

Intro to Apollo.io

Win with your sales team

Apollo's end-to-end sales engine enables your revenue teams to close more deals. Access every lead on Earth, engage with contacts, and uncover insights. Build a winning go-to-market strategy and maximize your revenue.



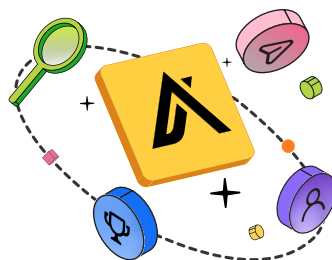
10X your sales team's revenue



Close more deals

Build a full and quick-converting deal pipeline with access to more qualified leads.

25% revenue increase at Apex →



End time-consuming tasks

Work less and sell more. Powerful automations let your reps scale activity without wasting time.

10X rep productivity at Kickfurther →



Build a winning strategy

Uncover actionable insights for your team and roll out an ideal go-to-market process to everyone.

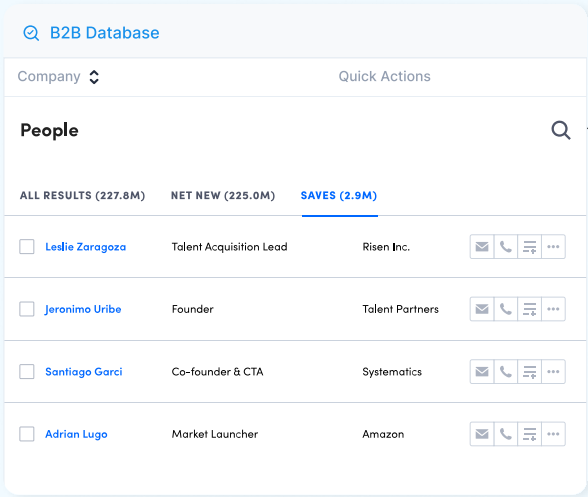
188% meetings increase at Victorious →

How it works

The End-to-End Sales Engine

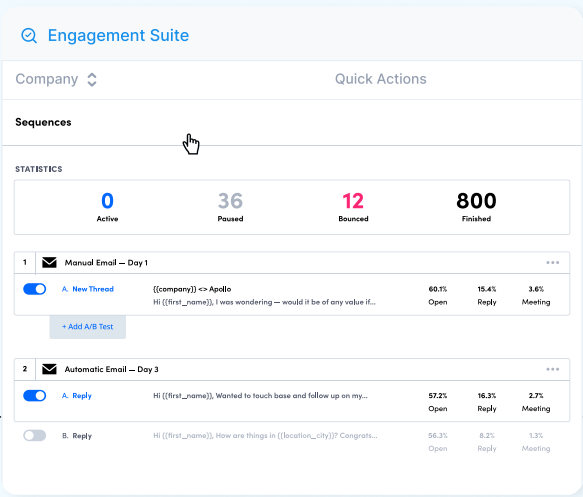
STEP 1 Prospect

Find buyers & filter with laser precision



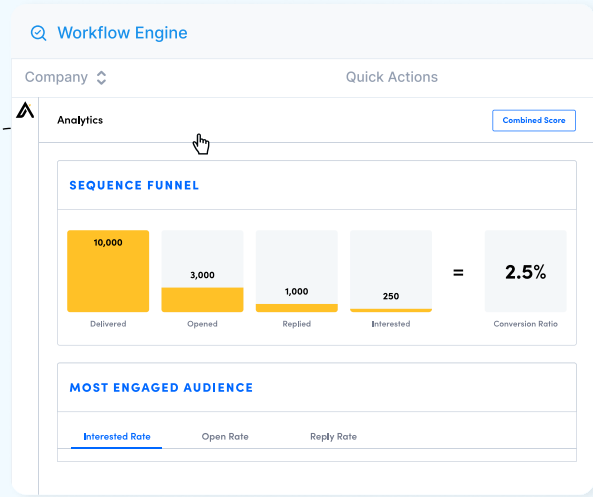
STEP 2 Engage

Connect with contacts using sequences, calls or more



STEP 3 Win Deals

Unlock recommendations & pipeline automations across your deals



43%

Increase in call-to-meeting conversion

“

We considered Zoominfo, but Apollo was just so much better. The ability to fit Apollo into our existing budget and stack while yielding clear results for our BDR team clearly made the most sense.



