Apollo

What's New in Apollo

MARCH 2026

Create a multi-channel campaign to reach fintech CTOs in the US.

First, I've created a new list named 'CTOs in the US' for you

CTOs in the US

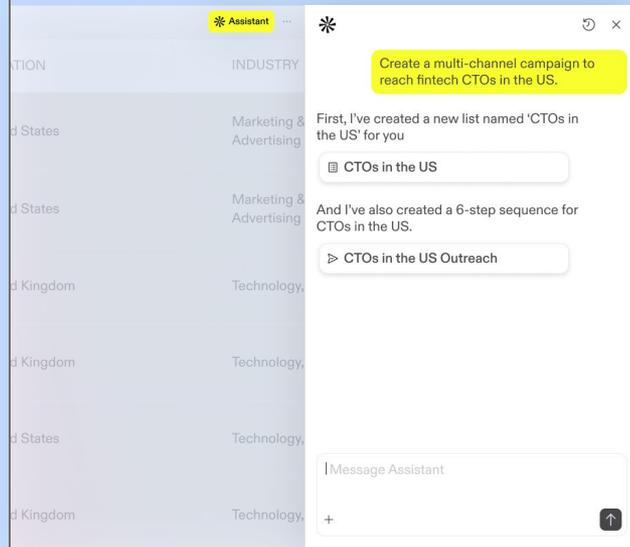And I've also created a 6-step sequence for CTOs in the US.

CTOs in the US Outreach

Message Assistant

Latest Improvements & Innovations

Welcome to What's New (& What's Next) in Apollo!

1 A recap of the biggest releases from this past quarter

2 High-level overview of functionality, not a full deep dive into every update

3 Get practical insights you can start using right away

4 And a sneak peek of what's coming next!

Housekeeping

YES

You'll get a recording!

Check your email within 2 days

→

Put questions in the Q&A

Type your questions into the "Q&A" tab instead of the chat

Really.

No spam.

(This includes dropping your LinkedIn. You can connect in our Sales Community.)

Don't be rude.

We will delete messages and ban offenders at our discretion.

✳ Apollo

Join the Apollo Community

Resources

LOOK IN THE DOCS TAB →

Chat   Messages   Docs   Q&A

DOC   SLIDES
Click to open

DOC   Apollo Chrome Extension
Click to open

DOC   AI Assistant One pager
Click to open

Safe Harbor Statement

Our forward-looking statement.

This document may contain forward-looking statements that involve risks, uncertainties, and assumptions. All statements other than statements of historical fact could be deemed forward-looking statements, including any statements concerning new features, enhancements, or upgrades to our existing applications or plans for future applications; statements relating to the expected performance or benefits of our offerings; statements about current or future economic conditions; and any other statements of expectation or belief. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks, and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements, and therefore you should not rely on any forward-looking statements that we may make.

The risks and uncertainties referred to above include, but are not limited to, our history of losses and expectations as to future losses, limited operating history, competition, management of growth, development of the market for enterprise cloud computing, market acceptance of our applications, breaches of our security measures, compliance with global laws and regulations, risks associated with maintaining a global business and global economic conditions, fluctuations in our operating results, interruptions or delays in the provision of our services, and risks associated with selling to larger enterprise customers.

Apollo.io assumes no obligation for, and does not intend to update, any forward-looking statements.

Any unreleased services, features, functionality, or enhancements referenced in an Apollo.io document, roadmap, blog, website, press release, or public statement that are not currently available are subject to change at Apollo.io's discretion and may not be delivered as planned or at all. Customers who purchase our applications should make their purchase decisions based upon features and functions that are currently available.

Spotlighting Apollo's Top Releases of the Quarter

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CHAPTER 1

End-to-end AI-powered GTM with AI Assistant

Andy McCotter-Bicknell
Lead Product Marketing Manager

CHAPTER 2

More and Better Leads with New Data Improvements

Xier Dang
Lead Product Marketing Manager

CHAPTER 3

What's Next

Jeffrey Hsu
Group Product Manager

✳ Apollo

AI Assistant, available to all

→ **Go to market faster with better leads**

Andy McCotter-Bicknell

Lead Product
Marketing Manager

Outbound has an execution problem

And most AI hasn't fixed it.
It's just added another layer of work.

