



*Ice Breaker*

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# How many data providers do you use today?

WEBINAR

# How to Use AI Enrichment to Drive More Pipeline

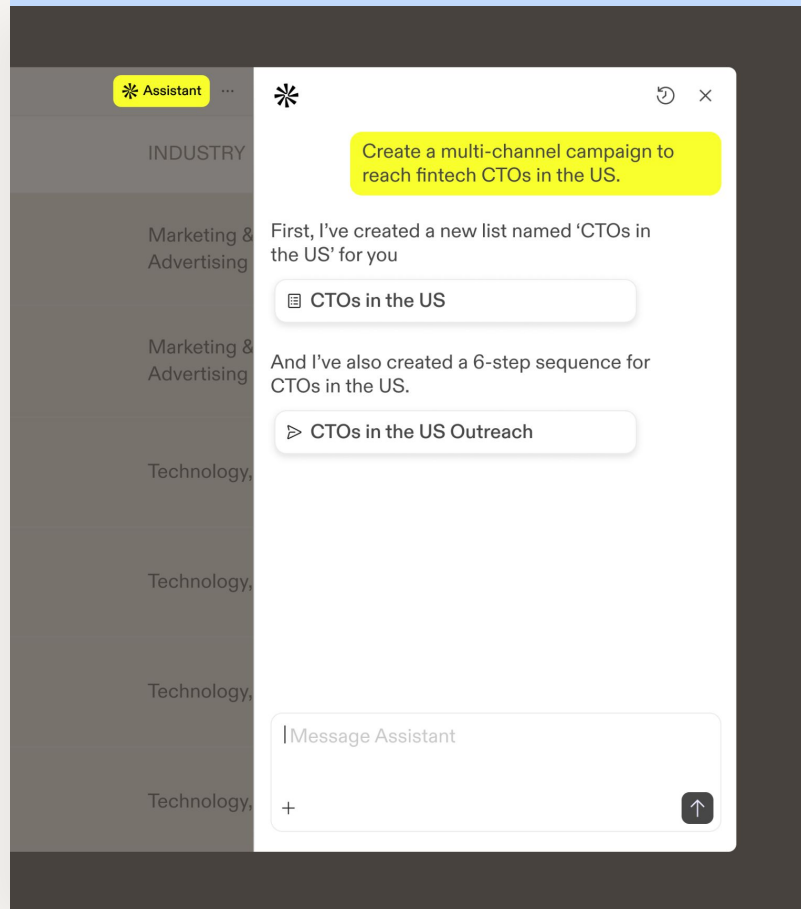


# The End-to-End AI Sales Platform

Trusted by 3M users across 500,000 companies

 AUTODESK **stripe** DocuSign  RIPPLING

HOW TO USE AI ENRICHMENT TO DRIVE MORE PIPELINE





## 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.





# Join the Apollo Community in Slack

SCAN OR GO TO:  
[apollo.io/community](https://apollo.io/community)

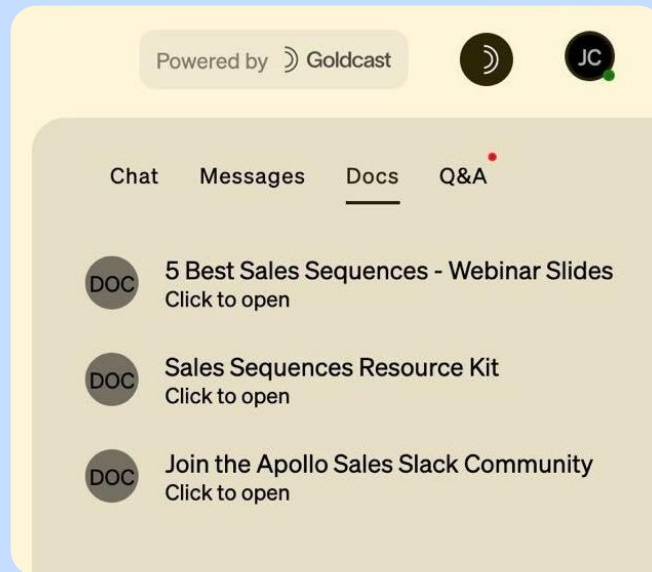




# Resources

HOW TO USE AI ENRICHMENT TO DRIVE MORE PIPELINE

LOOK IN THE DOCS TAB



# Today's agenda

Housekeeping

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Meet the speakers

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Chapter 1: The New Data Enrichment Rulebook

