



# Actionable Intelligence to Win More Customers

## Why Infer for Predictive Analytics?

Infer® leverages proven data science to rapidly identify your most promising prospects, build hyper-targeted segments, and personalize outreach at scale — often resulting in significantly increased conversion rates on inbound and outbound campaigns.

## Lead Scoring that Works

Infer brings the predictive power of Google to sales and marketing. We're crawling the web and acquiring thousands of signals. And we use machine learning to build state-of-the-art predictive models based upon millions of simulated combinations.

## Features and Benefits

### PREDICTIVE SCORING:

- Surface good leads that are getting missed or stuck in nurture
- Increase rep productivity by immediately routing high scoring leads to sales
- Get instant insight into content marketing efforts

### PRIORITIZE INCOMING LEADS:

- Faster contact with top prospects
- By filtering to focus on only A-Leads, reps make contact with the best prospects faster and get a jump on the competition

## Features and Benefits (cont'd)

### BETTER PERSEVERANCE:

- Even if a customer isn't ready to try or buy sales reps know which leads

### INFER:

- Thousands of external signals from proprietary web crawlers are analyzed
- 300M+ predictions and thousands of programmed patterns
- Increased the conversion rate on average by 3x across customers
- Scores records in under one minute
- Fit and behavior models combine to create a more accurate prediction

are worth cultivating over time

**FEWER MISSED OPPORTUNITIES:**

- Filter out the noise to be able to focus on viable opportunities
- Build more pipeline

## Solutions

**SALES:**

**Profile Management:** Go beyond scoring, and accurately segment and target prospects across multiple databases using Infer’s data cloud.

**Predictive Lead Generation:** Fuel account-based marketing and outbound efforts by feeding high-potential lists of accounts and contacts into the top of your funnel.

**Sales Intelligence:** The leading sales and account-based intelligence solution for high-performing reps.

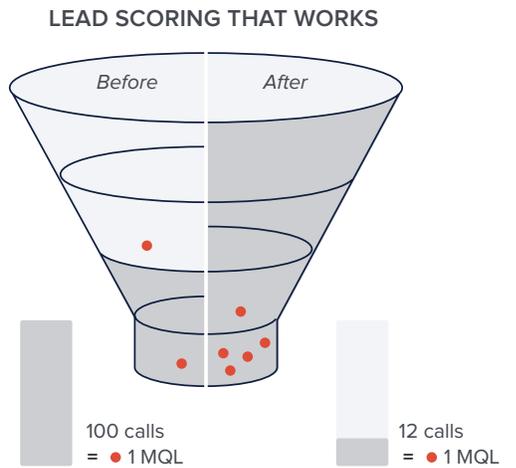
**Data Append and Enrichment:** Account-based data append and enrichment for Salesforce.

**MARKETING:**

**Predictive Scoring:** Data and modeling excellence.

**Predictive Behavior Scoring:** Behavioral models that mine the full spectrum of activity data inside your marketing automation platform to help you identify which prospects are in-market, ready to buy.

**Account Based Marketing:** Define and engage your best Marketing Qualified Accounts (MQAs).



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