❈ **Too many manual tasks**

❈ **Generic AI isn't usable**

❈ **Work slows down**

Meet Apollo's AI Assistant

It closes the execution gap by doing *real work* inside Apollo.

An in-product GTM helper that turns your request into real work across Apollo.

- Do more in fewer steps
- Outputs that match your context
- Guidance in your workflow

✳

I'm your AI Assistant, here to help you get things done

Choose a task and I'll take it from there:

✦ Qualify accounts for outreach

🔍 Find your ideal prospects

➤ Build an outbound sequence

⚡ Automate with workflows

📊 Analyze your pipeline

Apollo

What we learned in Beta

Easier to use, proactive recommendations for what to do next

36%
More likely to book a meeting

2.3x
More meetings booked

The AI Assistant is available to all

Research, build, and ship GTM work in one flow.

AVAILABILITY

All users (free and paid) can access the AI Assistant as an introductory offer.

USAGE & LIMITS

Paid plans: unlimited chats/messages
Free plan: 5 chats per month, 10 messages per chat

CREDITS

The Assistant itself doesn't cost credits. Some actions you run through it do (e.g. enrichment, AI Research, etc.).

✳

What can I help you do?

Build and refine my prospect lists

One seller's playbook for faster, higher–quality outbound

3x Time savings

6% Reply rate

"

It hasn't replaced my voice; it's scaled it"

DELANEY BEAM,
STRATEGIC BRAND & ACCOUNT DEVELOPMENT, IDOMOO

LET'S SEE IT IN ACTION

Search across Apollo... ⌘ K   ✳ Execute with AI   AM

Find people

Import ⌄

Copy of Default view ⌄ | ✦ Enrichment 45K ⌄ | ⚏ Filters | ↑↓ Sort 1 | ✴ Research with AI ⌄ | ⚡ Workflows | ⚲ Search people

Discard changes   Save search ⌄   ⚙

Total **239.8M** | New 239.7M | Saved 134.9K

| ☰ Lists |
| 👥 Personas |
| ✉ Email status |
| 👤 Job title |
| 🏢 Company |
| 👤 People lookalikes |
| 🏢 Company lookalikes |
| 🎓 Education `Beta` |
| 📍 Location |
| 👥 Employee range |
| 🏭 Industry |
| 📋 Market segment |
| 🔑 Keywords |
| ✦ AI filters |
| 📊 Buying intent |
| 🌐 Website visitors |
| ✦ Score |
| 🔗 Work URLs |

➕ Add filter

Use Apollo AI to find the right prospects

✳ Example: Seeking Marketing Specialists working in companies located in London

Recently searched | Recently saved

1 Filter · 8 minutes ago
✦ Score (1) →

5 Filters · 9 minutes ago
✉ Email status (1) 👤 Job title (2) 👥 Employee range (1) ✦ Score (1) →

4 Filters · 15 minutes ago
👤 Job title (3) 🏢 Funding (1) →

9 Filters · 16 minutes ago
✉ Email status (1) 👤 Job title (3) 👥 Employee range (1) 📋 Job posting (3) ✦ Score (1) →

More ways teams are using the AI Assistant

"The AI Assistant filters and cleans prospect data for me, so I can **find the right people faster and run better searches**... I don't have to become a prompt expert."

ERIK FERNANDO NIETO
BUSINESS DEVELOPMENT REPRESENTATIVE, JUMPCLOUD

"I used the AI Assistant to find lookalike accounts, research them, and created custom fields with summaries so I could **instantly segment my list.**"

TORY KINDLICK
HEAD OF REVENUE OPS, RAPIDSOS

BACK
TO THE
ASSISTANT!

More ways teams are using the AI Assistant

"The AI Assistant is my go-to for building outreach sequences... generates high-quality messaging in minutes (even across three languages!) and **saves me hours on every campaign.**"

DR. JONATHAN CHENIER
DIRECTOR, BUSINESS DEVELOPMENT, TRANSPERFECT

I recently built a hyper-personalized sequence around a specific case study with the AI Assistant. I had a meeting booked within 24 hours. **If you're a values-based seller, this is the bridge you've been looking for.**

DELANEY BEAM
STRATEGIC BRAND & ACCOUNT DEVELOPMENT, IDOMOO

Get started in 5 minutes

Set up your Context Center, run one action, then repeat

1

Set up the AI Context Center (team-wide "brain")

2

Click 'Execute with AI' button in Prospecting, Sequence,s Workflows, and Analytics surfaces

3

Click a pre-built template or type your goal in plain English (no special prompts needed)

4

Review the output, then apply (and confirm credits, if applicable)

RESOURCES

CHECK OUT THE "DOCS" TAB IN THE UPPER RIGHT TO ACCESS LINKS AND RESOURCES.

