



Ice breaker

**What's the biggest issue  
you're facing when it comes to  
finding leads?**

 **pollo.io**



# Today's Agenda

01.

## Housekeeping

Do these things first

02.

## Meet the host

Josh Garrison!

03.

## Find better leads

New and upgraded search filters, buying intent data, saved search alerts.

04.

## Automate prospecting

Plays

05.

## Discover ICP gaps and easily enrich

Data Health Center

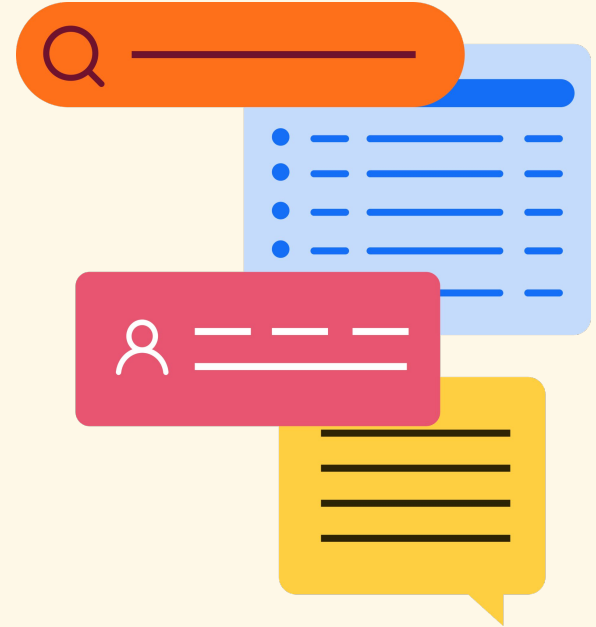
06.

## Q&A

Product webinar:

# 5 Ways to Find Better Leads & Automate Prospecting

Mar 8, 2023



# Apollo.io

The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

 AUTODESK  stripe  DocuSign  RIPPLING



# Quick Housekeeping



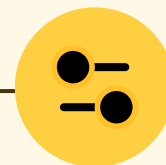
## Get Your Recording

You'll get a recording of today's session. Check your email within 48h



## No Questions in the Chat

Type your questions into the "Questions Box" and not the "Chat Box".



## Mute Notifications

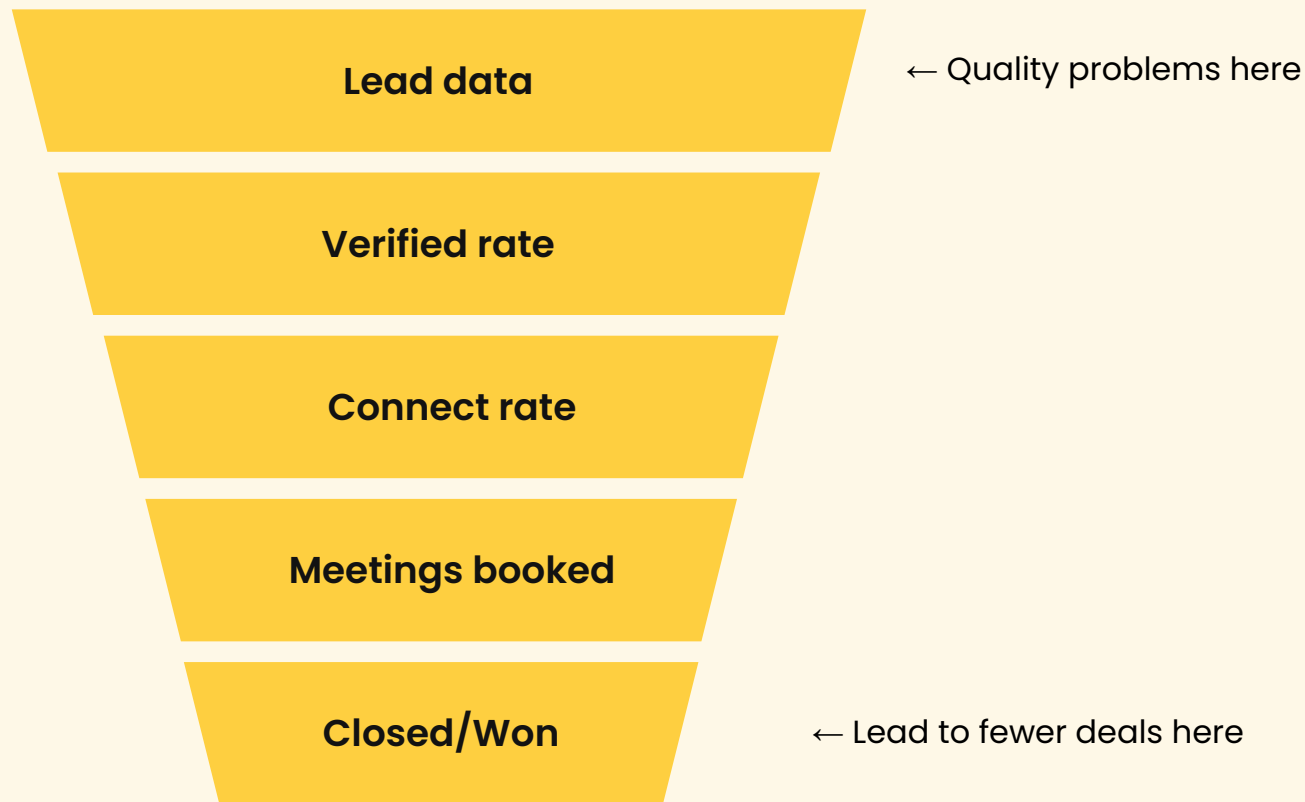
Click on the bell icon at the top right corner of your "Questions Box Window"

