



Ice Breaker

How many data providers
do you use today?

WEBINAR

How to Use AI Enrichment to Drive More Pipeline

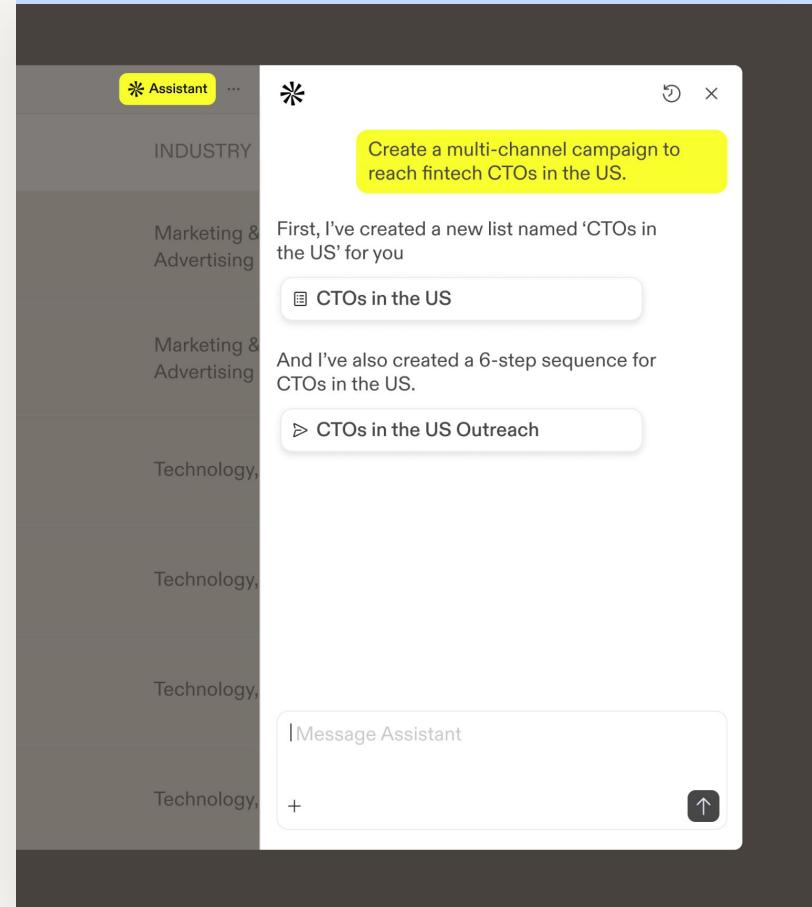


The End-to-End AI Sales Platform

Trusted by 3M users across 500,000 companies

 **AUTODESK**  **stripe**  DocuSign

 **RIPPLING**





YES

You'll get a recording!

Check your email within 2 days



?

Put questions into 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
in Slack

SCAN OR GO TO:
apollo.io/community





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Resources

Powered by  Goldcast  

Chat Messages Docs Q&A 

 5 Best Sales Sequences - Webinar Slides
Click to open

 Sales Sequences Resource Kit
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Today's agenda