⟶

Chat   Messages   Docs   Q&A

WHAT'S NEW IN APOLLO

DOC   SLIDES

Apollo

Turn intent into execution

The AI Assistant helps you work faster in Apollo and stay consistent across targeting, research, and outreach.
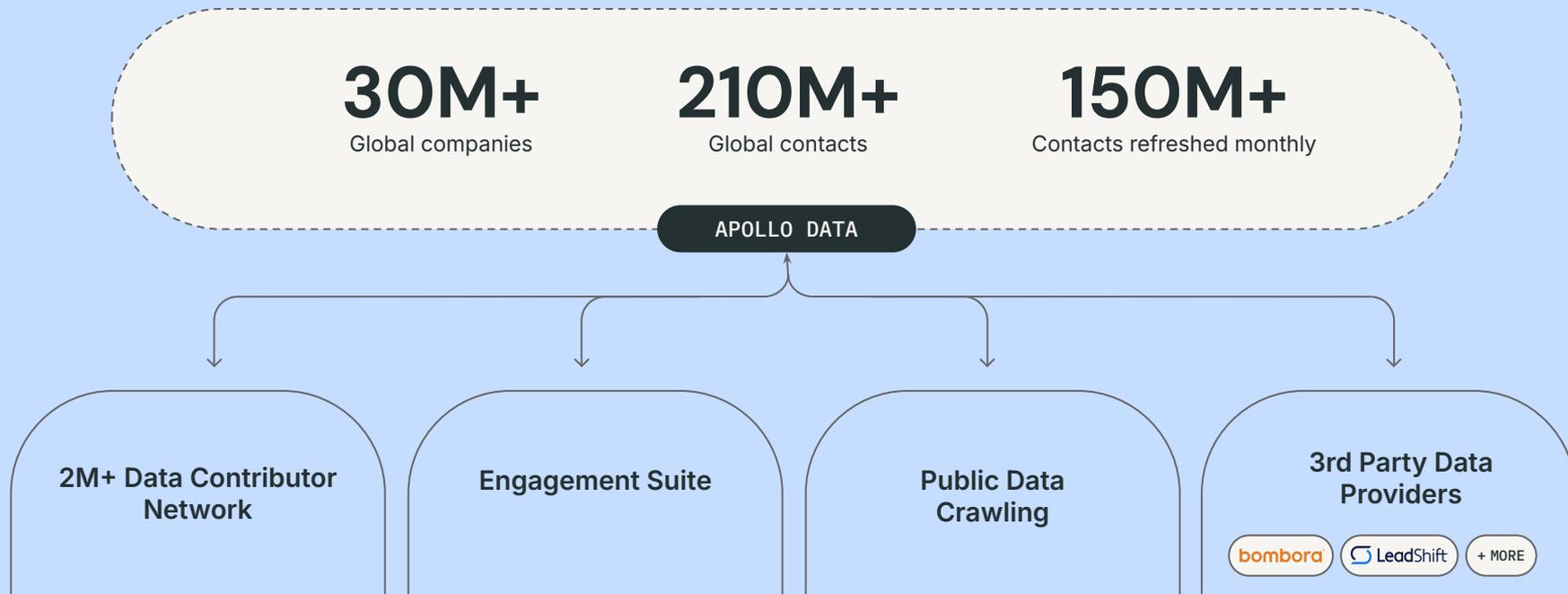
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Good AI needs even better data
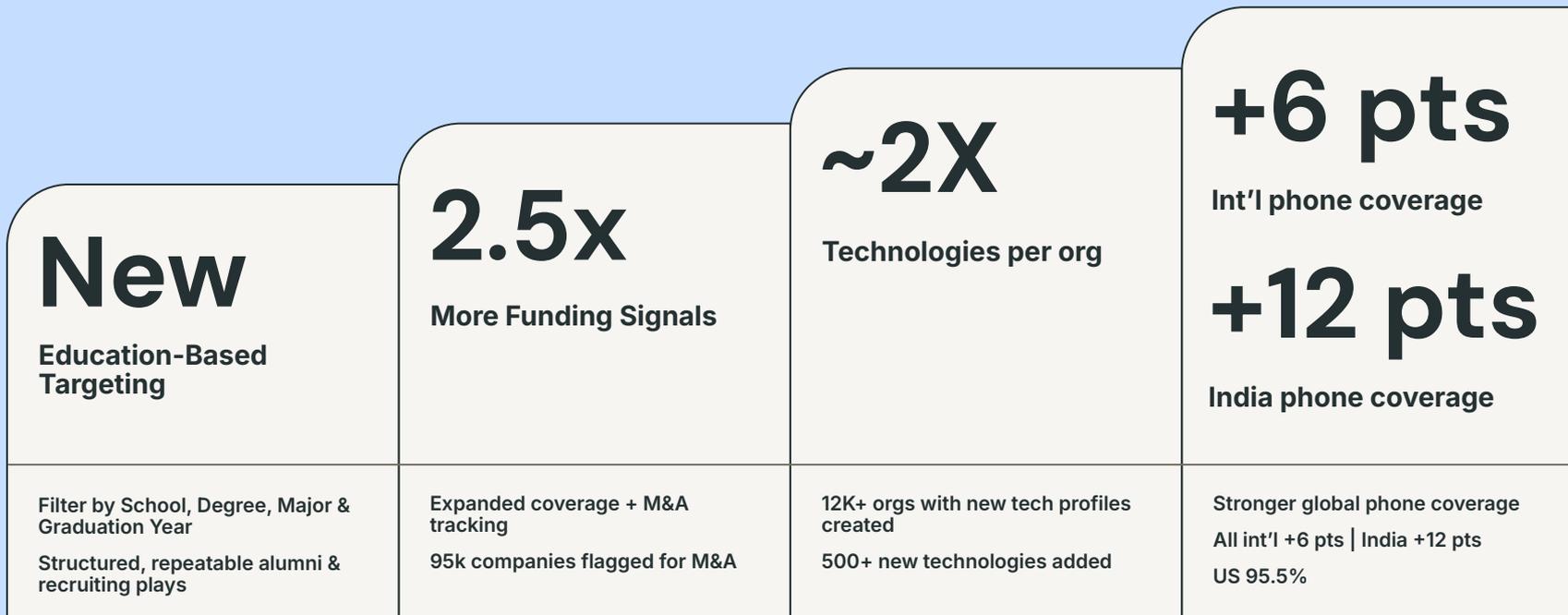
→ **Recent data improvements**

