

Webinar

How to Outbound Using Website Visitor Data



The End-to-End Sales Engine

Trusted by 1M users across 17,000 companies

AUTODESK stripe DocuSign RIPPLING

The screenshot displays the Apollo.io interface with a sidebar on the left containing navigation options: Home, Prospect & enrich, Search, Data enrichment, Engage (Sequences, Emails, Calls), Win & close (Meetings, Conversations, Deals), Tools & workflows (Tasks, Plays, Analytics), and Tasks. The main content area shows a contact card for Alissa Jones, VP of Sales at Dropbox, with a rating of 'Excellent' and an 'Add to sequence' button. Below the contact card is a sequence of outreach steps: Day 1 (Automatic Email), Day 3 (Phone Call), and Day 5 (Connect). An AI email assistant message is shown at the bottom, starting with 'Hi Alissa, Glad to connect. Looks like you're growing the account management team quite a bit right now. Let's find some time to talk about your goals and how our platform scales, sharing a few times below...'. The background also shows a list of companies including Dropbox, Google, and Spotify.



Today's agenda

1. Housekeeping

2. Meet the host James O'Sullivan

3. Why use website visitor data?

4. Using website visitor data in Apollo

5. Messaging tips

6. Q&A

 Apollo.io

**Join our sales
community in
Slack!**

 Apollo.io **Sales Community**



Scan to join the Community!



Book:

Outbound Sales

The ultimate pipeline playbook — coming soon

JOIN WAITLIST



Generate Outbound Pipeline



Win & Close



Optimize Inbound Strategy



Op

Master Classes

Visit apollo.io/academy for
TONS of great training content!

How can we help?

🔍 Search and press enter...

Popular Topics: [Apollo Chrome Extension Overview](#) [Link Your Mailbox](#) [Sending Limits Overview](#)
[Sequences Overview](#) [Avoid Spam Filters](#) [Get to Know the Apollo KB](#)

- 🌟 Getting Started
- 🏠 Home
- 🔍 Search & Prospecting
- ▶ Engage
- 🗨 Conversations
- ⚡ Plays
- 🔄 Enrich
- 💰 Deals
- 🔗 Integrations
- ⚙ Settings & Billing

Getting Started

Learn how to set-up your Apollo.io account and configure the basic settings required to use the platform.

The Basics

Email Setup

Email Deliverability & Domain Reputation

- Improve Your Email Deliverability
- Avoid Spam Filters
- Set Up Sender Policy Framework (SPF) Records to Authorize Your Emails
- Set Up Domain Keys Identified Mail (DKIM) to Authenticate Your Email
- Set Up Domain-based Message Authentication Reporting and Conformance (DMARC) to Authenticate Your Emails

Visit knowledge.apollo.io for
TONS of helpful docs!

Your host



James O'Sullivan

Apollo Academy Instructor

(and recovering sales leader)

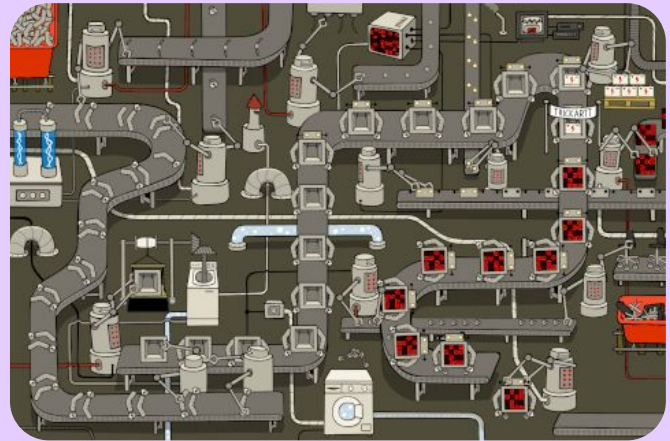
Why use website visitor data?

Sales is changing...

Grow at all costs



Efficiency



What's going on?

- Growing buyer complexity
- Uncertain markets
- Missed revenue targets
- Tougher selling ratios



Sales is getting harder...

- Reply rates are at all-time lows.
- Connect rates have dropped.
- Buyers are flooded with generic, impersonal sales messaging.

54%

of salespeople said selling got harder in 2023





HubSpot 2024 State of Sales Report



**Work smarter,
not harder**



Smarter outbound

1.  Targeting
2.  Messaging
3.  Timing
4.  Automation



Website visitors are valuable leads

- <5% fill out a demo form
- What about the other 95%?



