LeadCrunch [ai]

Predict & Personalize B2B Sales

2017 Sales Deck

We now live in a world of

PREDICTION AND PERSONALIZATION

Companies that predict and personalize OWN THEIR MARKETS

amazon.com

Predictive, personal shopping

$340 Billion

Market Cap

"Amazon converts buying behavior insights into the sheer power of one-click ordering."

Google

Predictive, personal search & ads

$490 Billion

Market Cap

"Google changed the way we look at data. Businesses now see data as actionable information."

facebook.

Predictive, personal news feed & ads

$330 Billion

Market Cap

"Advertise to only the most qualified prospects who probably already want or need your product"

IN B2B SALES

most companies resort to...

More People

▼

Lead conversions are low - Outsource or Hire

More Data

▼

Information is scattered - Buy more bad data

More Filters

▼

Too many bad leads - Reduce potential market

which yield

⏬ DIMINISHING RETURNS ⏬

How do you **predict** and **personalize** in the face of **so much data**?

50 Trillion

Possible B2B relationships in US

2.1 Billion

Directly relevant to any given seller

SALES AND MARKETING NEED A
NEW APPROACH

Businesses today **lose 50%** sales efficiency
within **5-10 years**

Companies now have only a
1 in 3 chance of surviving more than **5 years**

We can now assemble a
CLEAR DATA PICTURE
for nearly every business...

Static, Structured Data	Incremental Growth	Manual Assembly of Unstructured Data	Automated Data Synthesis
Static, 1-size-fits-all data record for a limited set of the largest companies	Add new data elements forcing unstructured data into structured	Apply manual case-by-case processes to fuse structured and unstructured data	Cost-effective, automated creation of comprehensive data for nearly every company
1980s	1990s	2000s	Today

...and extract deep insights
QUICKLY AND ACCURATELY

Science Fiction	Bleeding Edge Breakthrough	Enterprise Science	Open Access
Accurate [ai] modeling of B2B behaviors seems impossible	[ai] modeling of B2B behavior is possible, but only in ultra-expensive "lab" projects	Big companies with large teams of top scientists deploy operational models by hand	Automated delivery of custom, on-demand models to everyone
1980s	1990s	2000s	Today

LeadCrunch[ai]: Predict & Personalize B2B Sales

This evolution of
DATA AND TECH
is...

Product	Segment	Persona	Precision Targeting [ai]
1 Data Point	10 Data Points	1,000 Data Points	1,000,000 Data Points

...creating a **NEW ERA**
of predictive, personalized
sales and marketing

LeadCrunch[ai]: Predict & Personalize B2B Sales

This is the
GUIDING PHILOSOPHY
behind

LeadCrunch [ai]

Predict & Personalize B2B Sales

to democratize big data and provide
**A DEEPLY CUSTOMIZED
SALES MODEL**
for every customer

HOW IT WORKS

High Impact Data

Step 1:

LeadCrunch builds high impact B2B Data by attracting, creating and assembling data.

Predictive Targeting

Step 2:

LeadCrunch finds precise account targets by using deep pattern analysis

Custom Qualification

Step 3:

LeadCrunch nurtures your target contacts with concierge phone pros

LeadCrunch[ai]: Predict & Personalize B2B Sales

SEARCHING IS NOW EASY
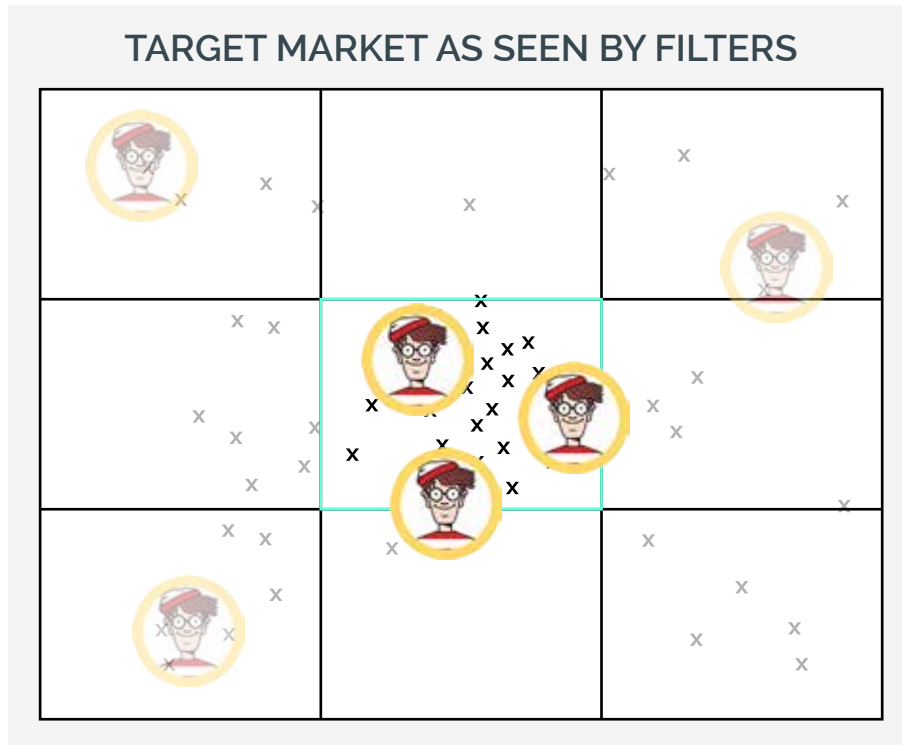## Where's Waldo?