Xier
Dang

Lead Product
Marketing Manager

Apollo Data fuels smarter selling with constantly refreshed data

30M+
Global companies

210M+
Global contacts

150M+
Contacts refreshed monthly

APOLLO DATA

2M+ Data Contributor Network

Engagement Suite

Public Data Crawling

3rd Party Data Providers

bombora   🗩 LeadShift   + MORE

Recent data improvements

Better coverage. Stronger signals. Higher confidence.

New	**2.5x**	**~2X**	**+6 pts**
Education-Based Targeting	More Funding Signals	Technologies per org	Int'l phone coverage
			+12 pts
			India phone coverage
Filter by School, Degree, Major & Graduation Year	Expanded coverage + M&A tracking	12K+ orgs with new tech profiles created	Stronger global phone coverage
Structured, repeatable alumni & recruiting plays	95k companies flagged for M&A	500+ new technologies added	All int'l +6 pts | India +12 pts
			US 95.5%

More data with Waterfall Enrichment

Customers that enabled waterfall enrichment saw*:

- 5% more email coverage
- 7% more phone number coverage
- 45% lower email bounce rates

20 TRUSTED PARTNERS

*Based on 2 months of usage data from beta customers

Higher success with better data

"

Apollo was consistently the most reliable in terms of both completeness and performance."