# Your host

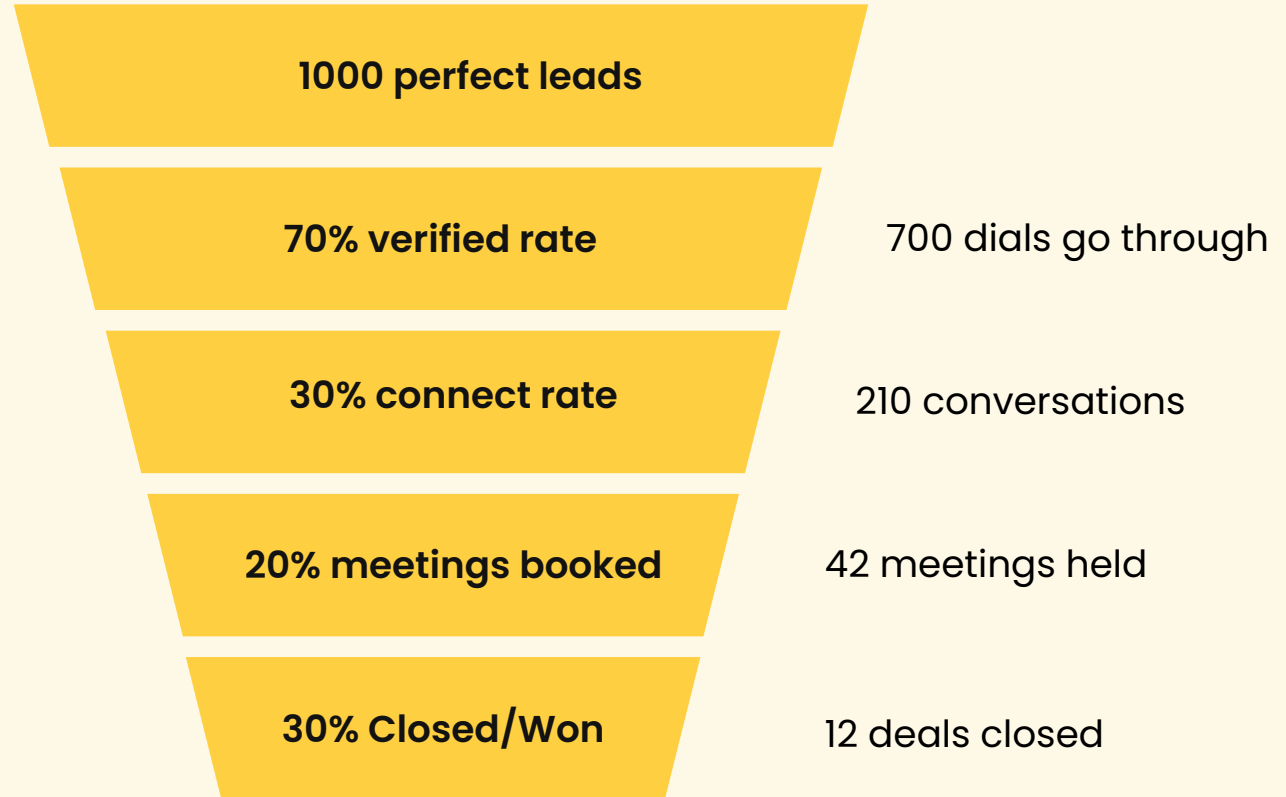


**Josh Garrison**  
**Head of Content Marketing @ Apollo**  