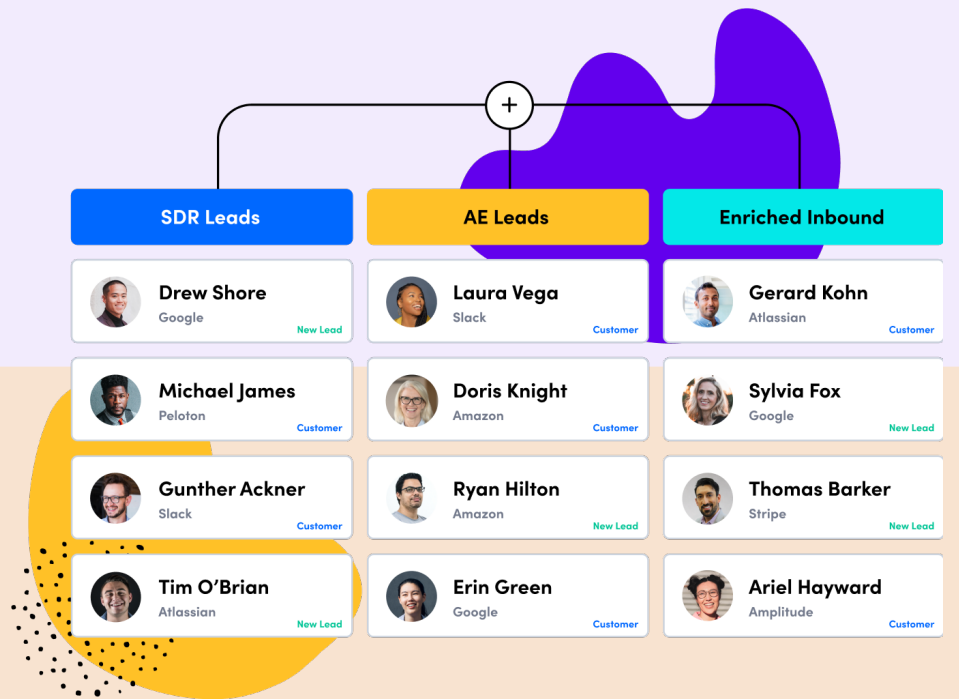
Tyler Gruca
Director of Business Development at Maxio
Mid-Market (51-1,000 employees)