Housekeeping

Meet the speakers

Chapter 1: The New Data Enrichment Rulebook

Chapter 2: A RevOps Perspective on Enrichment

Chapter 3: AI Enrichment Demo in Apollo

Live Q&A

Speakers



**James
O'Sullivan**

Apollo Academy Instructor



**Jeffrey
Hsu**

Group Product Manager



**Mike
Heilmann**

Founder at ScaledRev

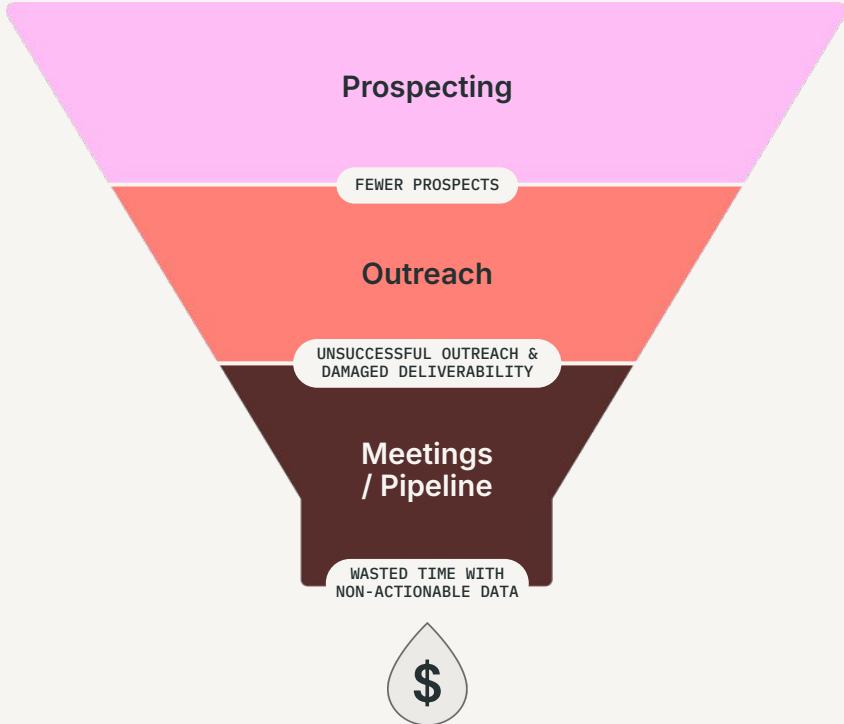


Chapter 1:

The New Data Enrichment Rulebook

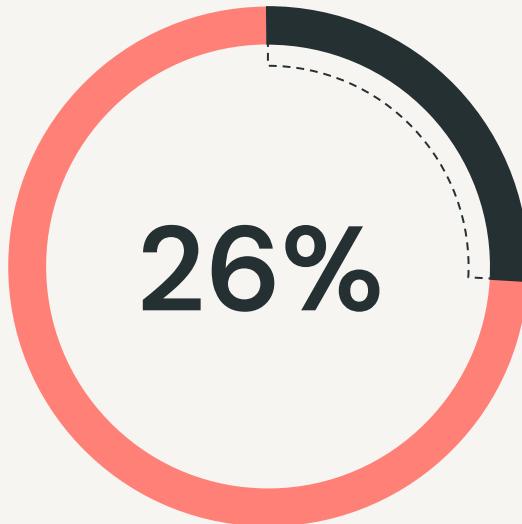


How incomplete and inaccurate data makes every stage of your GTM funnel leaky

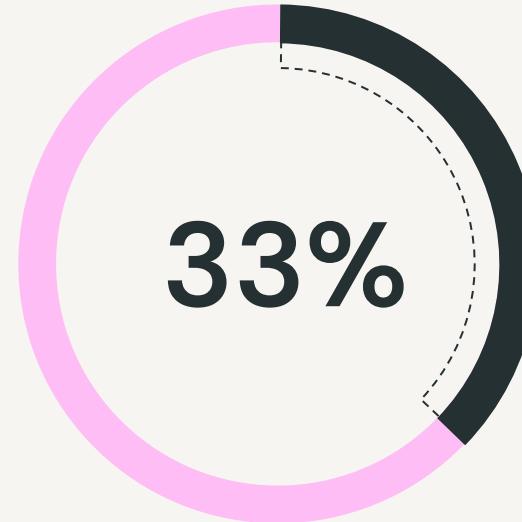


Stale leads, high costs

* Apollo



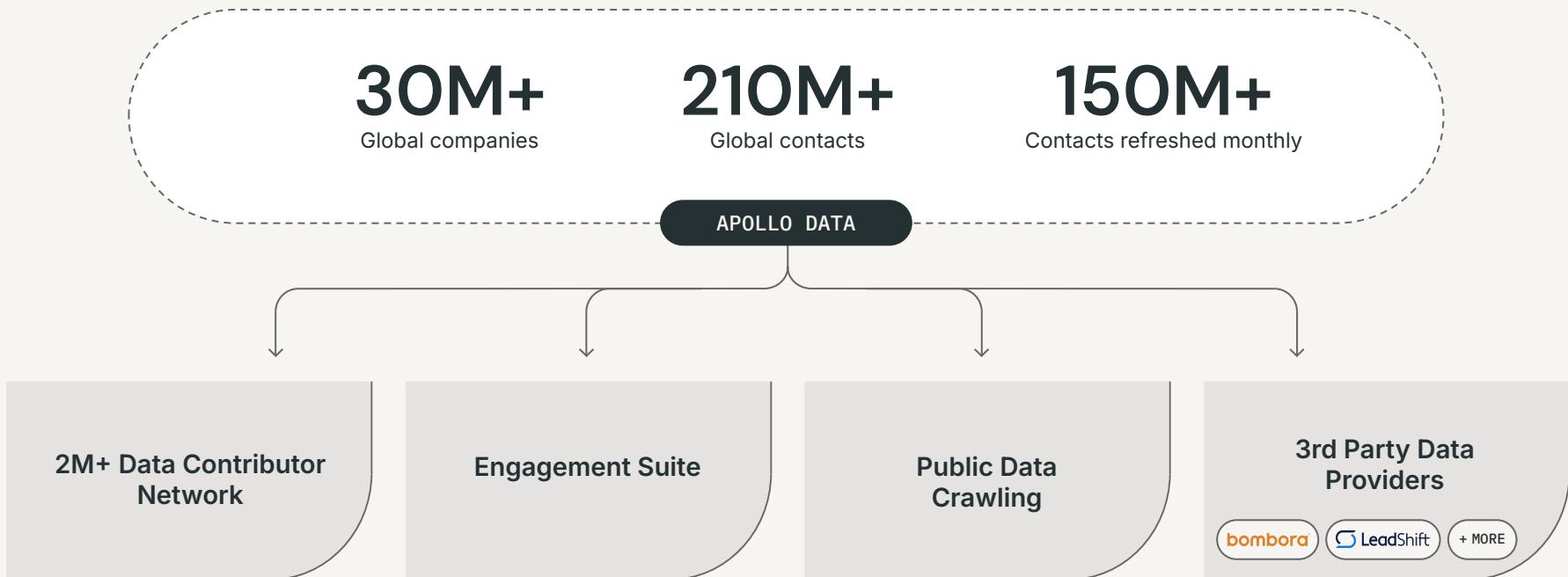
Of businesses see **stale records**
as a top business challenge¹