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Chapter 2: A RevOps Perspective on Enrichment

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Chapter 3: AI Enrichment Demo in Apollo

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Live Q&A





**James  
O'Sullivan**

Apollo Academy Instructor



**Jeffrey  
Hsu**

Group Product Manager



**Mike  
Heilmann**

Founder at ScaledRev

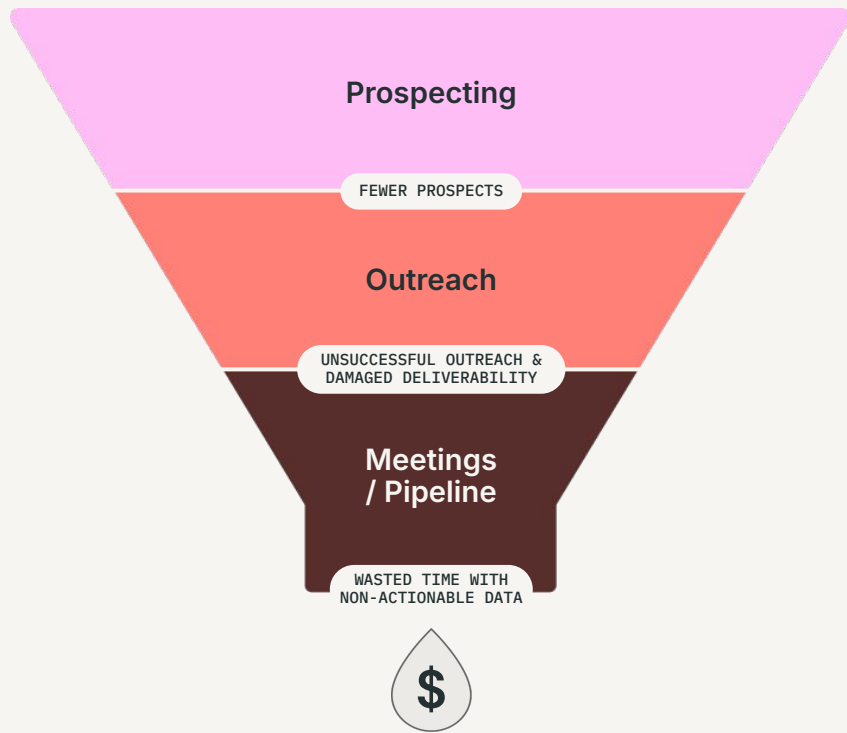


## Chapter 1:

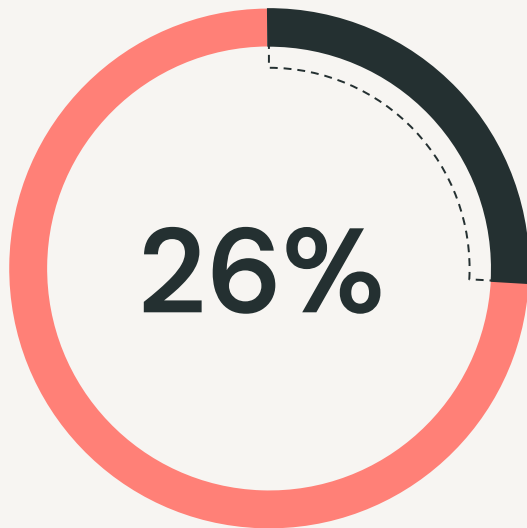
# The New Data Enrichment Rulebook



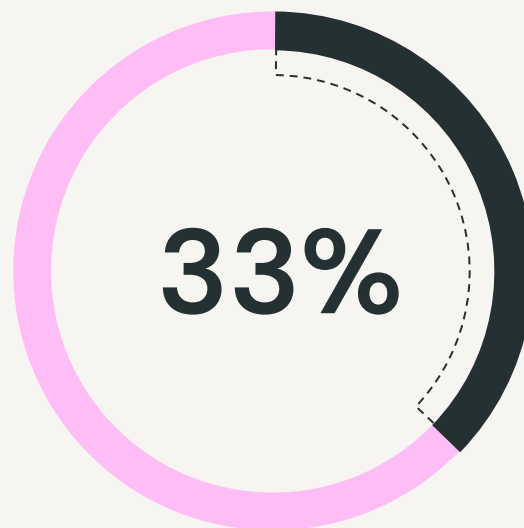
# How incomplete and inaccurate data makes every stage of your GTM funnel leaky