Find every ideal buyer on the planet

Key Benefits

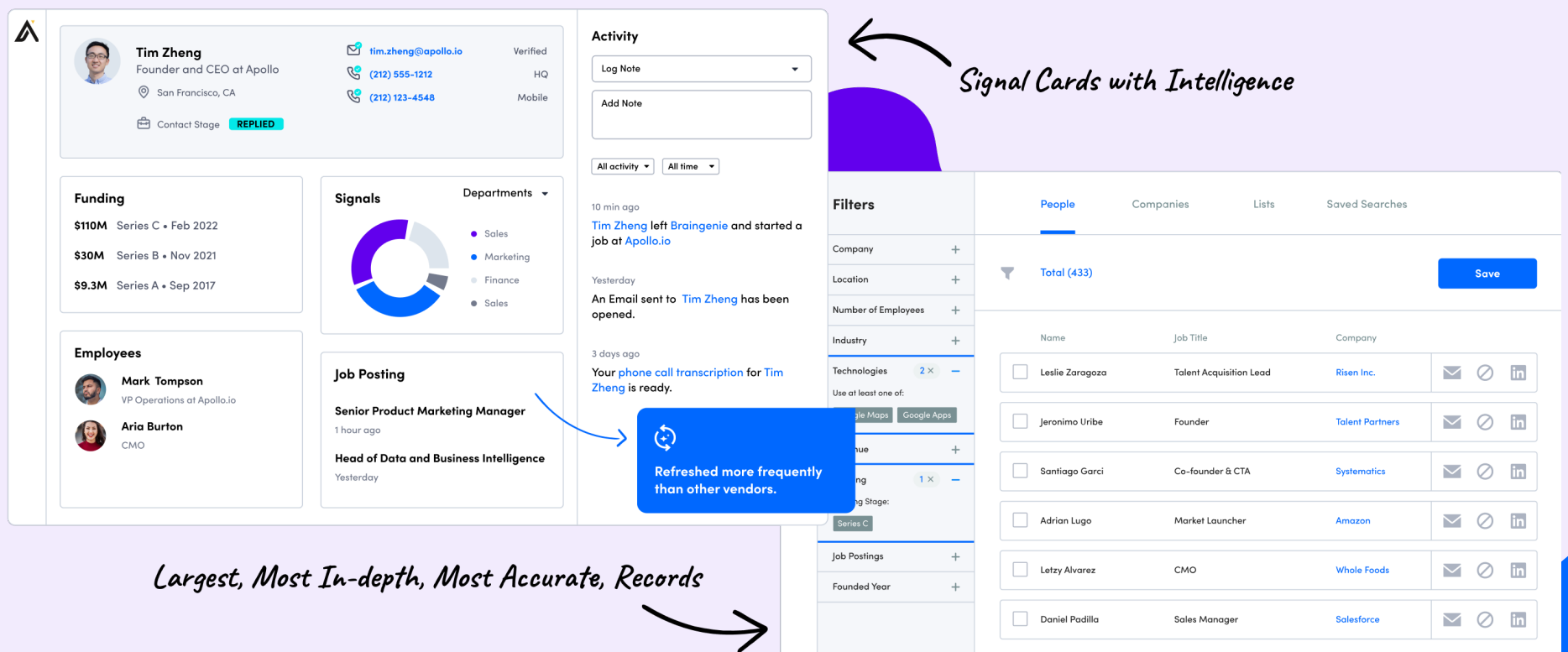
- ✓ Access every possible opportunity
- ✓ Pinpoint exact targets
- ✓ No waste when prospecting



With the largest and most accurate B2B Database of 250M buyers, Apollo helps you build lists, fill your pipeline, and unlock more opportunities that quickly close. Prospect with speed, target with precision, and hit your entire market with complete and up-to-date data on every decision maker on the planet.

- Get new leads with access to 250M buyers at 60M companies
- Use Buying Intent Data with 98% accuracy on buying signals
- Prospect efficiently with Apollo's LinkedIn Extension & integrations

