

# Target the Right Buyers with the Right Message at the Right Time

## Fuel Revenue Growth with AI-Powered Data and Intelligence

Today's leading companies know the importance of targeting. Their leaders are looking to data to tell them who they should target and how they should connect. But getting the right data at the right time isn't easy. Unless you have InsideView.

**InsideView**<sup>®</sup>  
A Demandbase Company

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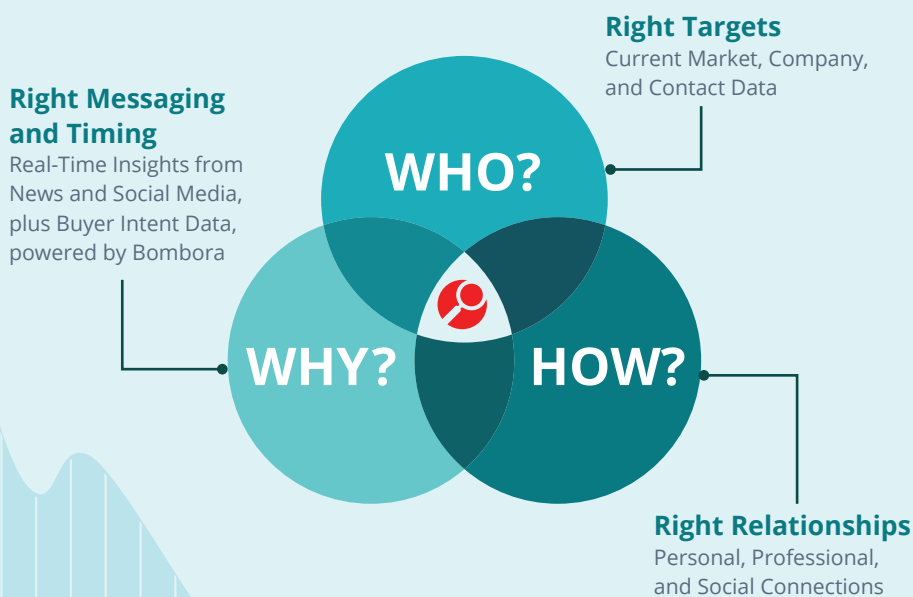
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## InsideView B2B Data and Intelligence

InsideView's B2B data and intelligence is aggregated and validated using a **powerful combination of artificial and human intelligence** to deliver the industry's most reliable, actionable data for sales and marketing success.

We deliver detailed **data** about markets, companies and buyers, including buyer intent data, powered by Bombora, along with **insights** and **connections** so your revenue teams know exactly **who** to target, **why** and **when** to reach out, and **how** to connect.



**Leaders rely on trusted data to drive success**

# 56%

of "high growth" companies used third-party data to prioritize contacts and accounts.<sup>1</sup>

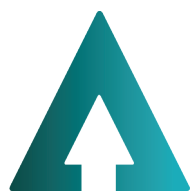
# 71%

say improving data quality is a high priority.<sup>2</sup>

1. Source: Account and Contact Data Might Be More Important Than You Think, TOPO;  
2. Source: Unlocking Revenue Performance in the New Normal, InsideView, 2020

## INSIDEVIEW DATA-POWERED PRODUCTS

# Build a Revenue Machine that Fires on All Cylinders



### InsideView APEX

The go-to-market (GTM) decision engine that empowers business leaders to discover new markets, and quickly plan and execute winning GTM strategies.



### InsideView TARGET

Greatly expands your universe of ideal prospects, providing highly customized lists of net new targets that look like your best customers.



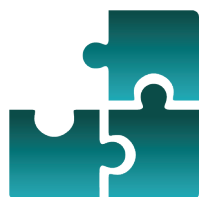
### InsideView DATA INTEGRITY

Customer data management solution that automatically cleans, monitors, and unifies your CRM records with the most reliable, up-to-date information.



### InsideView INSIGHTS

Embeds continuously refreshed company and contact data and intelligence directly into your sellers' workflow, paving the way for smarter sellers and faster wins.



### InsideView APIs

Customize the way you use InsideView data by flowing it directly into your sales and marketing systems and applications.



For more information, contact us at [insideview.com](https://insideview.com)

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