# Stale leads, high costs

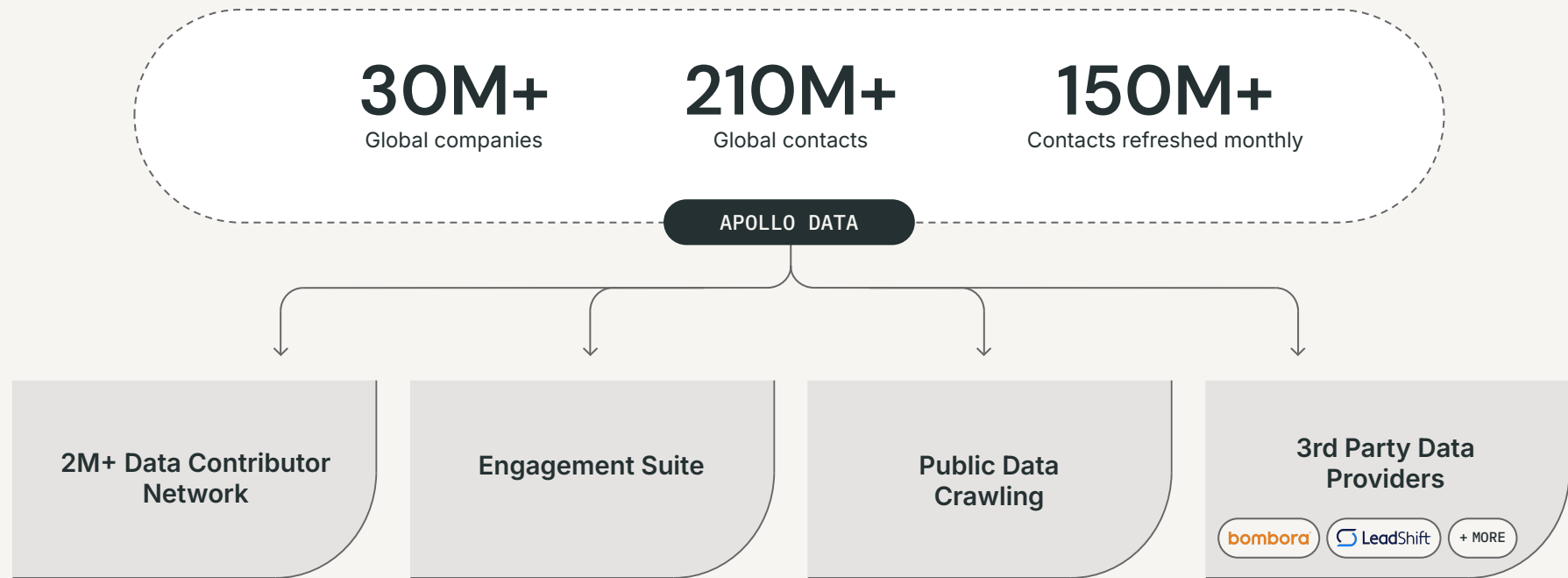


Of businesses see **stale records** as a top business challenge<sup>1</sup>



Of businesses believe their current data solutions have a **high cost relative to value**<sup>1</sup>

# Faster, more intelligent data to fuel pipeline growth

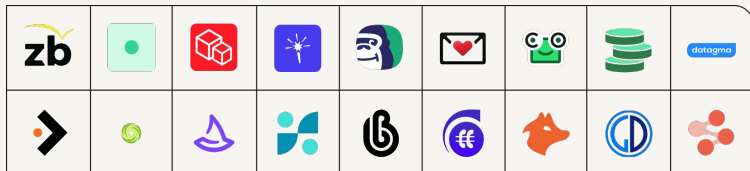


# More data with Waterfall Enrichment

Customers that enabled waterfall enrichment saw\*:

