



**InsideView Apex**  
PLAN. EXECUTE. WIN.

The first go-to-market decision engine that helps you own the world that matters.

Companies that outgrow their competition have one thing in common. They identify new market opportunities that fit their strengths, then flawlessly execute a go-to-market strategy.

How will you identify your next growth market to capture? Will you spend months manually gathering data and analyzing it, while missing the best opportunities and leaving the door open to competitors? Or will you consider a more effective approach?

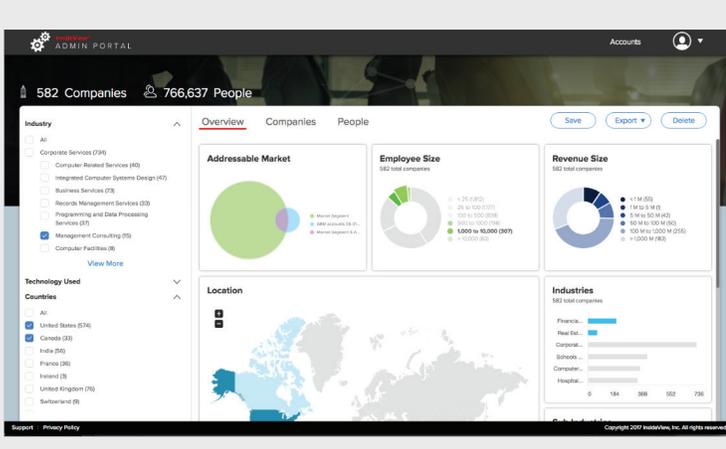
**InsideView Apex enables you to visualize your market and discover growth opportunities quickly and easily.** It empowers you to make strategic decisions and equips you with the right information to execute your go-to-market plan with confidence.

Leading companies who exceeded their revenue goals are **3.3x more likely** to regularly review their target market.<sup>1</sup>

**53%** of companies surveyed do not regularly assess their target market.<sup>1</sup>

**PLAN:** Explore new markets to drive your go-to-market strategy.

InsideView Apex breaks down data silos and eliminates manual processes.



- Define your ideal customer profile (ICP) with our easy wizard.
- Visualize new/adjacent segments or territories and perform “what if” analyses to sharpen your targeting.
- Map your existing customer and prospect data against InsideView’s external market data to understand and size your target addressable market (TAM).
- Analyze your market penetration, see white space opportunities, and export new accounts and contacts to execute targeted sales and marketing campaigns today.

## EXECUTE: Align revenue teams to target the best opportunities.

InsideView Apex removes the typical silos and enables strong go-to-market execution.

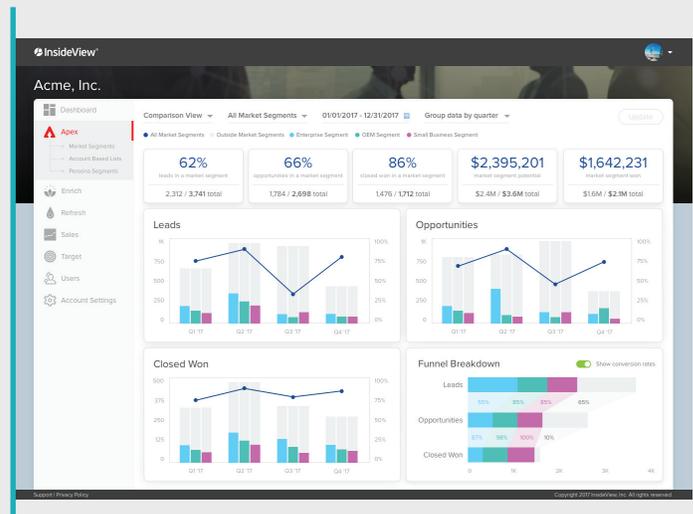
Company Name	Location	Industry	Employees	Revenue	Score
Alston & Bird, LLP	Atlanta, GA, United States	Legal Services	1,018	\$730 M	(51)
Cravath, Swaine & Moore LLP	New York, NY, United States	Legal Services	1,450	\$738 M	(51)
Compton & Buting LLP	Washington, DC, United States	Legal Services	698	\$838 M	(48)
Wilkie Farr & Gallagher LLP	New York, NY, United States	Legal Services	1,001	\$691 M	(51)
Shook, Hardy & Bacon	Kansas City, MO, United States	Legal Services	1,500	\$334 M	(51)
O'Melveny & Myers, LLP	Los Angeles, CA, United States	Legal Services	2,300	\$725 M	(77)
Locke Lord LLP	Dallas, TX, United States	Legal Services	1,500	\$559 M	(77)

- Build account based marketing (ABM) lists that focus on your top priority accounts first.
- Tag targeted accounts and leads within your sales and marketing tools\* to align your revenue teams around your strategy.
- Uncover additional look-alike accounts that closely match the characteristics of your ICPs, leveraging InsideView's AI-based predictive modeling.
- Prescribe actions for each ABM, ICP, or market segment to drive desired outcomes.

## WIN: Track performance in real-time to make informed decisions that deliver results.

InsideView Apex brings unprecedented visibility into measuring go-to-market performance.

- Track your performance in terms of your ICPs and market segments at each stage of the funnel.
- Go beyond click-through rates, MQLs, and conversion rates.
- Visualize leads, opportunities, and wins for specific market segments and the overall business.
- Measure specific segments and in aggregate, for any given period.



### The InsideView Advantage

InsideView helps businesses drive rapid revenue growth by empowering business leaders to discover new markets, target and engage the right buyers, and manage customer data quality. Our AI-based B2B data and intelligence platform delivers the industry's most relevant and reliable buyer signals and, combined with InsideView's data expertise and best-in-class customer support, is trusted by the world's best performing companies.

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