All is not lost.

Your basket wasn't empty when you left dyson.com, so we've saved the contents.


Just click the link below if you want to complete your order.

[Continue Shopping](#)



Ready to check out?

Your basket for this promotion was saved, but the offer is only for a limited time. Click the link below to complete your order.

 [Click here](#) to chat with a Dyson expert.

Your basket



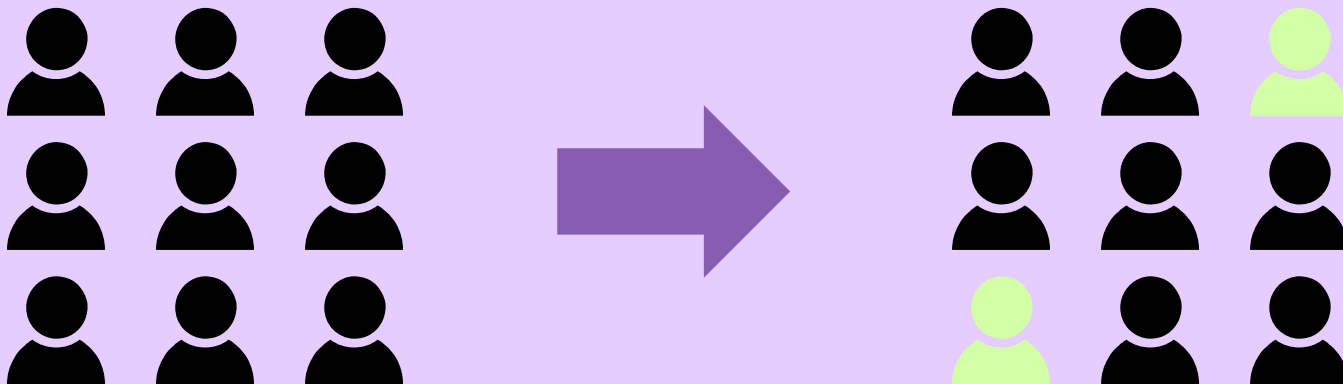
Dyson V8 Absolute

\$599.99

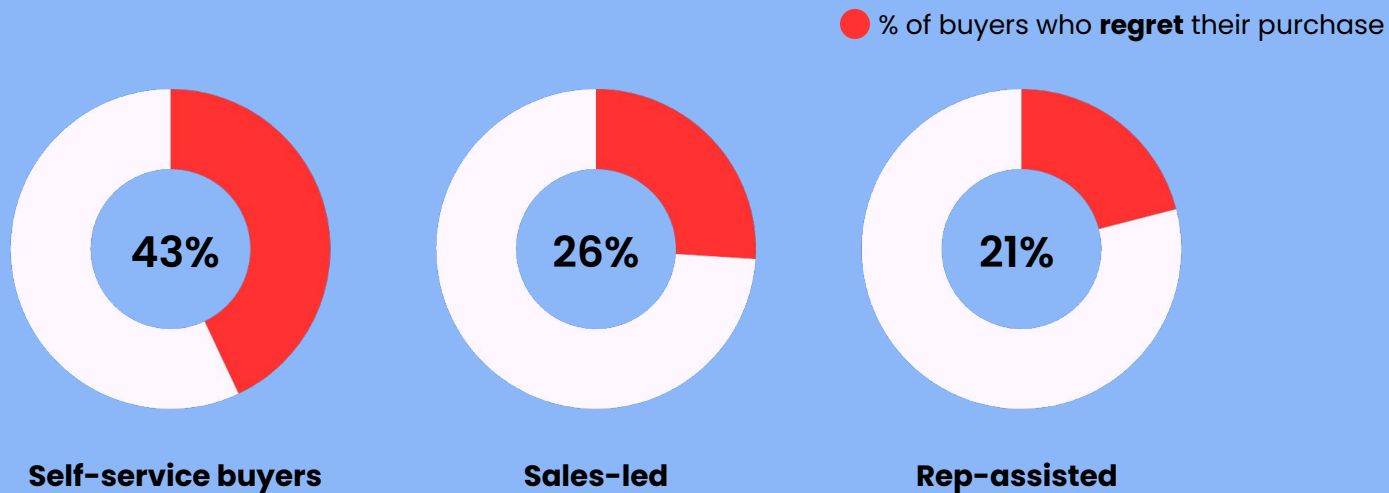
Quantity: 1

[Continue Shopping](#)

Would you treat a cold lead differently if you knew they were actively visiting website?



