



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 do what most business leaders do today? 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 InsideView Apex?

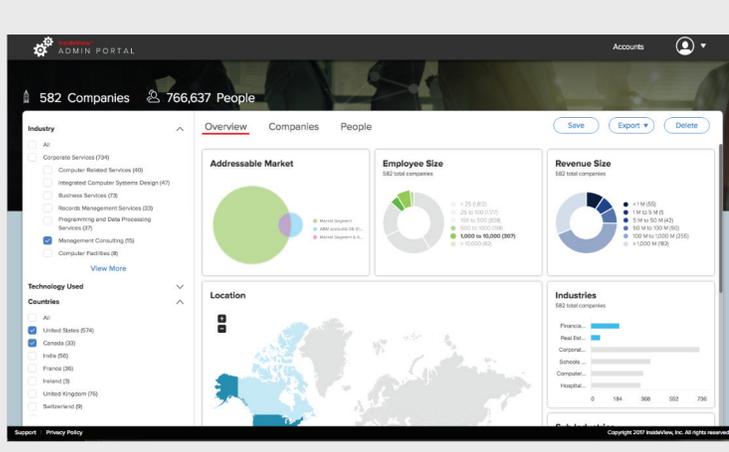
InsideView Apex enables you to visualize your market and discover growth opportunities quickly and easily. It empowers you to make strategic decisions with confidence. And it equips you to execute your go-to-market plan and own the world that matters.

Leading companies are **3.3x more likely** to regularly review their target market.¹

53% of companies surveyed do not regularly assess their target market.¹

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

InsideView Apex breaks down data silos and eliminates manual processes. It enables you to quickly:



- Define your ideal customer profile with our ICP 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 people to add to your CRM or marketing automation platform.

1. Source: InsideView, The State of Sales and Marketing Alignment Report, 2018

EXECUTE: Align sales and marketing to execute your plan.

InsideView Apex removes the typical disconnect between go-to-market planning and execution. It equips you to:

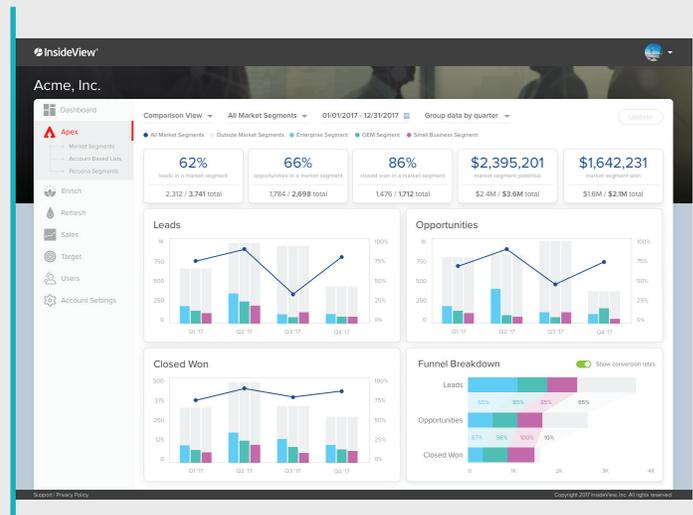
Company Name	Location	Industry	Employees	Revenue	Score
Alston & Bird LLP	Atlanta, GA, United States	Legal Services	1,888	\$790 M	(18)
Similar to 8 companies on your list					
Specialties: Utilities and Trade Government Contracts					
Cavath, Swaine & Moore LLP	New York, NY, United States	Legal Services	1,450	\$738 M	(48)
Conroy & Buting LLP	Washington, DC, United States	Legal Services	698	\$838 M	(59)
Wilkie Farr & Gallagher LLP	New York, NY, United States	Legal Services	1,001	\$691 M	(48)
Shook, Hardy & Bacon	Kansas City, MO, United States	Legal Services	1,500	\$334 M	(71)
O'Melveny & Myers, LLP	Los Angeles, CA, United States	Legal Services	2,300	\$725 M	(48)
Locke Lord LLP	Dallas, TX, United States	Legal Services	1,500	\$559 M	(71)

- Build account based marketing (ABM) lists that focus sales and marketing 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.
- Embed instructions on recommended actions for each ABM, ICP, or market segment to drive desired outcomes.

WIN: Track performance in real-time to adjust quickly and optimize success.

InsideView Apex brings unprecedented visibility into measuring go-to-market performance. It empowers you to:

- Visualize your performance in terms of your ICPs and market segments at each stage of the funnel — leads, opportunities, and wins.
- Go beyond click-through rates, MQLs, and conversion rates.
- Measure specific segments and in aggregate.
- See a 5-quarter historical view.



The InsideView Advantage

InsideView helps B2B companies drive rapid growth with the only platform that empowers business leaders to quickly and confidently make go-to-market decisions. As the market shifts from volume-based to targeted sales and marketing strategies, businesses turn to InsideView to help them identify new market opportunities, align sales and marketing execution, and optimize performance. InsideView's Targeting Intelligence platform, built using artificial intelligence (AI), delivers the industry's most relevant, reliable data, trusted by the world's leading B2B companies. [Contact us to learn more about InsideView Apex.](#)