JOSHUA BUDMAN
CO-FOUNDER AND CTO AT NOBLE

80% –90% Enrichment coverage

10% Conversion rate to sale

3x Higher positive reply rates

How to get started

RESESOURCES

Chat   Messages   Docs   Q&A

→ Apollo Academy: How to use Waterfall Enrichment

→ Magazine: How Noble Built a 10% Conversion Rate Engine on Apollo's Data Foundation

→ Knowledge Base: Waterfall Enrichment Overview

→ Knowledge Base: Use Waterfall Enrichment

Waterfall Enrichment Availability		
People Search: Save Contacts	People Search: Access Emails and Phone Numbers	People Search: Enrich Emails and Phone Numbers
People Search: Job Change Enrichment	AI Research Templates	Data Health Center: Enrich Contacts with Missing Emails
Data Health Center: Schedule Job Change Enrichment	Contact Profile Page	CSV Imports
Apollo Chrome Extension	Enrichment Workflows	Apollo Enrichment API

✳️ Academy   Content types ⌄   Solutions ⌄   Features ⌄   Get a demo   Log in   Sign up for free 🏠

Academy ＞ Learn Apollo ＞ How to use Waterfall Enrichment

How to use Waterfall Enrichment

JAMES A. O'SULLIVAN • 3 LESSONS • 9 MINUTES • 2 RESOURCES

Prioritize smarter with improved scores

**New and improved logic for AI scores and for building your own scores**

✳ Improved AI scoring; incorporating 25+ new data filters across your past success and your ICP.

✳ Redesign and simplified user interface for creating your own scoring logic, with more filters & signals available.

✳ Revamped score breakdown view showing contribution of each signal.
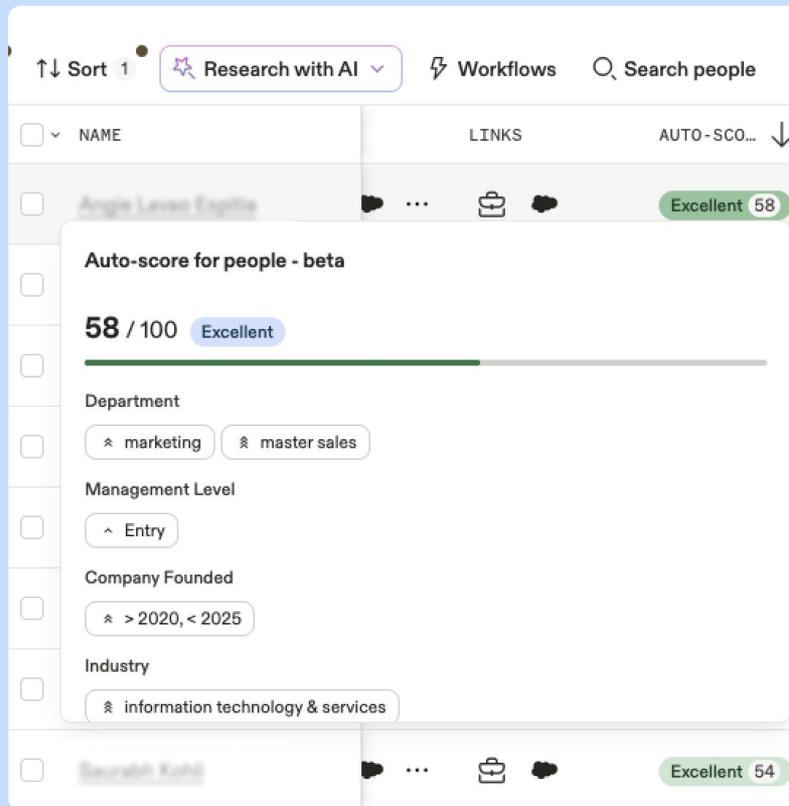
Stay organized in new Saved Records Hub

Manage all your saved people and companies in one central place

✳ Refreshed, spreadsheet-style view that supports quick, inline edits.

✳ Get timely recommendations that highlight the highest-impact actions, helping you stay focused and prioritize effectively.