B2B Database Features

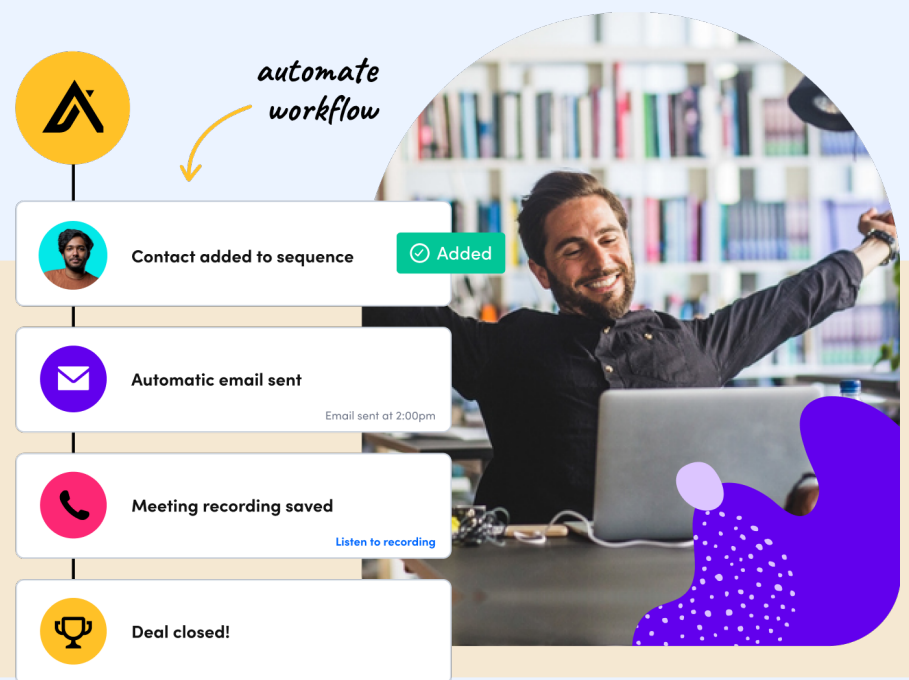
The screenshot displays the Apollo.io interface. On the left, a contact profile for Tim Zheng is shown, including his name, title (Founder and CEO at Apollo), location (San Francisco, CA), and contact information. Below the profile are sections for Funding, Signals, Employees, and Job Posting. The Signals section shows a donut chart for Departments (Sales, Marketing, Finance, Sales). The Employees section lists Mark Tompson and Aria Burton. The Job Posting section shows a Senior Product Marketing Manager position. On the right, a list of job postings is displayed with filters for Company, Location, Number of Employees, Industry, and Technologies. A callout box with a refresh icon and the text 'Refreshed more frequently than other vendors.' points to the Job Posting section. A handwritten note 'Signal Cards with Intelligence' with an arrow points to the Signals section.

Largest, Most In-depth, Most Accurate, Records

Connect with every contact at scale

Key Benefits

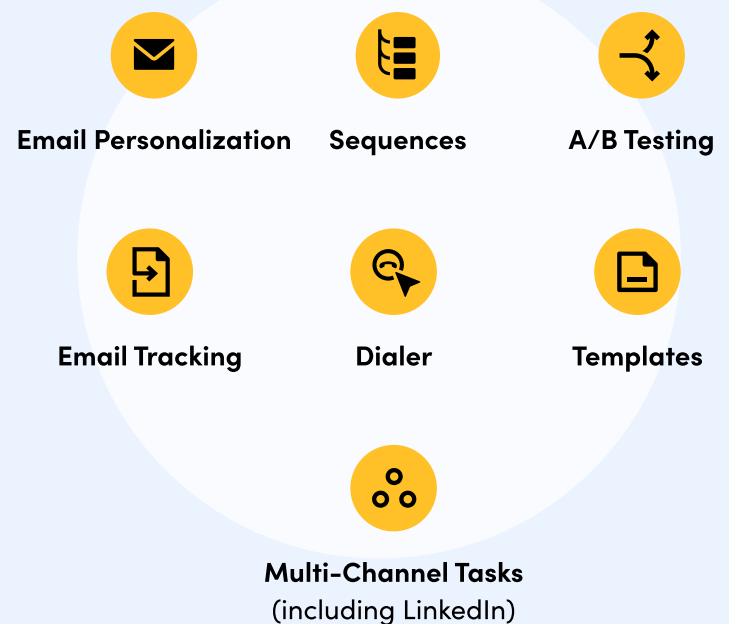
- ✓ Eliminate manual work
- ✓ Scale your activity with automation
- ✓ No waste when prospecting



End time-consuming manual work for reps with tools that automate personalized outreach in an easy-to-use workspace. Help your team scale their activity, easily, every day.