Buyers make better decisions when they work with sales.



Gartner B2B Buying Report 2024

Inbound

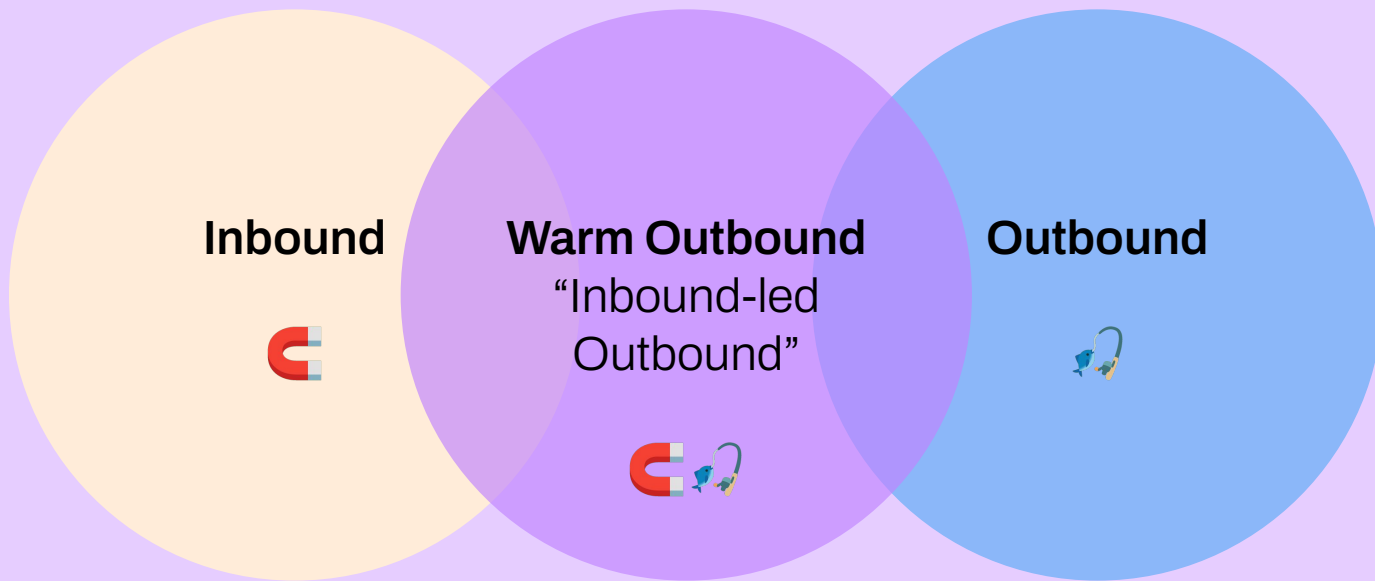


You get who you attract.
And they're interested.

Outbound



You can pursue what you want
(but you've got to work for it.)



Inbound (Interested)
+
Outbound (ICP / Persona)

The benefits of warm outbound

- Prioritize leads depending on clear intent data signals
- Get to those leads before your competitors
- Confirm outbound efforts (you start seeing them on your site)



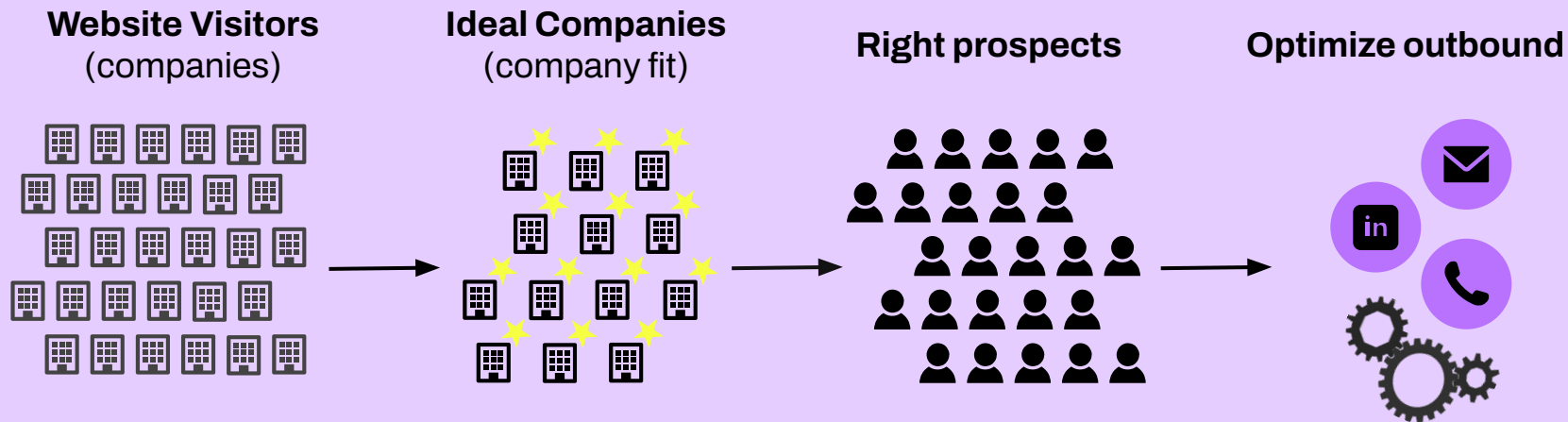
**Not all visitors
are ideal for what
you sell.**



