 - Send LinkedIn connection request:** Represented by a blue LinkedIn icon.

EXECUTE DAILY TASKS >> HOME

Maximize your prospecting flow with a smart, unified workspace

Complete your daily tasks, manage inboxes, and improve prospecting effectiveness – all in one place.

- Keep track of your inboxes, respond to emails, and take action on the most pressing tasks.
- Get automatic, AI-powered lead recommendations delivered right to your workspace.
- Monitor email campaign metrics and test your messaging to proactively improve performance.

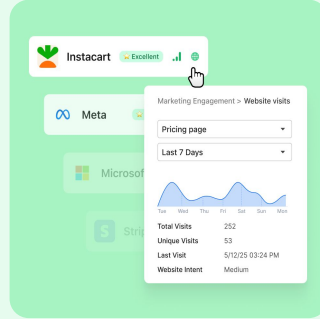


Optimize Inbound Strategy

APOLLO.IO USE CASE

Optimize Inbound Strategy

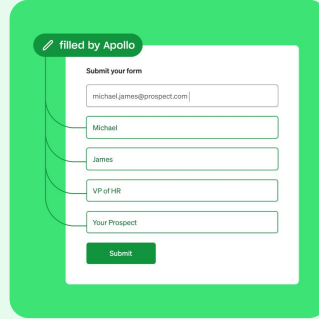
Convert more anonymous website visitors and turn inbound leads into customers.



TRACK WEBSITE VISITORS

Reveal anonymous website traffic and identify your hottest leads.

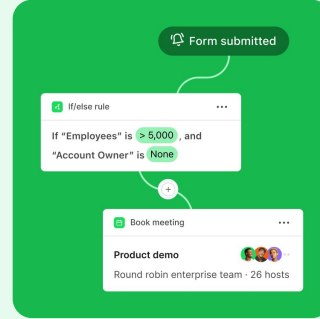
- Website Visitors



CONVERT MORE LEADS

Improve inbound experience and boost form conversion with auto-filled data.

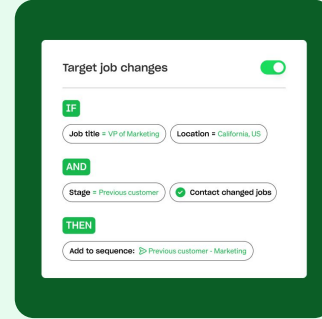
- Form Optimization



ROUTE LEADS

Fill your reps' calendars with perfectly assigned leads – every time.

- Inbound Router



QUALIFY & SCHEDULE

Qualify every lead and empower your team to follow up fast.

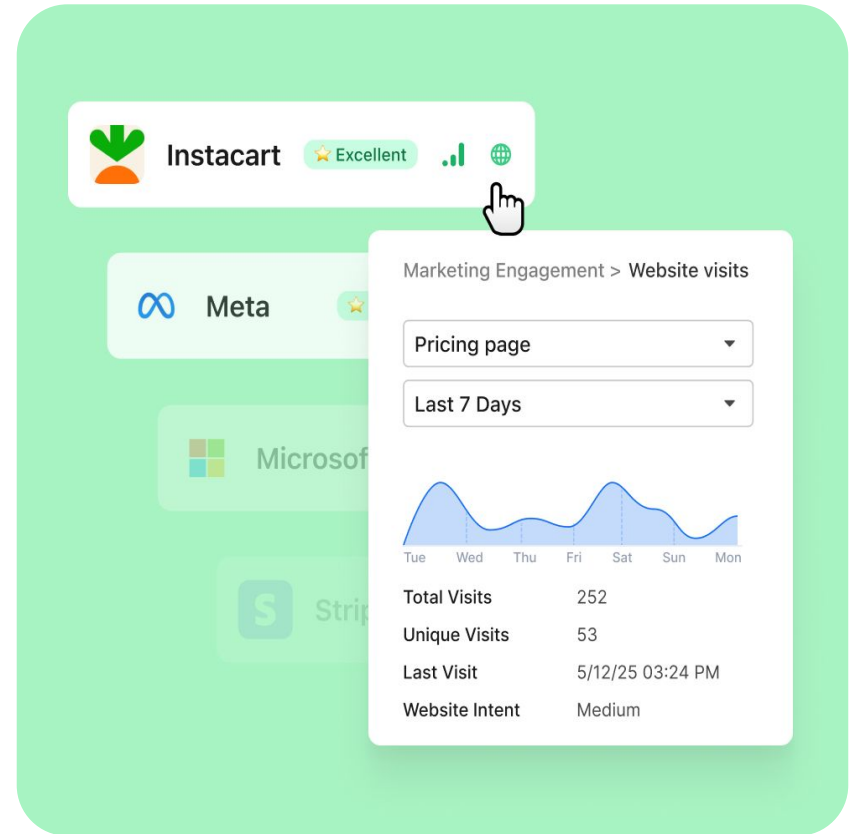
- Plays

TRACK WEBSITE VISITORS >> WEBSITE VISITOR DATA

Know when key accounts are actively exploring your website

Uncover the companies actively viewing your website to identify your hottest leads.

- Gain visibility into which companies are visiting your site, visit frequency, unique visitors, and the pages they're viewing – even if they haven't converted.
- Zero in on high-intent prospects with website visitor filters and use that data to reach out at the perfect time.
- Prioritize hot leads and create plays using new intent data points.

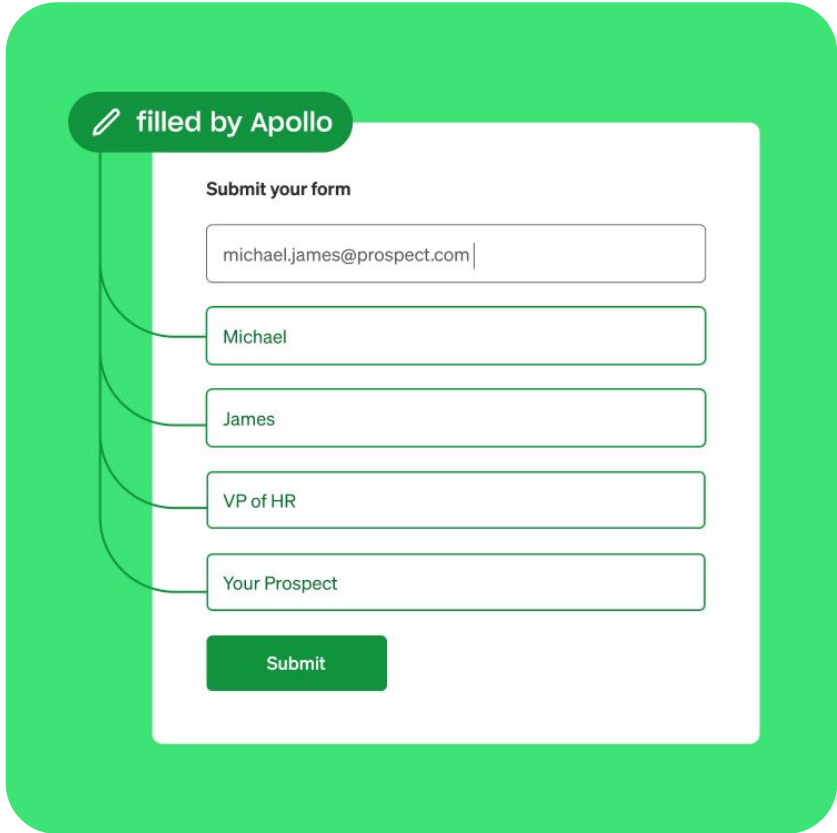


CONVERT MORE LEADS >> FORM OPTIMIZATION

Turn more inbound leads into customers

Improve inbound experience and boost form conversion with auto-filled data.