(and recovering sales leader)

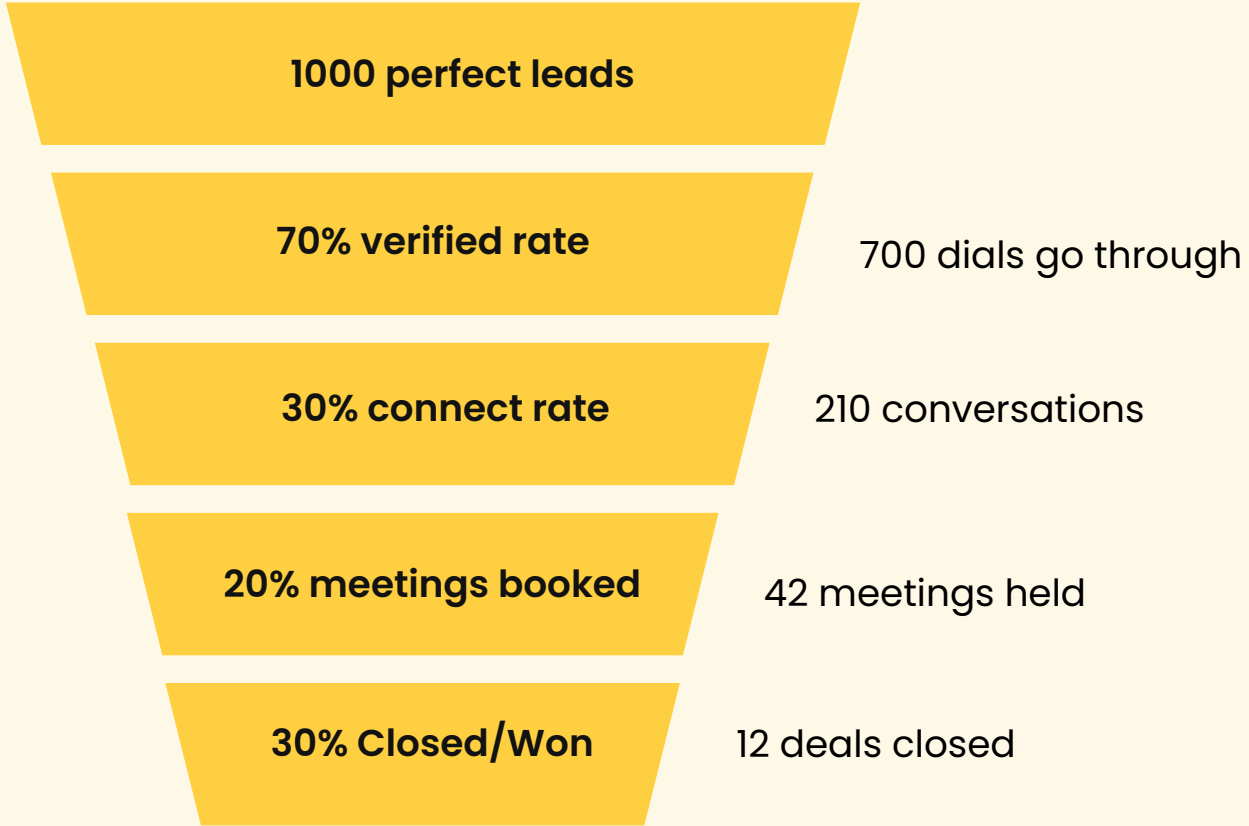
# Outbound success depends on data quality.