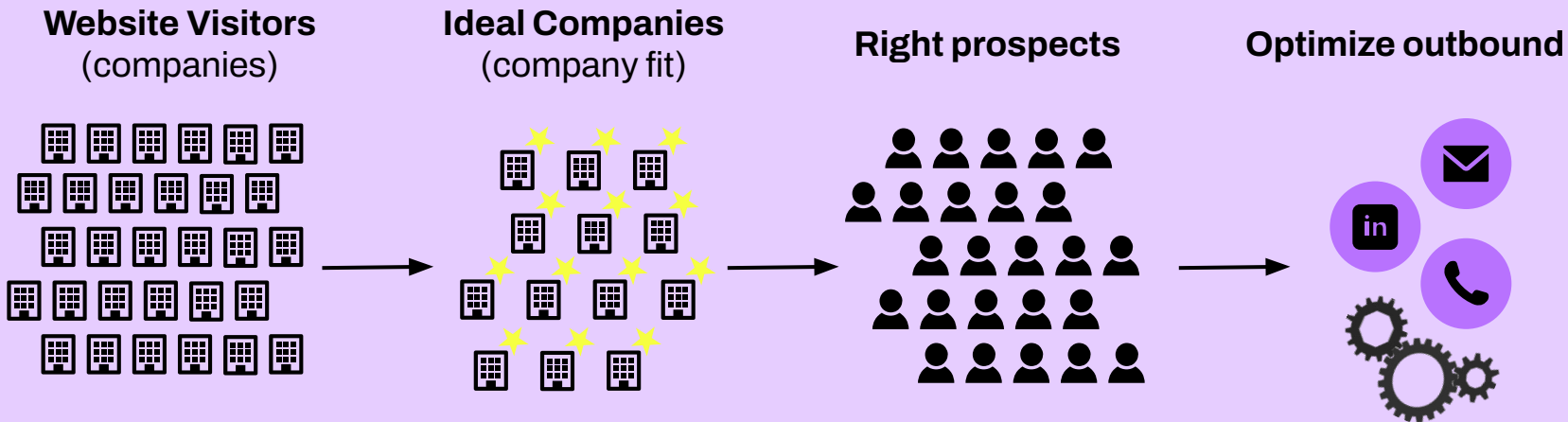
RIGHT MESSAGE
at
RIGHT TIME
for
RIGHT OPPORTUNITIES