- Make it easy for website visitors to convert with shortened inbound forms.
- With just a prospect's email, Apollo's form enrichment can automatically fill in additional fields – so your prospects don't have to.



The image shows a form interface with a green header bar that says "filled by Apollo" with a pencil icon. Below the header, the form is titled "Submit your form". The first field contains the email address "michael.james@prospect.com". The second field contains "Michael", the third contains "James", the fourth contains "VP of HR", and the fifth contains "Your Prospect". A green "Submit" button is at the bottom. Lines connect the "filled by Apollo" header to each of the four data fields, indicating that the data was auto-filled.

filled by Apollo

Submit your form

michael.james@prospect.com |

Michael

James

VP of HR

Your Prospect

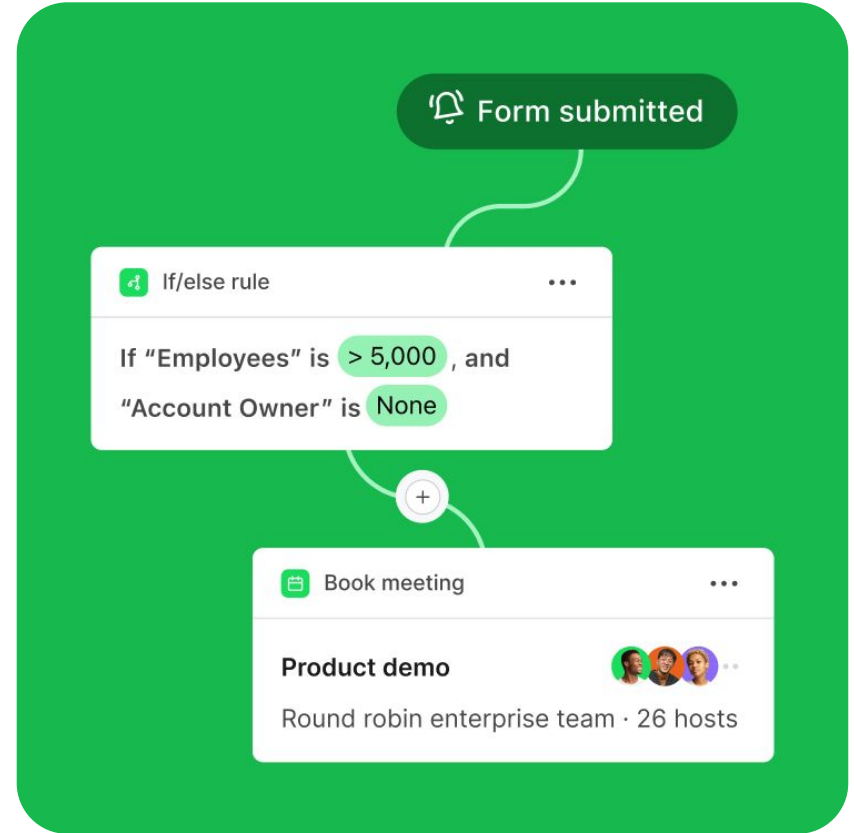
Submit

CONVERT MORE LEADS >> INBOUND ROUTER

Route the perfect leads to the right rep

Fill your reps' calendars with corrected assigned and well-qualified leads – every time.

- Define routing rules to instantly qualify and distribute inbound leads based on owner, company size, territory, industry, and any data fields enriched by Apollo.
- Automate round-robin lead assignment based on reps' availabilities or even distribution.
- Assign reps based on contact and account ownership with our bi-directional CRM sync.



CONVERT MORE LEADS >> PLAYS

Powerful automation for the whole funnel

Eliminate repetitive processes with simple, effective workflows for your whole go-to-market team – from lead qualification to booking meetings and beyond.

- Identify and sequence new leads based on any of Apollo's 65+ filters to automatically find the perfect leads.
- Create automations to engage leads at the right time, automatically reschedule missed meetings, and more.
- Automate critical but time-consuming steps like updating opportunity stages.
- Choose from a library of Plays to deploy game-changing automations in seconds.

The screenshot shows a workflow configuration interface for 'Target job changes', which is currently turned on. The workflow is structured as follows:

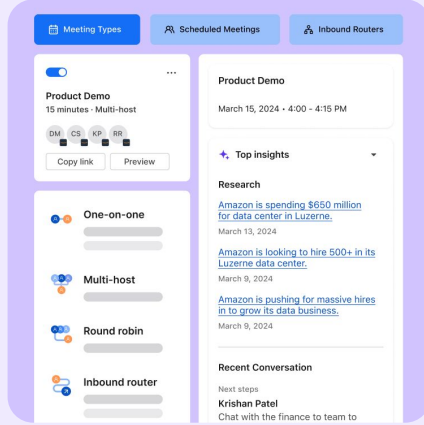
- IF** (Condition):
 - Job title = VP of Marketing
 - Location = California, US
- AND** (Condition):
 - Stage = Previous customer
 - ✓ Contact changed jobs
- THEN** (Action):
 - Add to sequence: ➤ Previous customer - Marketing

Win & Close

APOLLO.IO USE CASE

Win & Close

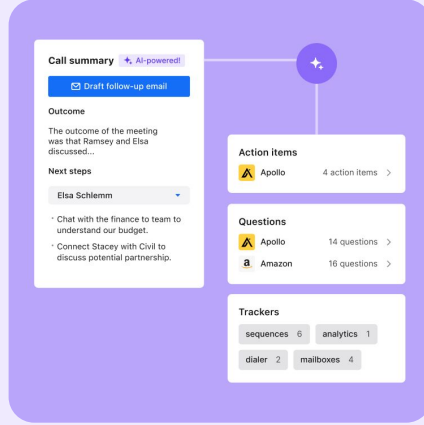
Save time, fast-track deals, and hit quota with Apollo AI as your co-pilot.



BOOK MEETINGS

Reduce meeting prep time and focus on what matters most – having high-quality meetings with prospects.

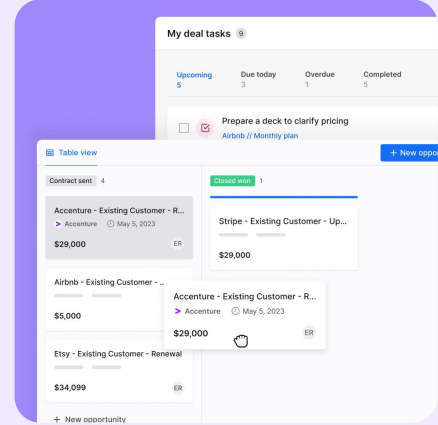
- Meetings
- Scheduler
- Pre-Meeting Insights



GET CONVERSATION INSIGHTS

Turn conversations into closed won opportunities with AI-powered insights.