- Connect with leads using email sequences & an integrated dialer
- Build custom routing, messaging, & tagging with Rules Engine for programmed funnel management
- Leverage prebuilt templates, A/B Testing, & analytics to hit the ground running

Engagement Suite Features



Sequences

A/B Testing

Dialer Recording & Transcript

Email Personalization

Sequences

STATISTICS

0	36	12	800
Active	Paused	Bounced	Finished

1 Manual Email - Day 1

☒ A. New Thread

Hi {{first_name}}, I was wondering - would it be of any value if...

60.1% Open 15.4% Reply 3.6% Meeting

+ Add A/B Test

2 Automatic Email - Day 3

☒ A. Reply

Hi {{first_name}}, Wanted to touch base and follow up on my...

☐ B. Reply

Hi {{first_name}}, How are things in {{location_city}}? Congrats...

1 Automatic Email - Day 1 45 Active 250 Finished

2 Automatic Email - Day 3 200 Active 50 Finished

Quick follow-up.

Hi {{first_name}}, A quick follow-up to my last email. We work with many companies within your {{vertical}} and we'd love to learn...

10 Scheduled

04:23 / 18:03

54% You

46% Philip S.

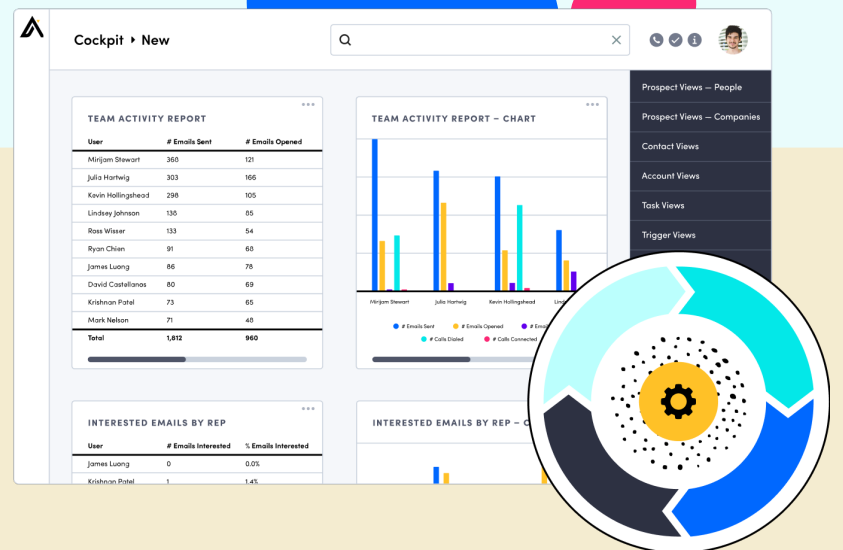
03:25 Perfect, uh, so what I want to do is take this opportunity to, uh, get you guys into the system, get your feet wet a little bit, uh, show you a couple of tricks and then from there, uh, you guys could use the next couple of days to work within it.

03:54 I want to make sure that it meets everything that you guys are looking for it to accomplish. Now that we can kind of discuss next steps from there. One thing that I'm thinking is I definitely want concern again up to our production or when we have typically handle that opportunity?

Move every deal forward intelligently

Key Benefits

- ✓ Work from a single integrated platform
- ✓ Uncover actionable insights and manage your workstreams
- ✓ Know that standards and safety measures are upheld



Build a clear process and uncover winning insights across your pipeline based on what actually works. Easily roll out the best processes for your entire sales team for better targeting, messaging, and converting deals.