Prioritize + Automate



Prioritize + Automate



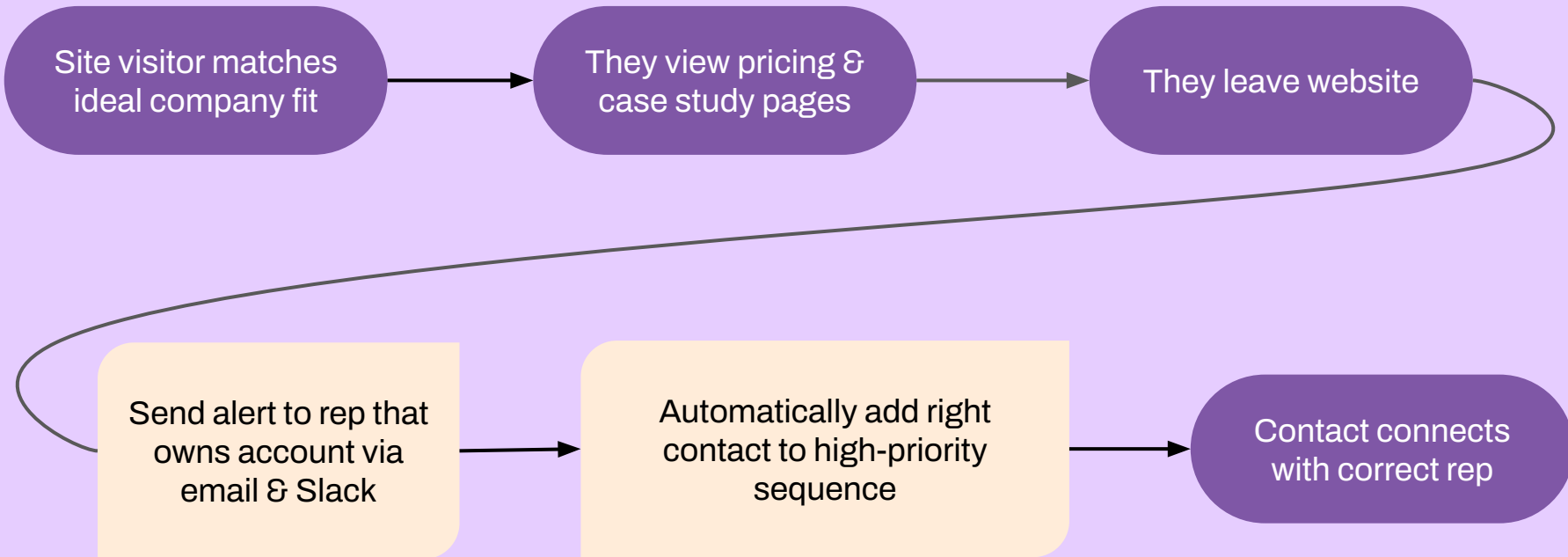
website visitor tracking

company filters

person filters /
personas

Sequences
Plays

Prioritize + Automate



Website visitor tracking is available on all Apollo plans

	Free	Basic	Professional	Custom
# of revealed companies visiting	10/day	10/day	250/day	500/day

Here's how:

- Where to set it up in Apollo
- How to view website visitor data
- Prospecting from your website visitors
- Filtering visitors to match ideal persona + customer
- Automating sequences and alerts
- Where to see insights

Let's see it in Apollo!

Messaging

No need to be creepy!

You don't have to mention their visit.



Messaging Ideas

- Leverage curiosity
 - Be the first company reaching out to provide better insights that your competitors
- Match your message to the pages viewed / intent level
 - Pricing page → automate a coupon, call to offer a discount
 - Provide testimonials and success stories, earlier
- Spend more time on your VIP leads (hyper-personalized emails, delight offers)

Delight Ideas

- Gifts
 - Services: Reachdesk, Zest, Sendoso, Alyce, Goody
 - e.g., Treats, plants, gift cards, coffee / tea, books, socks
- Art (e.g., commission artist on Fiverr for LinkedIn photo)
- Handwritten notes / cards
- Invites to in-person events (VIP dinners, panels, happy hours, sports/concerts)
- Invite to be a guest on webinar / blog / podcast
- Videos (LinkedIn, Loom)



Delivered

Today 1:27 PM



Grove Cookie Company

CHOCOLATE CHIP

\$25.00 - \$48.00





Options available

Hey James thanks for the text/video and sorry it took so long to respond!!! One of those (exhausting) weeks. On the plus side, super productive but busy!

Looking forward to connecting next week



Smarter outbound

1.  Targeting
2.  Messaging
3.  Timing
4.  Automation



Pivot filters for timing your outreach

Account-level	Person-level
Technologies	Time in current role
Job Postings	Job change
Headcount growth	
News	
Funding	
Buying Intent	
Website visits	

basic filters

Industry
Location
Company size

Job title

pivot filter

Job change



message

Hi {{First_name}},

As the new comptroller at Acme, you might be settling in and getting the right tools in place.

Our platform, ABC, streamlines procurement and can save your company millions of dollars. We guarantee 100% implementation within 90 days.

Does this sound interesting to you?



Want to speak to Apollo's Sales Team?

(about a Professional or Custom Plan)

Q&A

Thank you

We'd love to hear your feedback!

Follow us on