✳ Group records by last activity to quickly identify engagement patterns and see which contacts or accounts need the most attention.
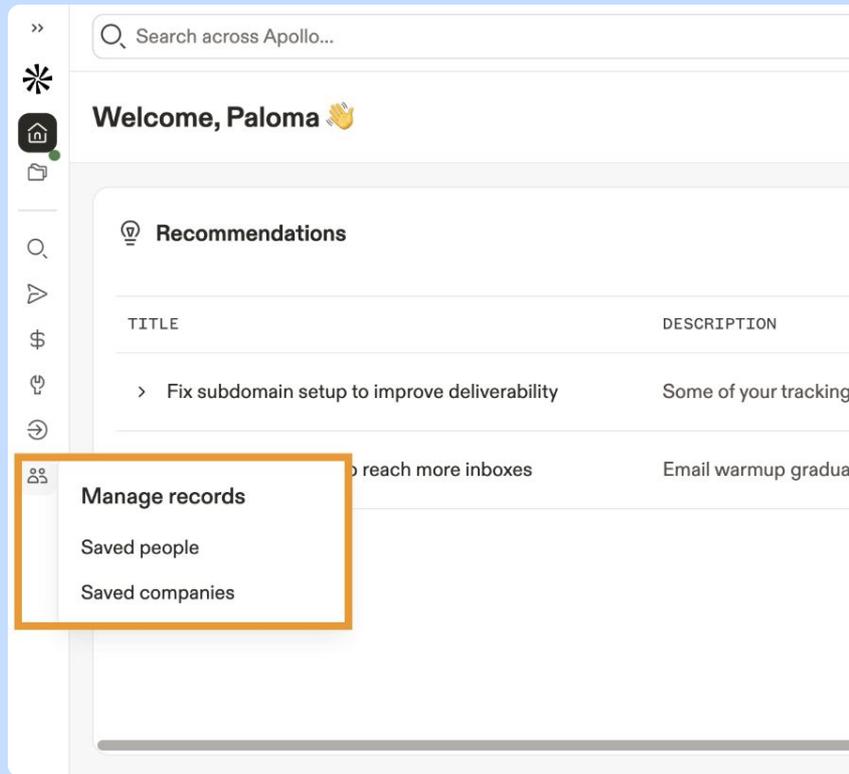
LET'S SEE IT IN ACTION

General Marketing PMM Sales Amplitude Website Figma Xier to-do Intake forms Bulk sends Competitors PipeGen AutoSDR All Bookmarks

Search across Apollo... ⌘ K Execute with AI XD

Home
Assistant New

Find people Import

Prospect and enrich

People
Companies
Lists
Data enrichment

Engage

Win deals
Meetings
Conversations
Deals

Tools and automation
Workflows
Analytics

Inbound
Website visitors New
Forms

Saved records
People
Companies

Add teammates

Deliverability suite

Admin Settings

Default view Hide Filters apollo

Research with AI Create workflow Save as new search Relevance Search settings

	Total 64.4K	Net New 64.3K	Saved 87

Lists
Persona
Email Status
Job Titles
People Lookalikes
Company
Company Lookalikes
Education Beta
Location
Employees

Clear all More Filters

	NAME	EMAILS	PHONE NUMBERS	+ ADD COLUMN
☐	Laura Picardi	No email	+1 (617) 543-5144	Click to run
☐	Chintan Acharya	chintan@apollo.io	+1 (415) 640-9303 +1	Click to run
☐	Sebastian Velandia	sebastian@apollo.io	Request phone number +1	Click to run
☐	Alan Rios	alan@apollo.io	Request phone number +1	Click to run
☐	Jocel Escobar	jocel@apollo.io	+1 (415) 640-9303 +1	Click to run
☐	Ali Moo	Email no longer valid	Request phone number +1	Click to run
☐	Tiffany Clark	tclark@apollo.io	Request phone number +1	Click to run
☐	Ana Cardeno	ana@apollo.io	Request phone number +1	Click to run
☐	Ambar Rodriguez	ambar@apollo.io	Request phone number +1	Click to run

‹ 1 › 1 - 25 of 87

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More and better leads with new data improvement

- Improved phone coverage, funding & tech stack data
- New educational filter in Apollo Search
- New and improved AI scores & custom-built lead scoring
- Waterfall enrichment on to improve data coverage and accuracy
- Once you find your leads, stay organized with the new Saved Records Hub