- Call Recording
- Post-Call Automation
- Conversation Insights
- Coaching & Performance Insights



MANAGE DEALS

Accelerate deal velocity with intelligent and streamlined deal management.

- Deal Management
- Deal Automation
- Deal Insights

BOOK MEETINGS >> MEETINGS OVERVIEW

Avoid tedious scheduling threads and nail pre-meeting research

Data makes Apollo's scheduler smarter and gives pre-meeting insights to help you move pipeline faster and more efficiently.

- Easily share your calendar and book single and group meetings based on everyone's availability.
- Get pre-meeting insights, including all of the account, contact, buyer signals, deal insights and everything else you need to prep for your meetings on the calendar extension.

The screenshot displays the Apollo.io Meetings Overview interface. At the top, there are three tabs: "Meeting Types", "Scheduled Meetings", and "Inbound Routers". The main content area is divided into two columns. The left column features a meeting card for "Product Demo" (15 minutes · Multi-host) with participants DM, CS, KP, and RR. Below the meeting card are four meeting type options: "One-on-one", "Multi-host", "Round robin", and "Inbound router". The right column contains a "Product Demo" card with the date and time "March 15, 2024 · 4:00 - 4:15 PM". Below this is a "Top insights" section with a "Research" sub-section. The research section lists three insights: "Amazon is spending \$650 million for data center in Luzerne." (March 13, 2024), "Amazon is looking to hire 500+ in its Luzerne data center." (March 9, 2024), and "Amazon is pushing for massive hires in to grow its data business." (March 9, 2024). At the bottom right, there is a "Recent Conversation" section with "Next steps" and "Krishan Patel" (Chat with the finance to team to).

BOOK MEETINGS >> SCHEDULER

A smarter scheduler, made to build pipeline

Cut the back and forth to set up meetings and make it easy for your buyers to book demos or follow up meetings.







- Easily share your calendar and book meetings with prospects.
- Seamlessly book group meetings based on everyone's availability with multi-host meetings.
- Apollo's scheduler is built right into your workflow — so you can find, engage, and book meetings with leads all from the same place.

Manage rotating hosts

Round robin distribution [?]

 Optimize for availability Optimize for equal distribution

Meeting hosts

Name	Allocation [?]	Meeting location [?]
+ Add host		
 Genesis Cabrera g.cabrera@apollo.io	20% ^v	 Google Meet
 Krishan Patel krishan@apollo.io	100% ^v	 Google Meet
 David Moon david.moon@apollo.io	100% ^v	 Google Meet

BOOK MEETINGS >> PRE-MEETING INSIGHTS

Move pipeline with pre-meeting insights

Trade meeting prep time for high-quality meetings with contextual and personalized pre-meeting insights.

- Find all information you need to be ready for your meeting in one space.
- Ensure conversation continuity by surfacing and actioning open items and questions from previous meetings.
- Easily view insights in your preferred workspace: Google Calendar, Apollo app or an email.

The screenshot displays the Apollo.io interface. On the left, a calendar view shows several meeting events for September 2023, including 'Recruiter at Tr...', 'Introductory call', 'Budget Talk', 'Product demo...', 'Introductory call', 'Pricing Q+A', 'Intro to Recruit...', 'Discovery call...', and 'Contractor Chat'. The main view shows a detailed event for 'Discovery call with Instacart' on Tuesday, September 19, from 4:00pm to 4:15pm. The event details include a 'View insights from Apollo' button, a 'Join Zoom Meeting' link, and a list of participants: Krishan Patel (Organizer), Rick James, and Samantha Lee. A 'Top insights' section is visible, featuring three research links: 'Rick encountered pain points working with current HR.' (dated Aug 14, 2023), 'Instacart raised \$660 million in its IPO.' (dated Aug 14, 2023), and 'Instacart is hiring for 52 active roles.' (dated Aug 14, 2023). Below this is a 'Recent Conversation' section with the text: 'Next steps Krishan Patel Chat with the finance to team to understand our budget.'

GET CONVERSATION INSIGHTS >> CALL RECORDING

Turn conversations into closed won opportunities

Boost win rates and productivity with AI-powered conversation insights.

- Record, transcribe, and analyze your conversations for deeper insights.
- Extract key objections, pinpoint customer pain points, and uncover next steps to keep deals moving.
- Fulfill your compliance needs with flexible recording and disclosure settings.



Apollo recorded and analyzed a meeting



Dropbox Meeting

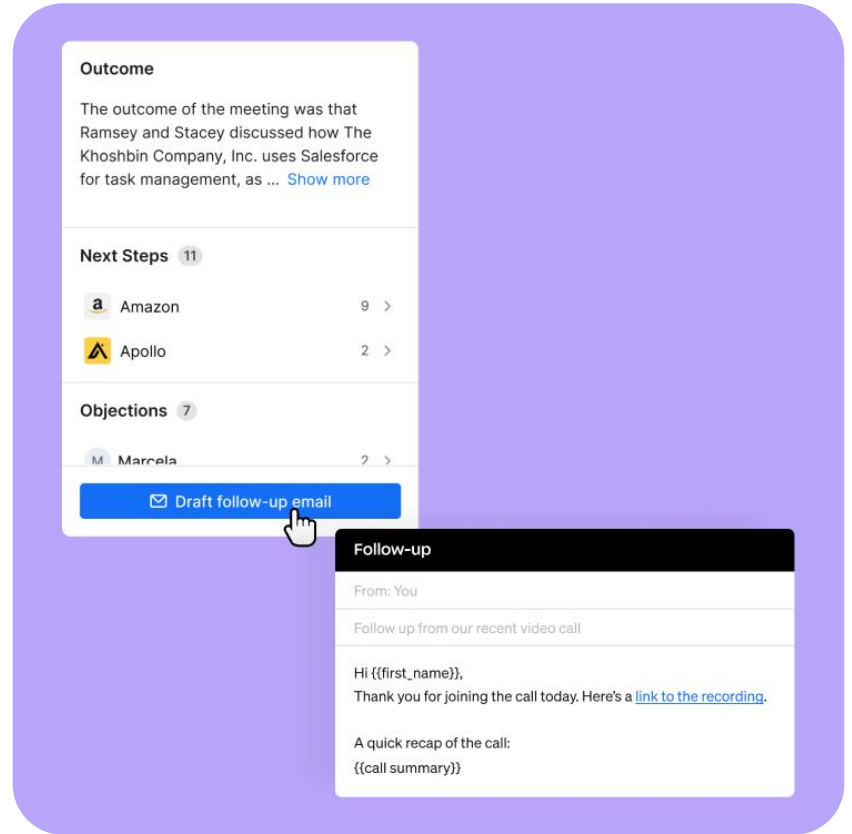
The purpose of the call was to understand pricing

GET CONVERSATION INSIGHTS >> POST-CALL AUTOMATION

Quickly act on sales calls & customer insights

Save time with automated post-meeting follow up tasks.

