ACTIONABLE INTELLIGENCE TO WIN MORE CUSTOMERS

Artificial intelligence is rapidly transforming all digital industries, and sales and marketing are no exception. IgniteTech's Infer solutions deliver a predictive-first platform that helps companies win more customers — faster.

MACHINE LEARNING TO OPTIMIZE AND EXPAND YOUR SALES AND MARKETING FUNNEL

IgniteTech's Infer solutions leverage 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.

- Analyzes thousands of external signals from proprietary web crawlers
- 300M+ predictions and thousands of programmed patterns
- Increases the conversion rate on average by 3x across customers
- Scores records in under one minute
- Combines fit and behavior models to create more accurate predictions

LEAD SCORING THAT WORKS

IgniteTech's 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.

- Score large amounts of inbound leads, contacts and accounts in real-time
- Increase ROI by improving MQLs & prioritizing sales efforts on the leads/accounts that will drive the most revenue
- Segment and distribute leads appropriately and fairly across sales teams
- Identify the effectiveness of campaigns by market segment to inform ongoing improvement in targeting and segmentation

🔥 **IGNITETECH**

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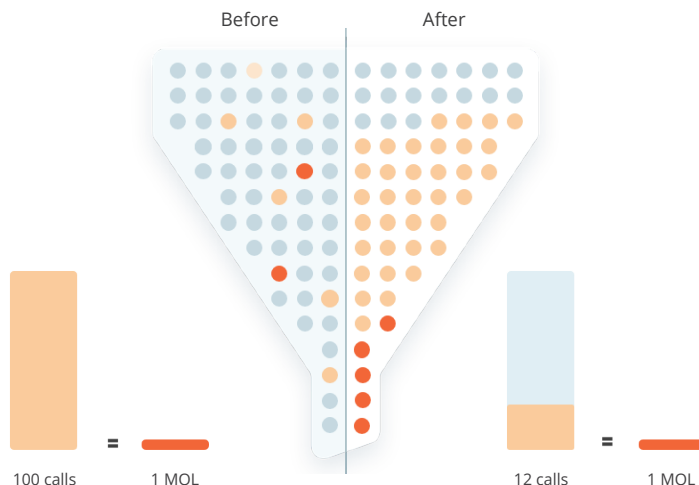
Prioritize Incoming Leads
- Faster contact with top prospects
- By filtering to focus on only A-Leads, reps make contact with the best prospects faster and get a jump on the competition

Better Perseverance
- Even if a customer isn't ready to try or buy, sales reps know which leads are worth cultivating over time

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

Before   After

100 calls   = 1 MQL   12 calls   = 1 MQL

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 Behavior Scoring: Behavioral models 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).

"Infer is a great way of setting a quality bar for all leads we receive and work with. Their scoring system allows us to measure each lead and how it rates against the standard that we have defined. Infer adds value to my SDR team's efficiency, allowing them to prioritize the leads better to help their lead to qualified conversion."

David Morris
Vice President of Sales
Kayako

FOR MORE INFORMATION

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