Without LeadCrunch

With LeadCrunch

Finding targets in this mess is possible but very time consuming.

[ai] search looks for patterns and highlights possible matches to help you find the right targets faster.

LeadCrunch[ai]: Predict & Personalize B2B Sales

We capture more
GOOD LEADS
and fewer bad leads

TARGET MARKET AS SEEN BY FILTERS

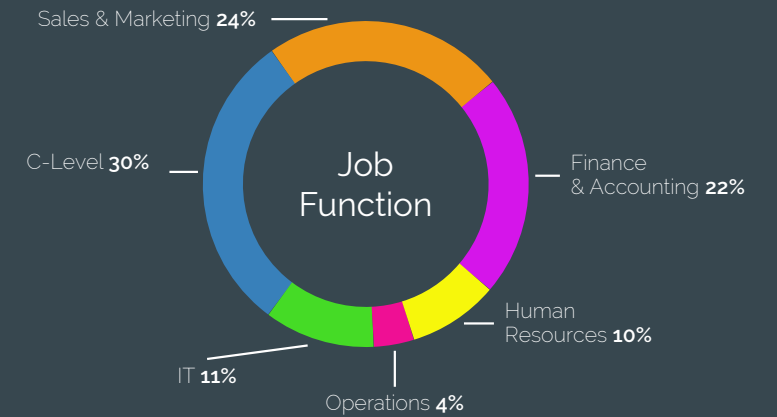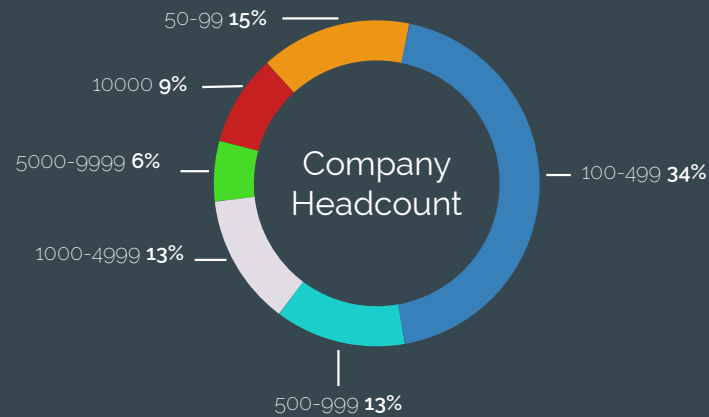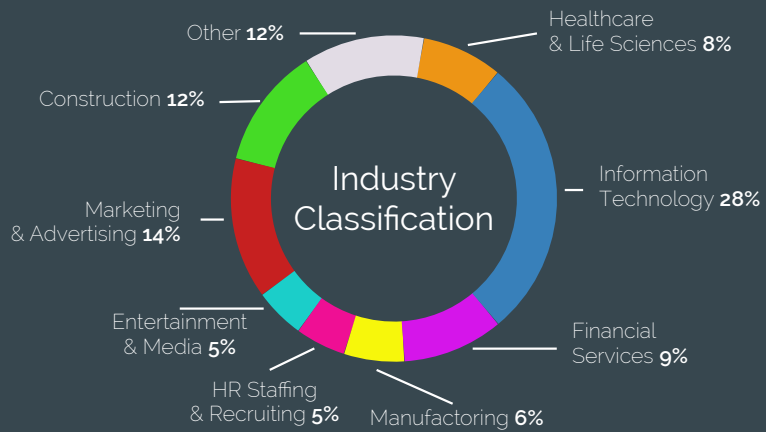**TARGET MARKET AS SEEN BY LEADCRUNCH[AI]**