What's Next

→ A sneak peek of what's coming next

Apollo
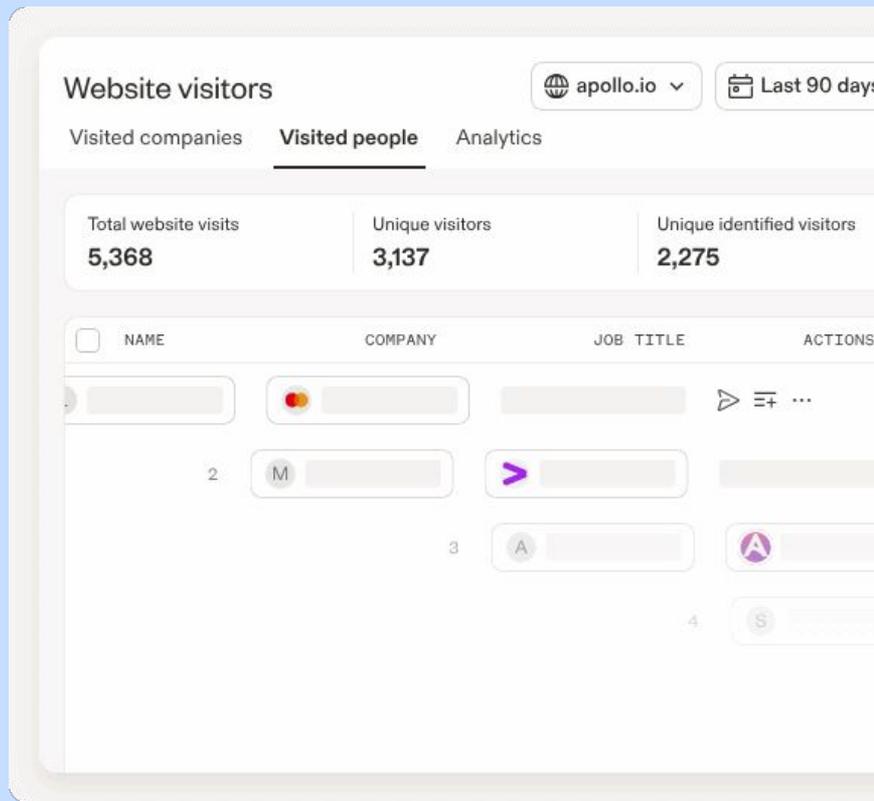
Jeffrey
Hsu

Group Product
Manager

Contact–level website visitors

~98% of website visitors remain anonymous—let's change that

✳ Deanonymize and reveal the individuals behind your website traffic

✳ Track web activity and turn 1st-party data into actionable buying signals

✳ Spot high-intent behavior and prioritize prospects most likely to convert

**Coming soon —
get on the waitlist!** →

| Chat | Messages | Docs | Q&A |

Website visitors

🌐 apollo.io ⌄   📅 Last 90 days

Visited companies   **Visited people**   Analytics

Total website visits	Unique visitors	Unique identified visitors
5,368	3,137	2,275

	NAME	COMPANY	JOB TITLE	ACTIONS

3rd party signals

Identify the "why now" moments

✳ Proactive selling – reach out when they're ready, not when you're guessing

✳ Capture the "moments" when they're more likely to engage – job changes, new funding round, adopting new technology

✳ Combine behavioral data across social, reviews, job posts, tech adoption, people movements into your personalized sales signals

Coming soon!

NAME	↳ T JOB TITLE	↳ T LOCATION	↳ 🔗 LINKEDIN URL	+ ADD COLUMN
	Director	1490 Turquoise Way, O	https://www.linkedin....	
h	VP of Sales	890 Cypress St, Housto	https://www.linkedin....	
h	VP of Sales	567 Walnut St, Chicago	https://www.linkedin....	
	Head of Marketing	345 Spruce St, Phoenix	https://www.linkedin....	
ics	Head of Marketing	234 Cedar St, Leeds, U	https://www.linkedin....	
	Director	901 Pine St, Birminghar	https://www.linkedin....	
s	Director	678 Fir St, Glasgow, UK	https://www.linkedin....	
terprise	VP of Sales	321 Maple St, Los Ange	https://www.linkedin....	
oup	Head of Marketing	345 Spruce St, Phoenix	https://www.linkedin....	
h	VP of Sales	234 Cedar St, Leeds, U	https://www.linkedin....	
	Head of Marketing	901 Pine St, Birminghar	https://www.linkedin....	
lytics	Director	678 Fir St, Glasgow, UK	https://www.linkedin....	
Insights	Head of Marketing	321 Maple St, Los Ange	https://www.linkedin....	
atform	Director	789 Oak St, New York, I	https://www.linkedin....	
h	VP of Sales	456 Elm St, Mancheste	https://www.linkedin....	
	VP of Sales	123 Main St, London, U	https://www.linkedin....	
h	Technology, IT	901 Ash St, Philadelphia	https://www.linkedin....	