- Effortlessly embed call summaries with automated follow-up emails.
- Automatically log your calls, call recordings, notes, and tasks into your CRM, including Apollo Deal Management.



GET CONVERSATION INSIGHTS >> CONVERSATION INSIGHTS

Identify key insights and trends to win more deals

Easily record, transcribe and analyze your conversations to drive next steps.

- AI-generated call summaries provide actionable insights on key aspects like objections, pain points, and next steps to propel deals forward.
- Extract insights based on pre-built or custom keyword trackers to identify key trends, pinpoint customer needs, and refine your sales strategy.

Call summary AI-powered!

[Draft follow-up email](#)

Outcome

The outcome of the meeting was that Ramsey and Elsa discussed...

Next steps

Elsa Schlemm

- Chat with the finance team to understand our budget.
- Connect Stacey with Civil to discuss potential partnership.

Action items

Apollo 4 action items >

Questions

Apollo 14 questions >

Amazon 16 questions >

Trackers

sequences 6 analytics 1

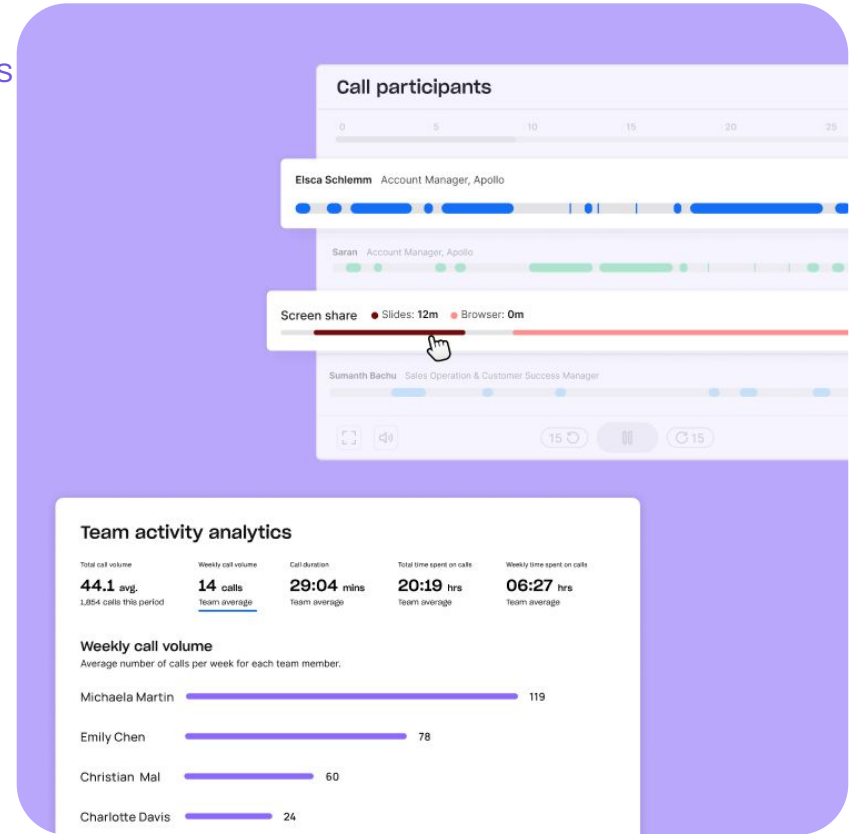
dialer 2 mailboxes 4

GET CONVERSATION INSIGHTS >> COACHING & PERFORMANCE INSIGHTS

Scale winning conversations across the team

Analyze sales interactions, monitor rep performance, and share winning talk tracks to move deals and lift win rates.

- Track call duration, talk-to-listen ratio, and other factors that impact your conversion rates with conversation analytics.
- Leverage advanced keyword trackers to understand how often your core talk tracks are being used.
- Organize calls with custom tags, share wins, and provide actionable feedback with call sharing and commenting capabilities.

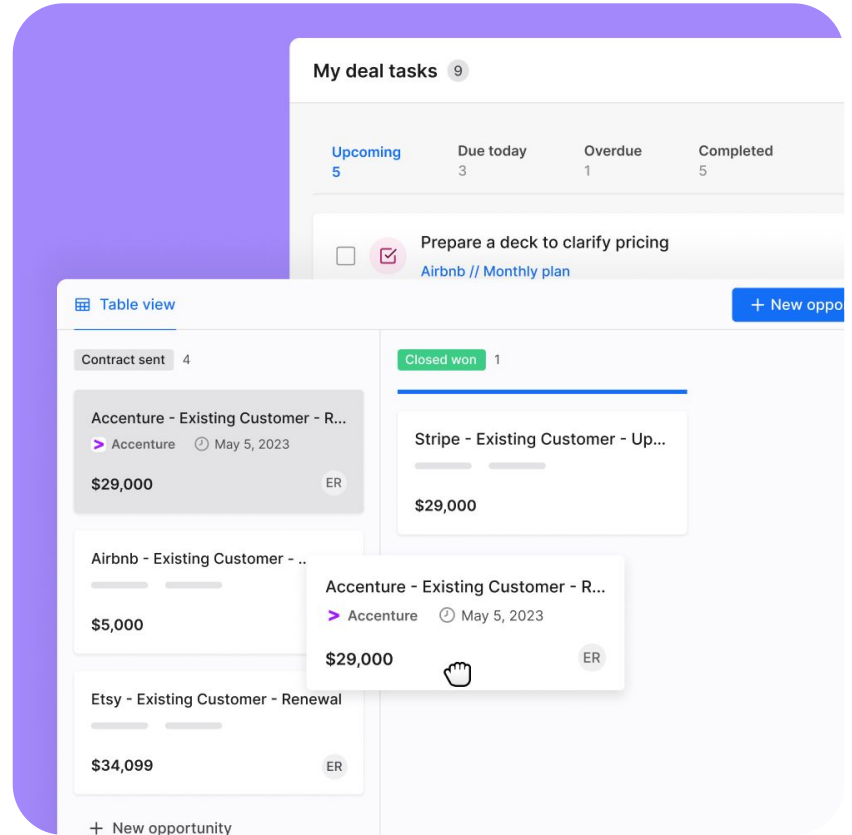


MANAGE DEALS >> DEAL MANAGEMENT

Create, manage, and visualize your pipeline

Ditch the chaos of managing your pipeline in multiple tools—embrace a unified view with real-time updates, all in one streamlined platform.

- Efficiently manage your teams' pipelines with a visual kanban board to identify bottlenecks and focus on high-value deals.
- Keep track of deal tasks by creating, prioritizing, and assigning deal-related activities.



MANAGE DEALS >> DEAL AUTOMATION

Maximize efficiency with deal automations

Automate your follow-up tasks, notes, and opportunity updates.

- Create playbooks to automate deal updates with custom triggers based on engagement cues.
- Automatically log all your calls from Apollo Conversations, including meeting notes and tasks into Apollo Deals.