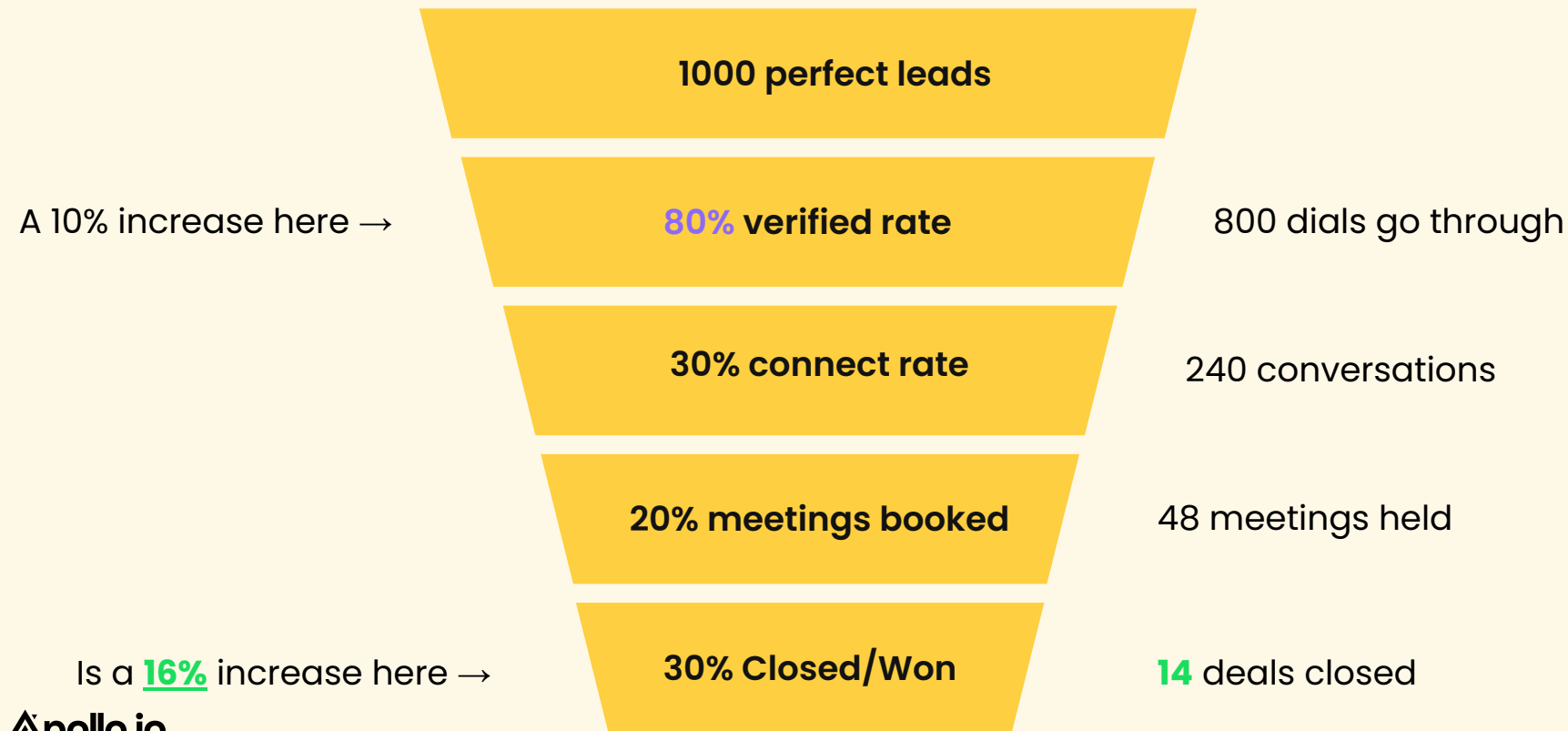
# Sales isn't a numbers game. It's a MATH game!