Of businesses believe their current data
solutions has a **high cost relative to value**¹

Faster, more intelligent data
to fuel pipeline growth

* Apollo



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



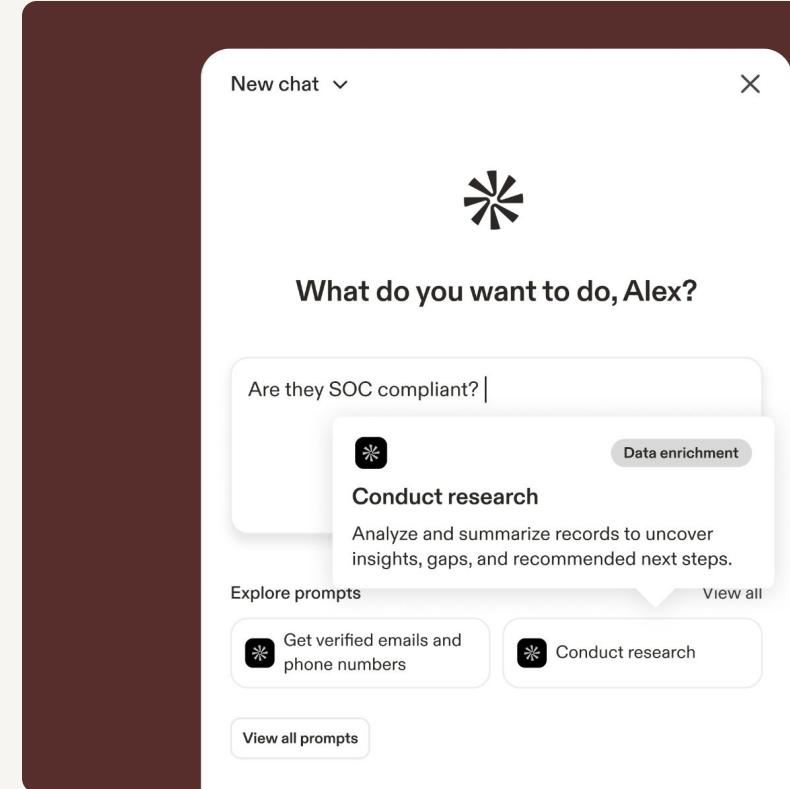
*Based on 2 months of usage data from beta customers

The screenshot shows the Apollo Data Platform's interface for managing enriched contact data. The main table lists contacts with columns for NAME, EMAIL, and PHONE NUMBER. Each contact row includes 'Access email' and 'Access phone' buttons. A modal window titled 'Emails' is open for the first contact, showing a list of enriched fields: 'Field details', 'Enrichment configuration', and 'Data sources'. The 'Data sources' section lists three sources: 'Apollo' (1), 'Data source 2' (2), and 'Data source 3' (2). The bottom right of the modal has a 'Save & run' button. The top right of the main interface has an 'Assistant' button.

NAME	EMAIL	PHONE NUMBER
Michael Smith	Access email Access phone	Access email Access phone
Emily Shaw	Access email Access phone	Access email Access phone
Victor Klein	Access email Access phone	Access email Access phone
Grace Park	Access email Access phone	Access email Access phone
Lauren Becker	Access email Access phone	Access email Access phone
Ethan Morales	Access email Access phone	Access email Access phone
Hannah Whitmore	Access email Access phone	Access email Access phone
Benjamin Russo	Access email Access phone	Access email Access phone
Marcus Delgado	Access email Access phone	Access email Access phone
Natalia Chen	Access email Access phone	Access email Access phone

Uncover any data with AI Research

- 🔍 Search the web for any data signals you need
- 👤 Turn the data signal into your own custom filter
- 🔄 Seamless sync it to your CRM for immediate action



The New Data Enrichment Rulebook

* Apollo

* **Enrichment is continuous, not one time**

Data decays fast. Modern teams enrich in real time, on a schedule, and at the moment of action.