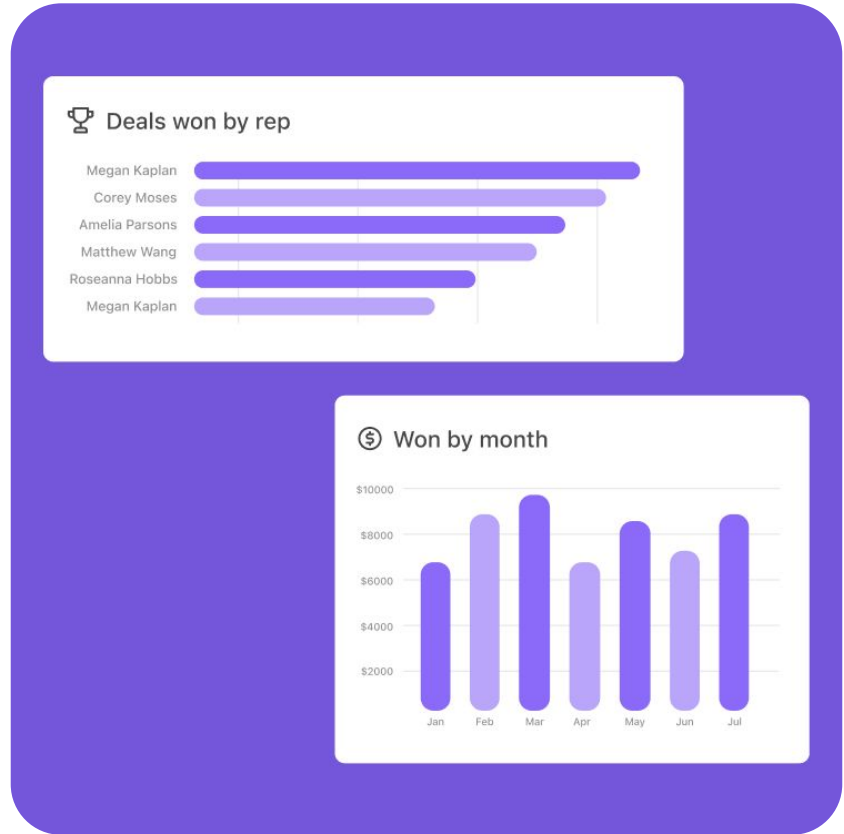
The screenshot shows a configuration window for an automation play. At the top, there is a yellow trophy icon with a dollar sign. Below it, the title reads "Create deal when contact is interested". A blue lightning bolt icon indicates a trigger. The trigger text states: "When a contact stage is marked as interested, automatically create a deal." Underneath, the section "Actions this play can automate:" lists two actions: "Create deal" and "Link contacts to deals", both of which are checked with blue checkmarks. At the bottom right, there are two buttons: "View all templates" and "Create".

MANAGE DEALS >> DEAL INSIGHTS

Get real-time deal insights

Stay in the loop on deal performance across your reps and personas.

- Understand your wins and losses to inform your go-to-market strategy and boost win rates with Deal analytics.
- Get contact insights by integrating contacts from Apollo's database effortlessly for a full-spectrum view of the customer journey, from initial lead to closed deal and beyond.

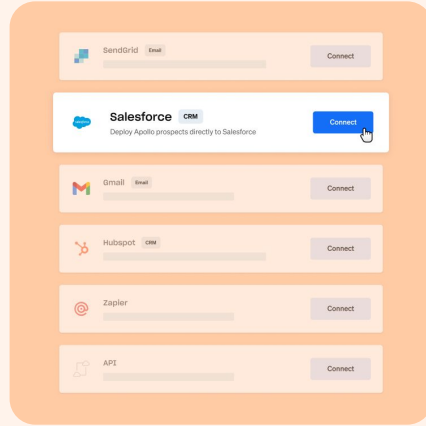


Operationalize & Improve GTM

APOLLO.IO USE CASE

Operationalize & Improve GTM

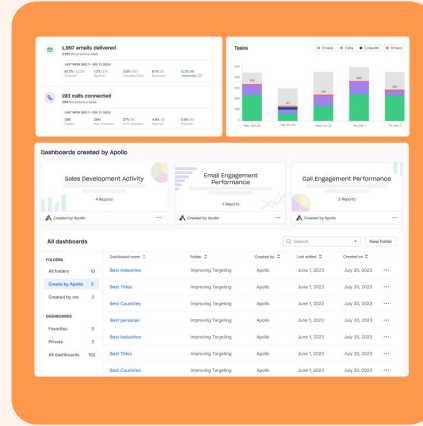
Streamline your go-to-market strategy and drive business growth with Apollo.



INTEGRATE YOUR STACK

Seamlessly connect Apollo with third-party apps to optimize your data and workflow.

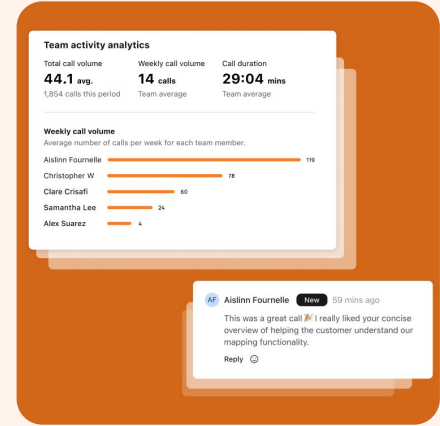
- Integrations
- Salesforce CRM Integration



DEFINE & MONITOR GOALS

Empower your team to crush their goals with insights into your entire sales funnel and automated goal tracking.

- Analytics
- Goal Tracking



IMPROVE REP PERFORMANCE

Give reps actionable feedback, share best practices, and unlock stellar team performance.

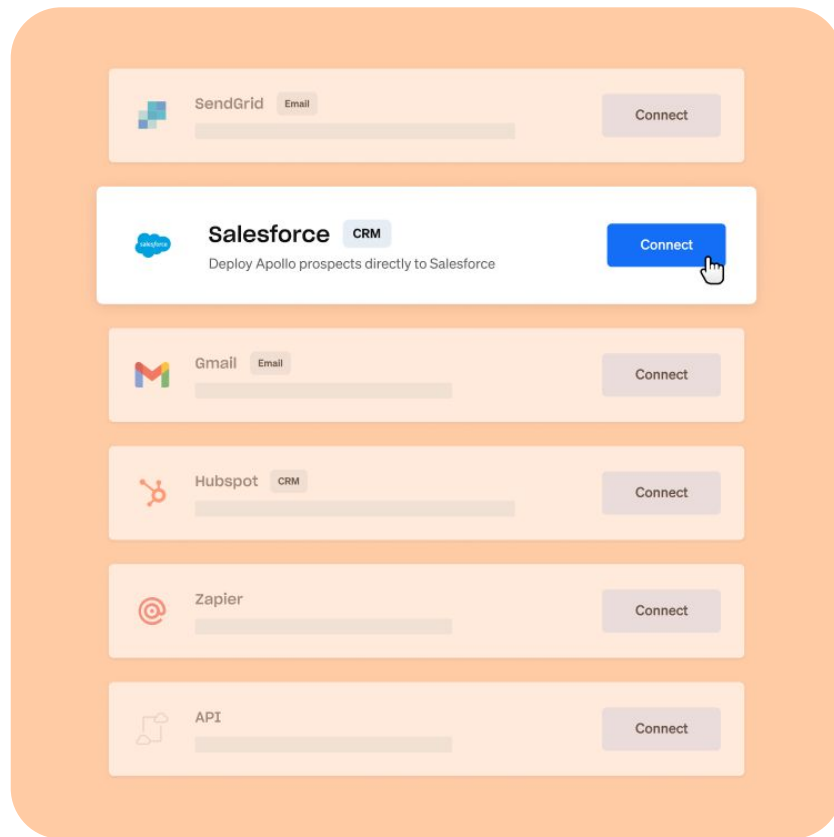
- Coaching

INTEGRATE YOUR STACK >> INTEGRATIONS

Enhance your existing tech stack with Apollo

Seamlessly connect Apollo with your CRM and other revenue applications to unify data and workflows.