180k credits ✳ Assistant

Action

NO CELLS RUNNING ● AUTO-UPDATE ● AUTO-DEDUPE

Recently released —
extend Apollo to everywhere you work

RESOURCES

Chat   Messages   Docs   Q&A

clay

- **Updated Clay <> Apollo Enrichment API integration**
  More, faster Apollo data in Clay for enrichment

- **New Clay <> Apollo Sequencer API integration**
  Orchestrate sequences in Clay and push them into Apollo for reps to execute on
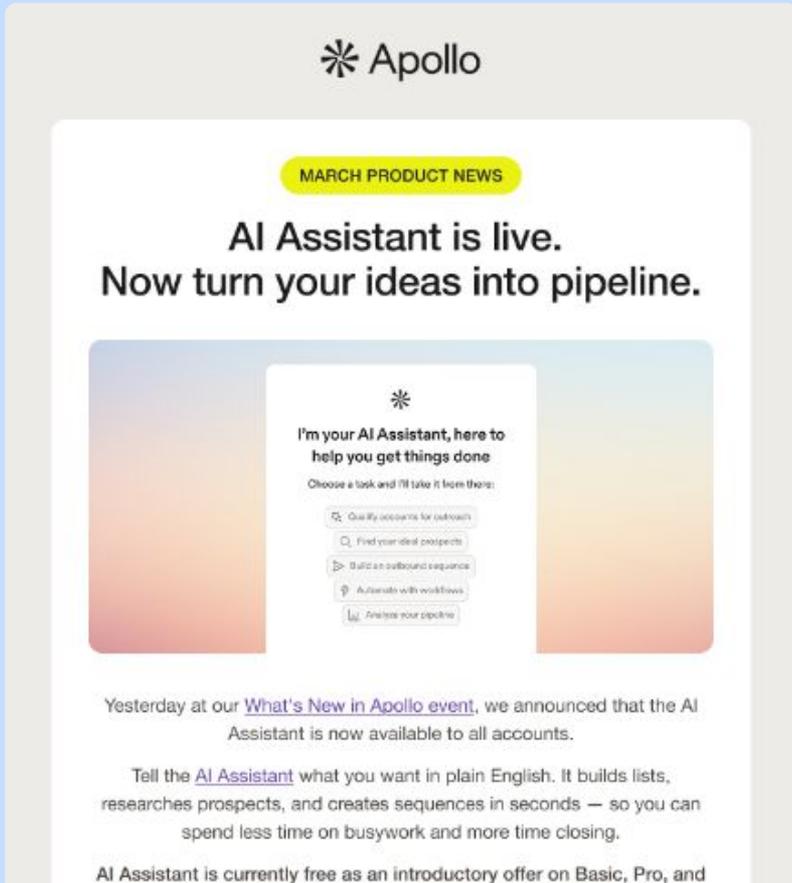
- **Available now to all joint Clay and Apollo customers**

✳ Claude

- **Apollo in Claude (connector + plugin):** Prospect and take action without leaving your Claude conversation.

- **Apollo connector:** Use plain-English prompts to search contacts and companies, enrich, and add to sequences.

- **Apollo plugin (Cowork + Claude Code):** Run entire outbound flows in one prompt with commands that chain multiple actions together.

Apollo

There's more in the release notes!

❋ We ship constantly

❋ Highlights recapped in this webinar, and the monthly product newsletter

❋ Find all the details in the release notes!

MARCH PRODUCT NEWS

AI Assistant is live. Now turn your ideas into pipeline.

❋
I'm your AI Assistant, here to help you get things done

Choose a task and I'll take it from there:

Qualify accounts for outreach
Find your ideal prospects
Build an outbound sequence
Automate with workflows
Analyze your pipeline

Yesterday at our What's New in Apollo event, we announced that the AI Assistant is now available to all accounts.

Tell the AI Assistant what you want in plain English. It builds lists, researches prospects, and creates sequences in seconds — so you can spend less time on busywork and more time closing.

AI Assistant is currently free as an introductory offer on Basic, Pro, and

?

Interested in seeing how Apollo
can work for your team?

Talk to our sales team!

* Apollo

Resources

Recording
Resource Kit
Slides