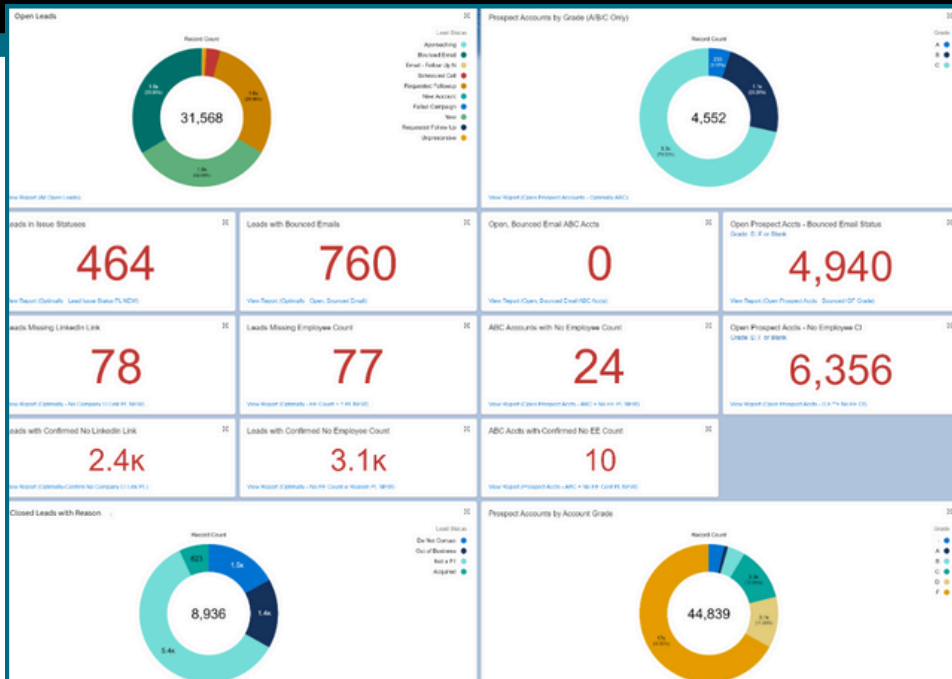


Prospect Optimization

Prospect data quality is crucial for Private Equity and Investment Banking firms. Optimally ensures your contacts stay up-to-date and replaces incorrect info to avoid costly missed opportunities.



Track the stats that matter

- Total Open Leads
- Total Active Leads
- Total Problem Leads
- Total Updated Leads
- Total Leads Missing Key Info
- Total Bounced Emails
- Total New Emails in Pursuit
- And More...



Challenges

- ✗ Difficulty tracking company size and ensuring your outreach efforts are going to the right person
- ✗ Missing out on lead opportunities that can cost millions of \$\$
- ✗ Updating prospect contact data is manual, time consuming and expensive



Solutions

- ✓ Automated the process to maintain accurate company contact details and track employee count over time
- ✓ Provide a dashboard that shows current state of lead quality and hygiene
- ✓ Test email addresses on a regular frequency to check for bounces

Questions to Consider

How often do you encounter issues with outdated or incorrect contact details in your CRM?

How much time do you spend manually cross-checking leads or using 3rd party vendors to update details?

How would accurate and up-to-date lead information impact your deal sourcing and engagement?