Ideal Customer Profiles use binary filters, capturing bad leads and missing good ones.
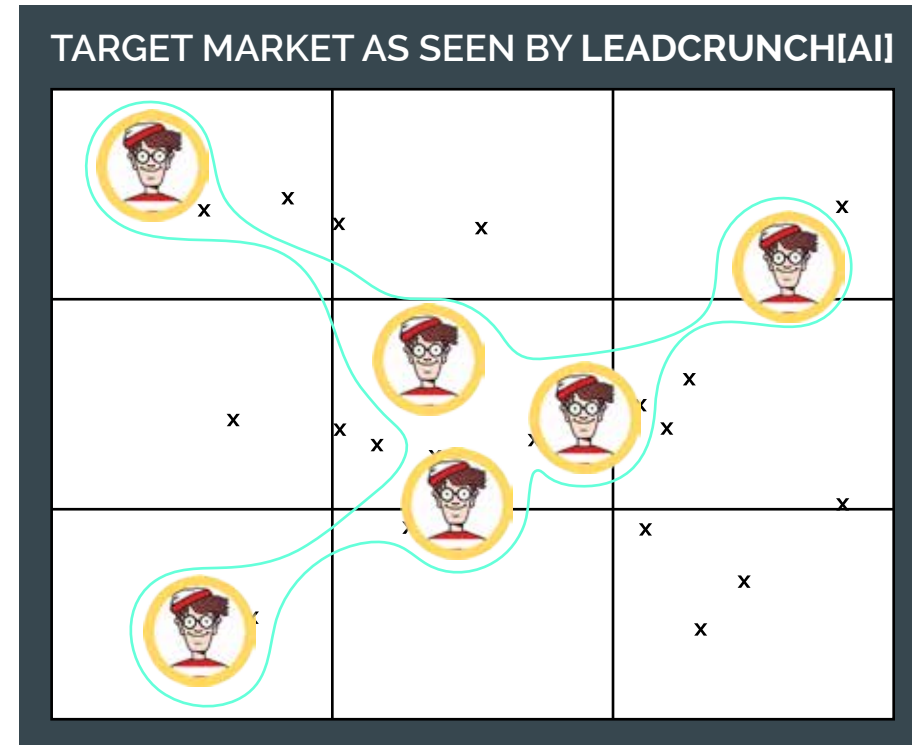
[ai] creates an Ideal Customer Genome, building custom models to find the best leads and reduce noise.

LeadCrunch[ai]: Predict & Personalize B2B Sales

LeadCrunch[ai]

starts by assembling high impact data

Industry Classification

- Healthcare & Life Sciences **8%**
- Information Technology **28%**
- Financial Services **9%**
- Manufactoring **6%**
- HR Staffing & Recruiting **5%**
- Entertainment & Media **5%**
- Marketing & Advertising **14%**
- Construction **12%**
- Other **12%**

Company Headcount

- 50-99 **15%**
- 10000 **9%**
- 5000-9999 **6%**
- 1000-4999 **13%**
- 500-999 **13%**
- 100-499 **34%**

Job Function

- Sales & Marketing **24%**
- Finance & Accounting **22%**
- Human Resources **10%**
- Operations **4%**
- IT **11%**
- C-Level **30%**

240 Million Records
29 Million Companies

LeadCrunch[ai]: Predict & Personalize B2B Sales

LeadCrunch [ai]

delivers deep insights to enable personalized selling

Right Company   **Right Person**   **Right Message**   **Right Time**

Know more about your customers than you ever thought possible

And delivers leads right
WHERE YOU NEED THEM

Top-of-Funnel

Target Accounts with or **Target Accounts with**

Machine Generated Contacts   Human Verified Contacts

Middle-of-Funnel

Marketing Qualified Leads

Custom Campaigns and Content Syndication

Bottom-of-Funnel

Sales Qualified Lead

Custom Campaigns, Content Syndication, BANT Qualification

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CUSTOM SOLUTIONS
FOR ANY BUSINESS

Target Accounts
Top-of-funnel

Starting at $1 per account

Billed on-demand,
monthly or anually

$300 minimun subscription

Try it free!

Features Include
A.I Targeted Companies

Relevant Contacts (Unverified)

60-70% Contact Acuracy

Verified Contacts
Top-of-funnel

Starting at $3 per account

Billed on-demand,
monthly or anually

$3000 minimun subscription

Get Started!

Features Include
A.I Targeted Companies

Relevant Contacts (Verified)

100% Contact Acuracy

Verified E-mails

Marketing Qualified
Middle-of-funnel

Starting at $30 per account

Billed on-demand,
monthly or anually

$3000 minimun subscription

Get Started!

Features Include
All previous plus:

Opt-in E-mails

Content Syndication

Established Interest

Marketing Qualified
Middle-of-funnel

Starting at $75 per account

Billed on-demand,
monthly or anually

$3000 minimun subscription

Get Started!

Features Include
All previous plus:

BANT Qualified

Custom Qualification Criteria

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"We increased lead conversion from **7.5% TO 28%**, achieved **30%** MoM growth, reduced our sales cycle from **35** to **10** days, and achieved a **300% GREATER** pipeline."

Ebsta [download case study]

"LeadCrunch came through for GoShare. In **THREE MONTHS**, it helped generate **3X MORE** sales, dramatically lowering customer acquisition costs and boosting Sales Efficiency by **5X**."

GoShare [download case study]

Some of our
HAPPY CUSTOMERS

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