- Leverage our native integrations to connect to popular CRMs, LinkedIn, sales engagement, email marketing tools, and more.
- Our bi-direction integration with Salesforce and HubSpot CRMs allow you to enrich, create or update tasks, and map fields at the contact/lead, account, and opportunity levels.
- Integrate with external apps and systems using Zapier, webhooks, or our REST API.

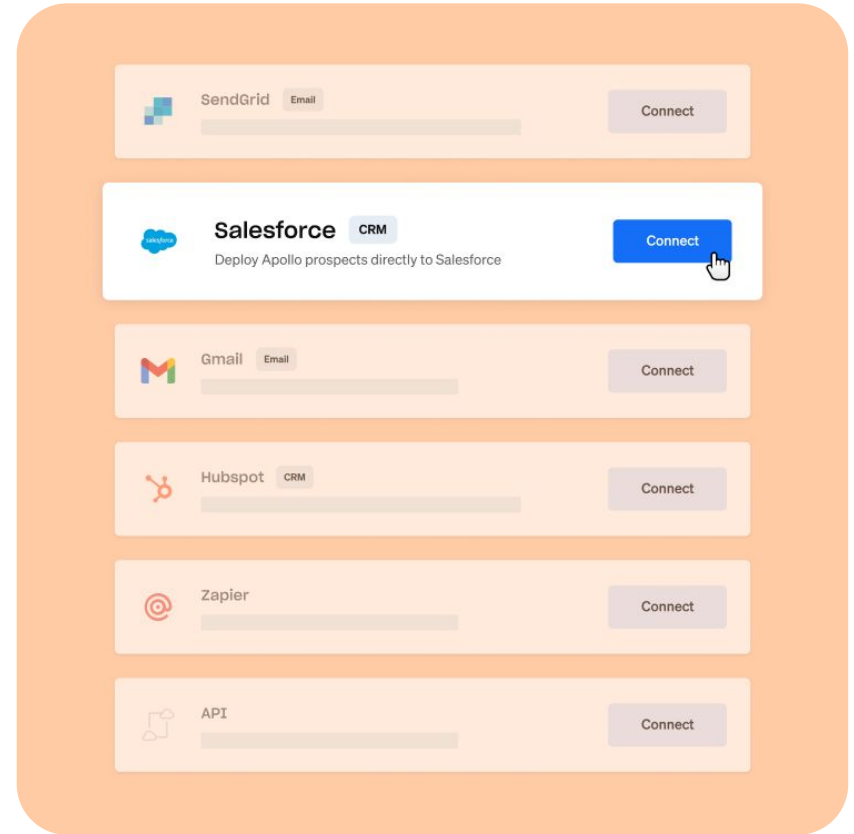


INTEGRATE YOUR STACK >> SALESFORCE CRM INTEGRATION

Maintain a database your team can trust with Apollo's Salesforce CRM integration

Enrich your CRM with the best B2B data, automate manual tasks, and set your go-to-market teams up for success by connecting Apollo and Salesforce.

- Effortlessly map contact/lead, account, and opportunity fields to ensure data parity between systems with a native, bi-directional integration.
- Keep contacts and accounts in Salesforce fresh and up-to-date by enriching them with data from Apollo's dynamic database.
- Eliminate admin work for your team by automatically syncing tasks, activities, new leads, and more from Apollo to Salesforce.

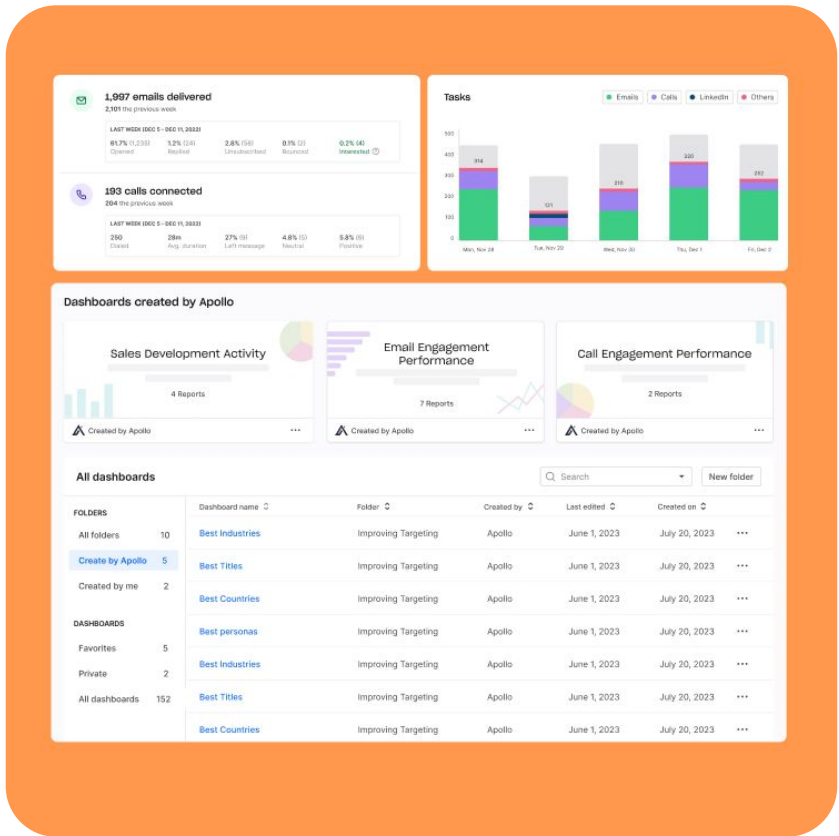


DEFINE & MONITOR GOALS >> ANALYTICS

Empower your team with end-to-end insights

Make informed, data-driven decisions with insights into your entire sales funnel using pre-built reports and dashboards.

- Optimize with granular insights and zoom in to analyze messaging effectiveness, rep activity, team performance, ROI, and more.
- Use Apollo's pre-built suite of reports and dashboards, or create custom reporting to get the exact answers you're looking for.
- Visualize your data and combine multiple reports into one dashboard for a holistic view of your most important metrics.