# The real 'trickle-down' effect



**The easiest way to improve your  
outbound funnel is to work better  
leads.**

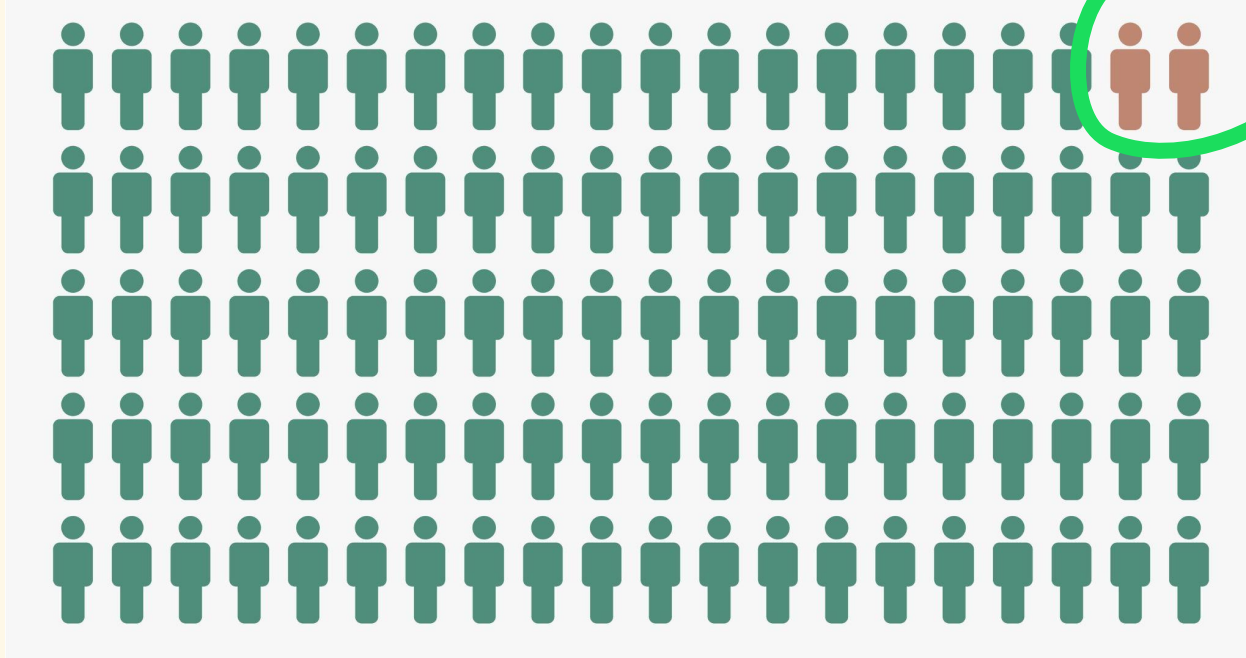
**Well, yeah.  
But how?**

- 1. Get verified, up-to-date leads from Apollo**
- 2. Hit them at the right time**

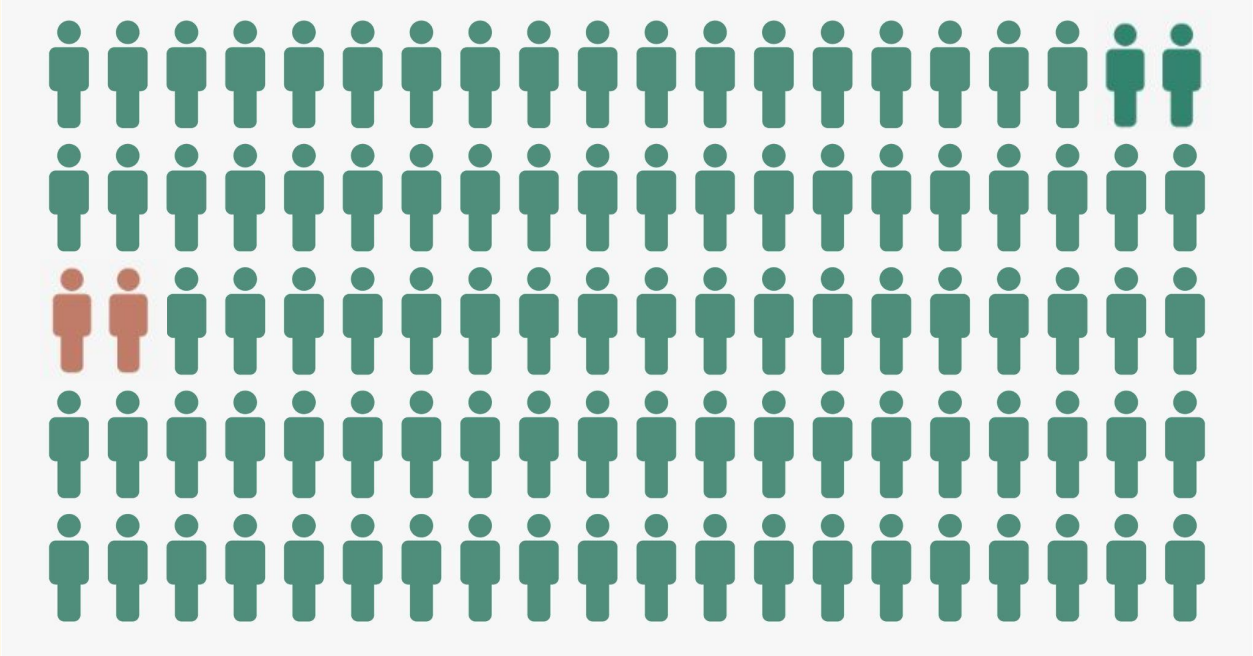
# Here are 100 'perfect' leads.



