



 **InsideView**<sup>®</sup>

Work, informed.

# Identify & Engage



**InsideView for Marketing** puts the most relevant and actionable company and contact data directly into your Sales and Marketing processes.

## DIAGNOSE

Assess the quality of your prospect and customer databases and identify the best way to repair them.

## CLEAN

Find, de-dupe, and fix inaccuracies in your customer and prospect databases, add missing fields to records, and keep things clean with regularly scheduled updates.



## ENRICH

Increase web conversion by enriching and appending inbound leads, upload files from events and other activities for better scoring and routing.

## TARGET

Create and run targeted campaigns through customized list building by leveraging demographic, firmographic, social, and news filter options.

## INTEGRATE

InsideView for Marketing integrates directly into major Marketing Automation systems allowing faster lead scoring and routing.

**InsideView for Marketing** puts intelligent data in the lead.

# Close & Grow



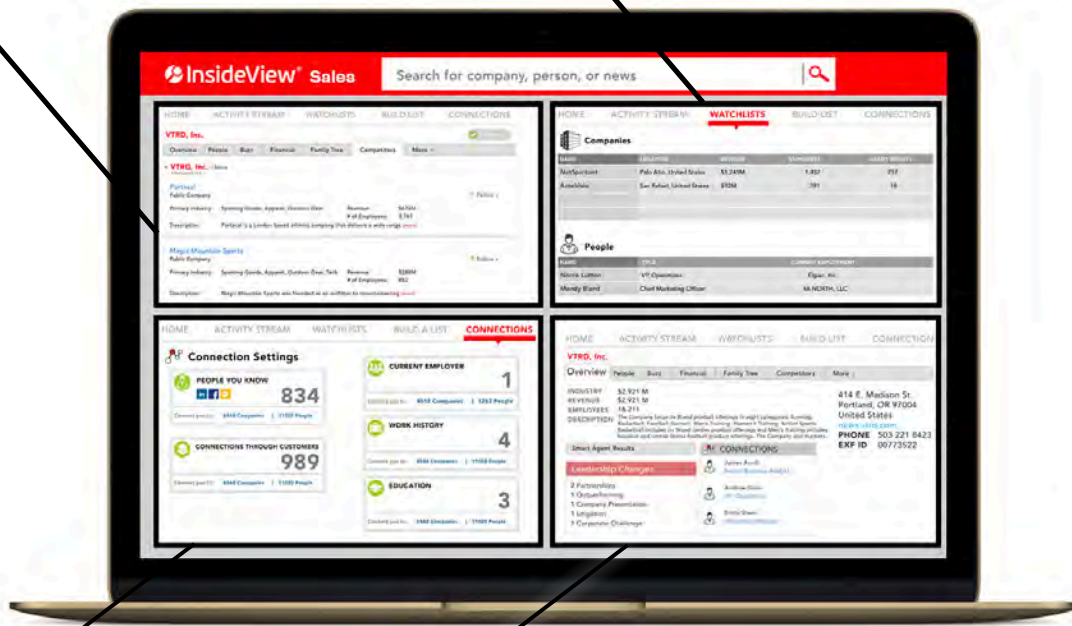
**InsideView for Sales** makes it easier than ever to find, engage, and win deals with prospect data, business insights, and social connections.

## RESEARCH

Get a comprehensive view of your customer from basic industry and revenue information, to detailed financials, competitors, and industry trends.

## MONITOR

Build watchlists to monitor your active accounts and get automatically notified of new developments.



## CONNECT

Aggregate your teams' professional and social connections to get warm introductions to all of your target accounts.

## ENGAGE

Identify compelling reasons to engage from relevant and timely information gathered through news feeds, financial data, and social networks.