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

## 20 TRUSTED PARTNERS

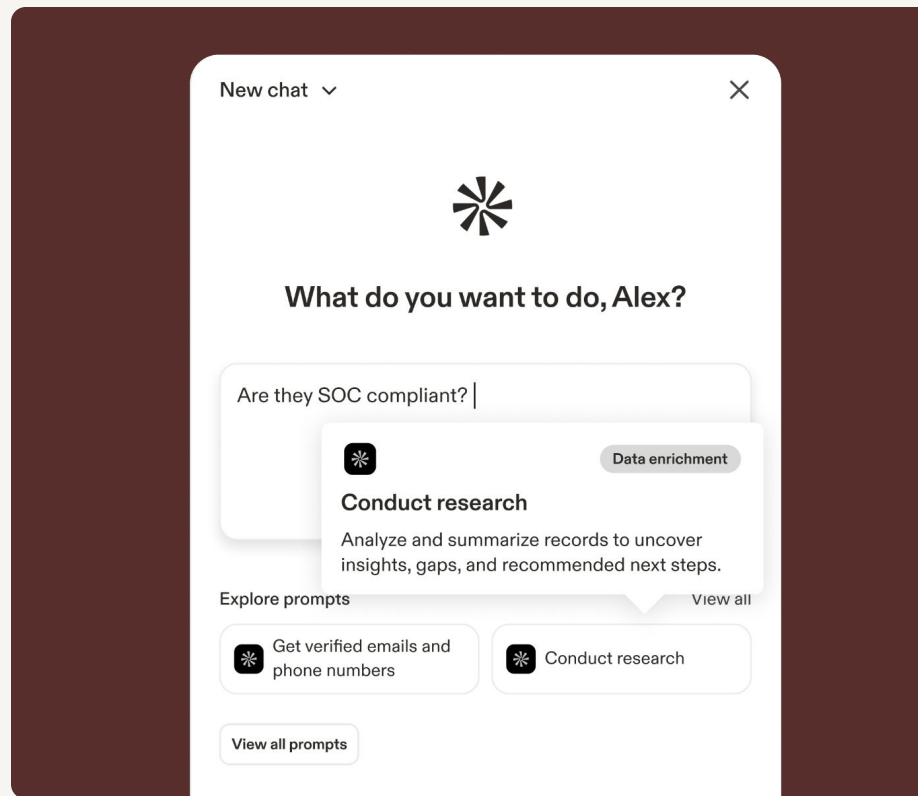


The screenshot displays the Apollo enrichment interface. At the top, there are 'Import' and 'Assistant' buttons. Below is a table with columns: NAME, EMAIL, and PHONE NUMBER. The table lists several contacts, each with 'Access email' and 'Access phone' buttons. An 'Emails' modal is open, showing 'Field details', 'Enrichment configuration', and 'Data sources'. The data sources listed are Apollo (1), Data source 2 (2), and Data source 3 (2). There are 'Add' and 'Reset' buttons, and a 'Save & run' button at the bottom right of the modal.

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



## ✱ **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 Academy website interface. At the top, there is a search bar with the text "Search across Apollo...". Below the search bar, the main heading reads "Register for a live webinar". The central content area features a large yellow circle with a portrait of James O'Sullivan, an Apollo Academy instructor, and a calendar icon. To the left of the circle, the text says "Register for a free live webinar to get started with Apollo". Below this, a yellow button indicates "Register for webinar on Dec 18 @ 3:00 pm". Further down, it states "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 section titled "How to Book Meetings Like the Top 1% + Q&A" with a duration of "45 mins". The description for this webinar 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."

Search across Apollo...

Register for a live webinar

Register for a free live webinar to get started with Apollo

Register for webinar on Dec 18 @ 3:00 pm

Hosted by James O'Sullivan

Below is a schedule of upcoming webinars to help you learn how to make the most of Apollo.

How to Book Meetings Like the Top 1% + Q&A 45 mins

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