Only ~2% are looking for what you're selling at any given time.

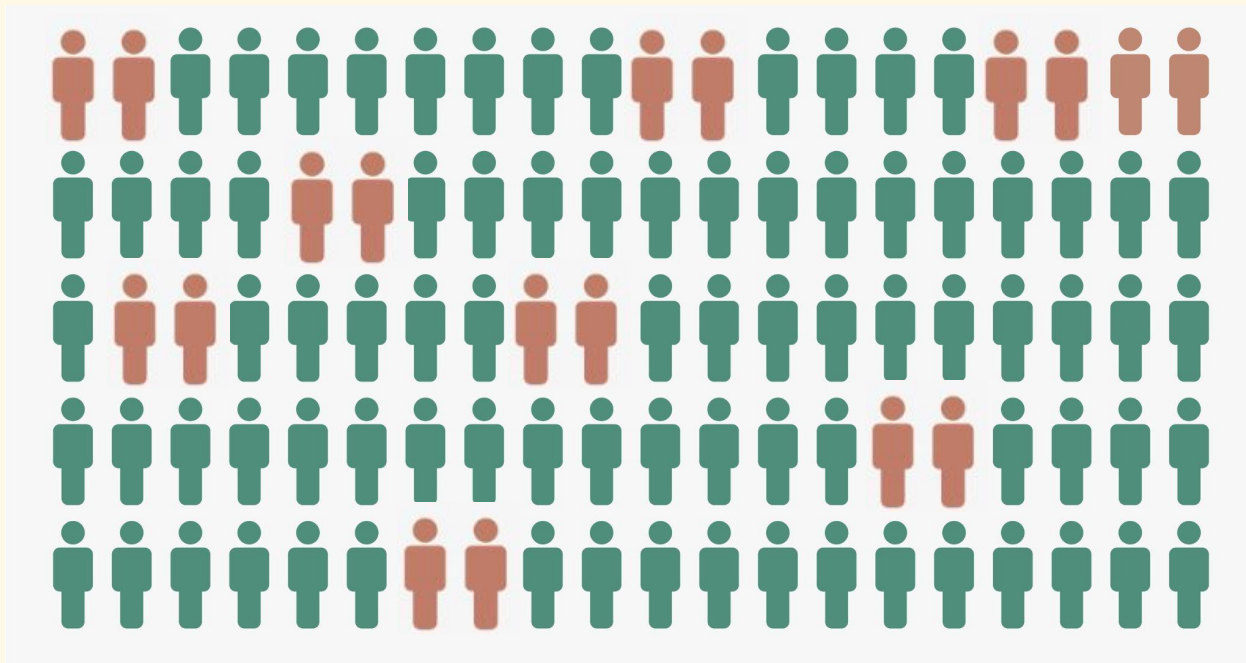


# Who those 2% are **changes** over time.





# If you can consistently target more of that 2% who's actively looking...





# 5 ways to find better leads

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New and upgraded filters, lead signals & saved search alerts



# Automate prospecting

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Plays (prev. Rules engine)  
– Join our beta program!



# Discover ICP gaps and easily enrich

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Data Health Center Sneak Peek  
– Join our beta program!



# 5 ways to find better leads

1

## Use all 5 filters and more to narrow down

Headcount growth, time in current role, date refreshed in apollo, email status, personas.

2

## Act on signals like buying intent

Filter leads by high-intent and nail the timing!

3

## Get net new leads straight to your email

Save your search and create daily alerts to get net new leads straight to your inbox.

4

## Automate prospecting workflow with Plays

Automate entire workflows of doing search, list building to outreach using Plays!

5

## Enrich CRM with leads using Data Health Center

Identity gaps in leads between your CRM and what Apollo can provide you and bulk enrich.

# Q&A

Do you want a personalized demo of:

- Advanced filters
- Buying intent data
- Job change filter & alerts
- Plays
- Data health center

# Thank you for your time.

We'd love to hear your feedback!

Follow us on:



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