* **Signals matters more than ever**

Firmographics alone aren't enough. Job changes, intent, and behavioral signals drive prioritization and timing.

* **Accuracy beats volume**

Verified emails and phone numbers matter more than record count for deliverability, connect rates, and reputation.

* **Enrichment must activate downstream**

Data is only valuable if it powers targeting, segmentation, routing, scoring, and outreach automatically.



Chapter 2:

A RevOps Perspective on Enrichment



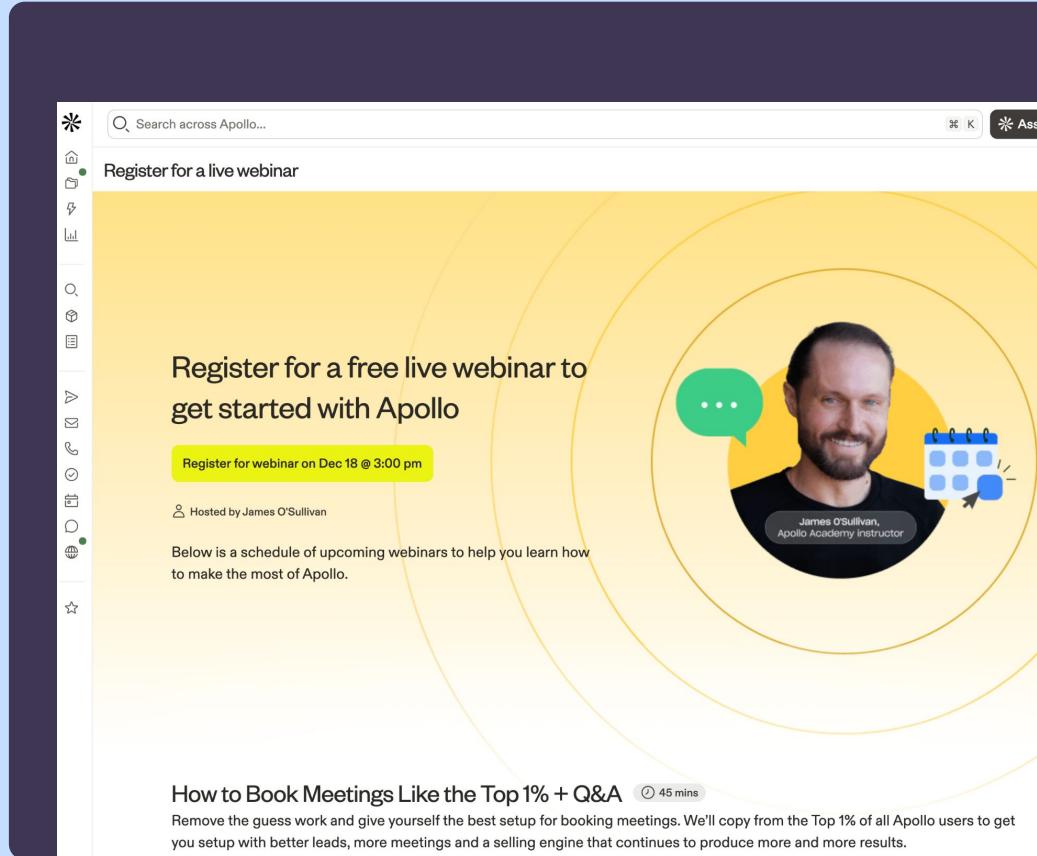


Chapter 3:

Demo: AI Enrichment in Apollo



Join an Apollo training



The screenshot shows the Apollo software interface. On the left, a sidebar contains icons for home, files, calendar, and other functions. The main area has a dark header with a search bar that says "Search across Apollo...". Below the header, a green bullet point lists "Register for a live webinar". The main content area features a yellow background with concentric circles. In the center, there is a portrait of a man with a beard, identified as "James O'Sullivan, Apollo Academy Instructor". To the left of the portrait is a green speech bubble icon and to the right is a blue calendar icon with a mouse cursor hovering over it. The text "Register for a free live webinar to get started with Apollo" is displayed above the portrait. Below the portrait, it says "Hosted by James O'Sullivan" and "Below is a schedule of upcoming webinars to help you learn how to make the most of Apollo." At the bottom, there is a thumbnail for a video titled "How to Book Meetings Like the Top 1% + Q&A" with a duration of "45 mins". The description for this video is: "Remove the guess work and give yourself the best setup for booking meetings. We'll copy from the Top 1% of all Apollo users to get you setup with better leads, more meetings and a selling engine that continues to produce more and more results."

Want to speak Apollo's sales team?



Request a demo

Q&A