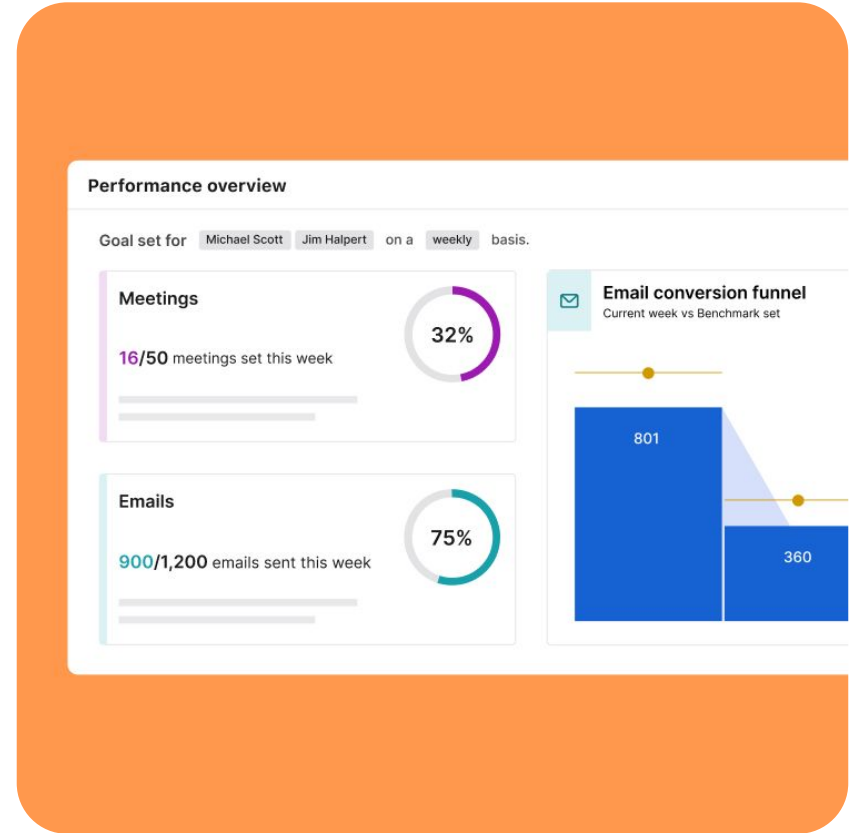


DEFINE & MONITOR GOALS >> GOAL TRACKING

Automate goal tracking & help your team crush their quota

Stay on top of your team's performance, identify strengths and weaknesses, and make data-driven decisions that will help your team hit their goals.

- Easily set period based goals for emails sent and meetings setup and track progress against them.
- Stay on top of goal progression with proactive alerts and email notifications.
- Save time by automating data collation and analysis.



IMPROVE REP PERFORMANCE >> COACHING

Give reps actionable feedback

Unlock stellar team performance and results by analyzing sales interactions, tracking goal attainment, and highlighting wins and best practices.

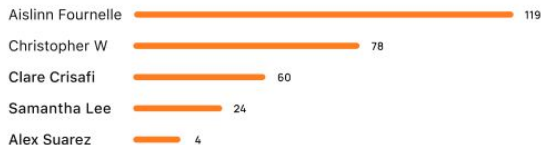
- Leverage keyword trackers to understand how often your core talk tracks are being used.
- Identify risks and winning behavior with insights into action items and questions asked.
- Track call duration, talk-to-listen ratio, and conversion rates to measure rep effectiveness.
- Share wins and provide actionable feedback with call sharing and commenting capabilities.

Team activity analytics

Total call volume	Weekly call volume	Call duration
44.1 avg. 1,854 calls this period	14 calls Team average	29:04 mins Team average

Weekly call volume

Average number of calls per week for each team member.



AF Aislinn Fournelle New 59 mins ago

This was a great call 🌟 I really liked your concise overview of helping the customer understand our mapping functionality.

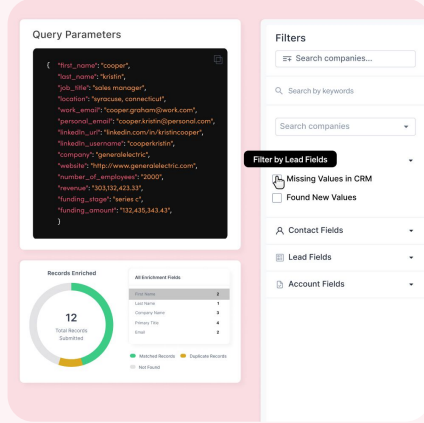
Reply 🗨️

Enrich & Cleanse

APOLLO.IO USE CASE

Enrich & Cleanse

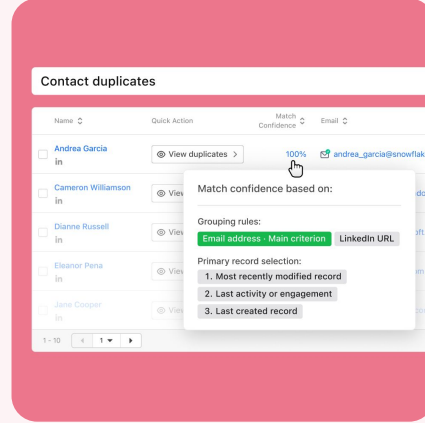
Get fresh, accurate data in any system with Apollo's B2B database that has unrivaled coverage & depth.



FILL & UPDATE DATA

Update stale, incomplete, and inaccurate data and reach your entire total addressable market.

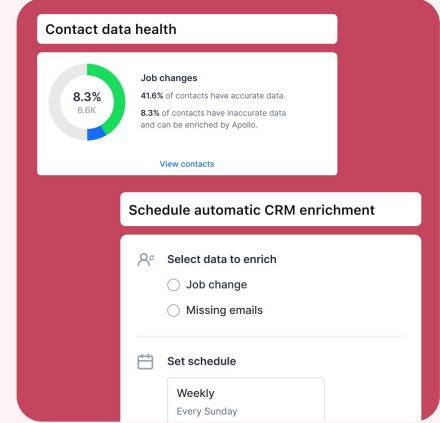
- Enrichment (CRM, API, CSV)
- Data Health Center



MERGE DUPLICATE RECORDS

Provide your team with a single source of truth and keep your database clean by eliminating duplicate contact records.

- Data Deduplication



TRACK JOB CHANGES

Stay on top of your best leads and get notified when your champions or target prospects switch roles.

- Job Changes

FILL & UPDATE DATA >> ENRICHMENT

Fresh, accurate data in any system

Update stale, incomplete, and inaccurate data and maintain a database your team can trust.

- Enrich your CRM manually, in bulk, or schedule automatic enrichment for contacts and accounts with Apollo's living database.
- Search, update, and enrich lead and account data in any system using Apollo's API.
- Manually review or edit enriched data in your CSV before importing to any of your other systems.