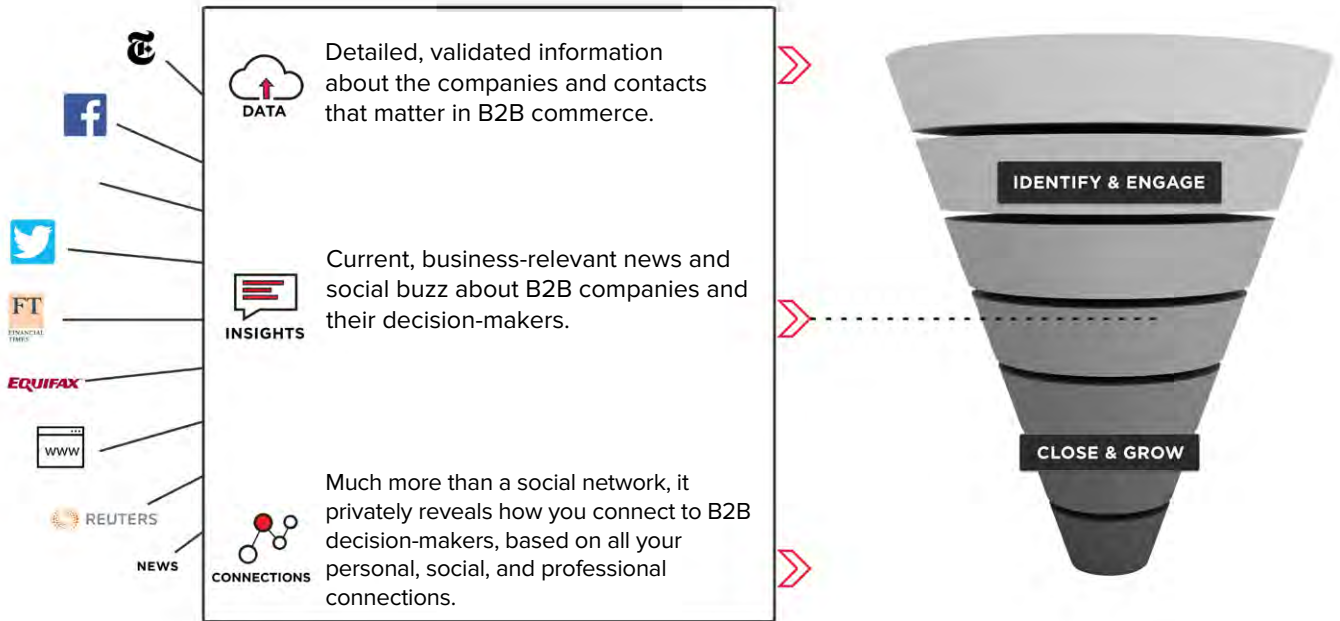
## INTEGRATE

Access InsideView's data, insights, and connections from within your CRM and sync information and contacts directly to your account record.

**InsideView for Sales** helps you show up like you know the place.

# The Intelligent B2B Platform

The **InsideView Open Platform** contains the most complete, relevant, and actionable customer and prospect intelligence.



The **InsideView Open Platform** is your source of truth for validated, real-time information.

# Driving Customer Success

Over 20,000 companies use InsideView to achieve success.

## zuora

*"InsideView helps us generate more quality leads and engage prospects at the right time."*

**20%** increase in MQL-to-SQL conversion

**68%** increase in lead-to-opportunity

## Gainsight

*"InsideView allows us to scale our marketing efforts and reach our revenue goals."*

**5X** increase in leads per quarter

**2X** increase in deals won from marketing-sourced leads

## ONEAL

THE METALS COMPANY

*"The efficiency InsideView has enabled our sales team with has been tremendous. We're no longer wasting time."*

**66%** reduction in lead qualification time

**Exponential growth** in marketing-sourced leads



Visit [InsideView.com/customers](https://www.insideview.com/customers) to learn more!

# InsideView® Our Story

Years of proven success. Technology that stands apart.

• First to create native CRM integration (Salesforce.com)

• First to triangulate company data across multiple sources

• Launch of Social Selling University

• Launch Market Intelligence platform for Marketing, Sales, and Account Management

• Expand Marketing offerings, great API partnerships

2007

2008

2009

2010

2011

2012

2013

2014

2015

• First to integrate with LinkedIn and Facebook APIs

• First to integrate social profiles into company and contact records

• Announce strategic partnership with Equifax

• Announce strategic partnership with Microsoft

• Launch the InsideView OPEN platform and APIs



**InsideView** powers the world's business conversations. Our big data platform triangulates data from more than 40,000 sources and serves it directly into key sales and marketing systems.

Our products provide company and contact data, social and news insights, and business connections. Marketers can clean and enrich their leads and customer data. Our APIs are fueling use cases in CRM, marketing automation, predictive analytics, and a range of business applications. We call this market intelligence. Contact us to find out more.

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**InsideView®**

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