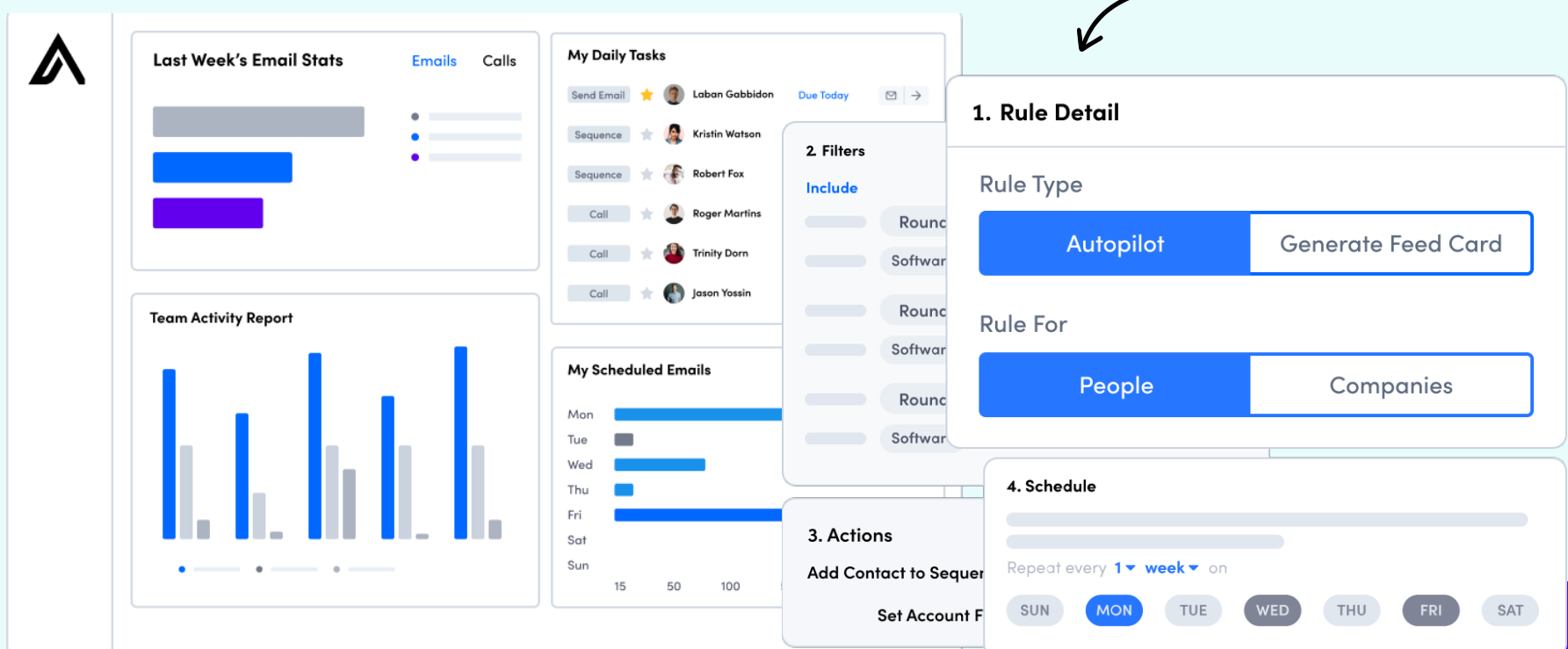
- Replace expensive inaccurate data providers, disparate sales processes, and neatly integrate your sales tech stack
- Gain a complete view from prospecting to close, on every rep, from one place
- Quick to implement, easy to use, with no commitment needed

Workflow Engine Features



Analytics →

↘ *Automations*



Apollo beats every competitor

Drive results and hit your numbers faster with Apollo. Compared to every other competitor, Apollo has better data and more tools, all at an affordable price.

[Get a Demo](#) →

better data & lower cost

	Apollo.io	Competitor
Most accurate database	✓	✗
End-to-end sales engine	✓	✗
Affordable and flexible pricing	✓	✗

G2 Leader Across Categories

G2 Crowd Leader in Sales Intelligence, Lead Intelligence, Marketing Account Intelligence, Sales Engagement



Over 1M users across 17,000 companies

 ATlassian

 Drift



 PELOTON



Apollo.io provides an extensive database of over 250 million contacts across 60 million companies to find your buyers with a few clicks.

Sign up for a free account today at apollo.io