Query Parameters

```
{
  "first_name": "cooper",
  "last_name": "kristin",
  "job_title": "sales manager",
  "location": "syracuse, connecticut",
  "work_email": "cooper.graham@work.com",
  "personal_email": "cooper.kristin@personal.com",
  "linkedin_url": "linkedin.com/in/kristincooper",
  "linkedin_username": "cooperkristin",
  "company": "generalelectric",
  "website": "http://www.generalelectric.com",
  "number_of_employees": "2000",
  "revenue": "303,132,423.33",
  "funding_stage": "series c",
  "funding_amount": "132,435,343.43",
}
```

Filters

Filter by Lead Fields

Missing Values in CRM

Found New Values

Records Enriched

12

Total Records Submitted

All Enrichment Fields

First Name	2
Last Name	1
Company Name	3
Primary Title	4
Email	2

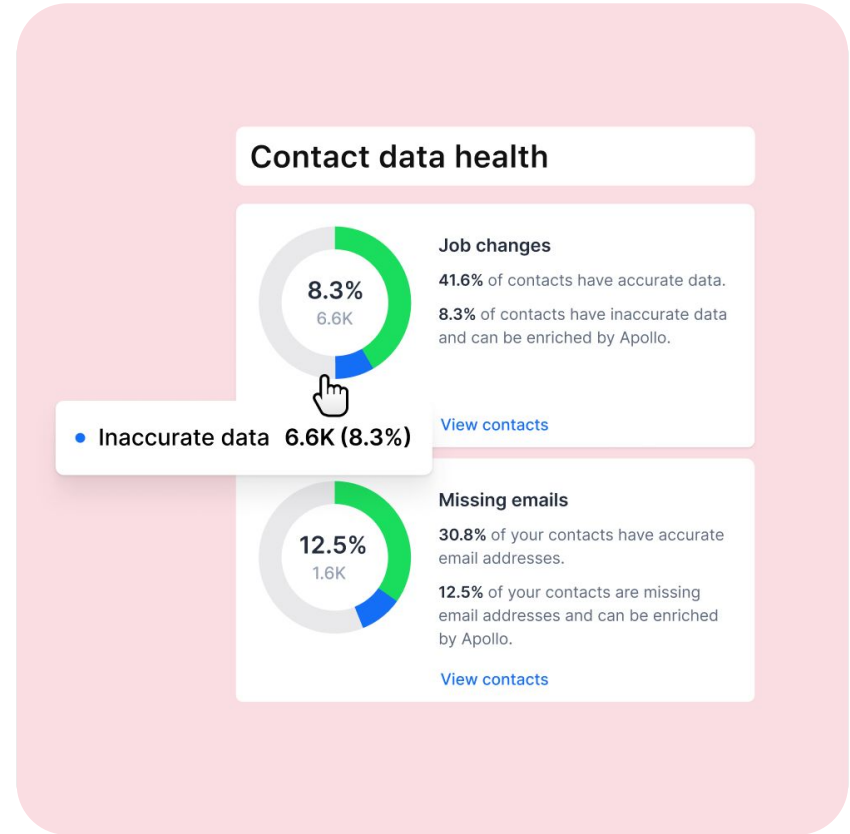
● Matched Records
 ● Duplicate Records
 ● Not Found

FILL & UPDATE DATA >> DATA HEALTH CENTER

Reach the full potential of your total addressable market

Easily monitor your data health and keep your CRM complete, accurate, and clean.

- Keep an up-to-date, real-time view of your TAM based on CRM and Apollo data.
- Stay on top of your contact data health by tracking missing emails and job changes in your CRM and instantly refresh.
- Schedule automatic enrichment to your CRM whenever new data becomes available.
- Identify duplicate contacts based on configurable detection rules and merge contacts one-by-one or in bulk.

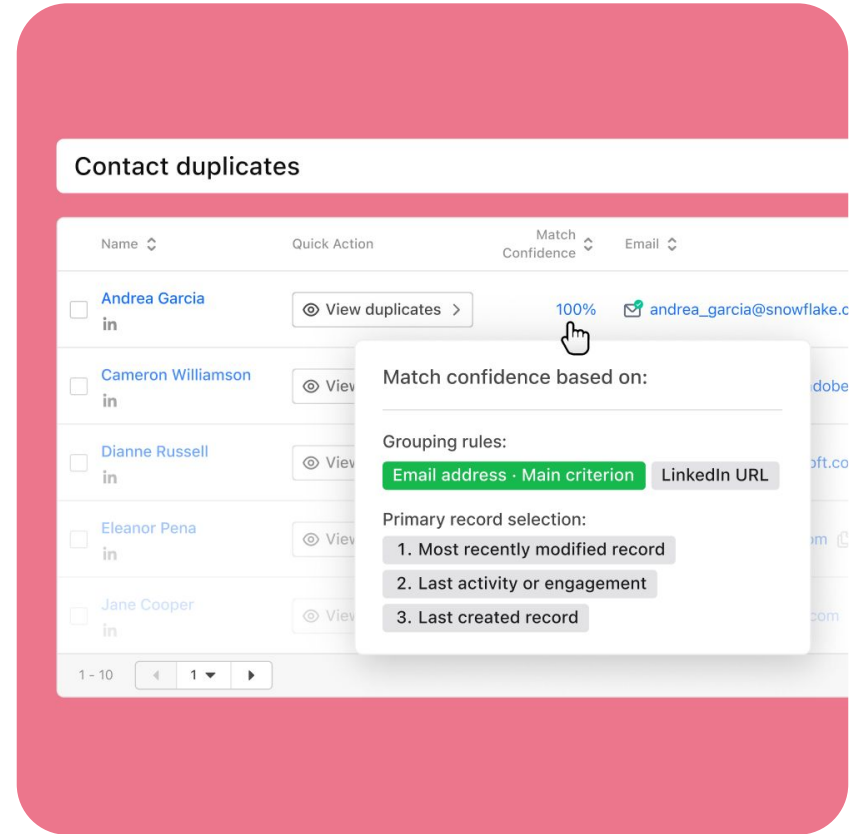


MERGE DUPLICATE RECORDS >> DATA DEDUPLICATION

Improve contact data quality & provide a single source of truth

Eliminate duplicate contact records in two easy steps to keep your database clean and accurate.

- Identify duplicate contacts based on configurable detection rules.
- Control how records are merged by selecting the criteria for primary records.
- Merge contacts one-by-one or in bulk to maintain an accurate and reliable database.



TRACK JOB CHANGES >> JOB CHANGES

Turn job changes into new opportunities

Stay on top of your best leads and get notified when your champions or target prospects switch roles.

- Break into new accounts by targeting former champions and power users when they start a new job.
- Eliminate manual record upkeep and schedule automatic job change updates to keep a clean database.
- Ensure your data is accurate and actionable for your reps by syncing job changes to your CRM.

The screenshot displays two main sections of the Apollo.io interface. The top section, titled "Contact data health", features a donut chart showing that 8.3% (6.6K contacts) have inaccurate data. Text indicates that 41.6% of contacts have accurate data and 8.3% have inaccurate data that can be enriched. A "View contacts" link is provided. The bottom section, titled "Schedule automatic CRM enrichment", includes a "Select data to enrich" area with radio buttons for "Job change" and "Missing emails", and a "Set schedule" area with a dropdown menu currently set to "Weekly" and "Every Sunday".