



Adaptilytics™ data intelligence engine for outbound calling

The Adaptilytics™ data intelligence platform identifies and prioritizes outbound dialing lists ensuring your best leads are contacted first.

Stop wasting time calling unqualified leads

Personal Dialer® and Team Dialer® are great tools for accelerating the sales process, but these technologies can't help you find the qualified leads if your CRM data is outdated or incomplete.

Putting your best leads first

You can now reach your best leads first and have confidence that you'll have more quality conversations.

| Title | LEAD SCORE | State | City |
|-------------------------|------------|-------|-----------|
| CMO | 82 | CA | Roseville |
| Senior VP Global Cir... | 82 | CA | Roseville |
| Marketing Director | 82 | CA | Carlsbad |
| VP Channel Sales N.L. | 82 | CA | Roseville |
| Director Product M... | 70 | CA | Brea |
| VP Marketing | 70 | WA | Bothell |
| Director Sales Natio... | 70 | CA | Brea |

Define Your Target Profile

You can define the data pattern associated with the installed technology and intent-to-buy signals that are relevant to your business, which are taken into account by the predictive intelligence engine.

Apply importance by adjusting Weight Scale

Once defined, you can apply more importance to one type of signal by adjusting the weight scale.

List Sorting and Prioritizing

ConnectLeader dialing lists can be sorted by Predictive Lead Score in descending order.



More quality connects

Adaptilytics™ helps sales reps and business development reps have quality connects and conversations with qualified buyers.



Dial your best leads first

Adaptilytics will use your ideal profile to score and prioritize the leads in your outbound calling lists. The results, improved lead quality and improved contactability.



Accelerates the sales cycle

Having live conversations with more qualified prospects, increases the likelihood of closing more deals.



More Connects. More Revenue.®

The 5 Essential Data Criteria



What Technology is Installed?



What is Your Buyer's Intent?



Does the Contact Still Work There?



Is There a Direct Dial Number?



Are You Calling at the Best Time?

More positive connects

Since the list is also sorted based on contactability, you are dialing records with direct dial phone numbers and the most recently verified contact data that drives connects.

Data is Constantly Refreshed

Contact data can be very volatile as email and phone numbers constantly change. Adaptilytics will resort your dialing lists every 15 minutes during calling sessions.

Data Genie™ On-Demand Data Enrichment

View and purchase data consumed by Adaptilytics directly into your CRM.

ConnectLeader Sales Dialing Solutions accelerate the sales process.

Click Dialer
Personal Dialer
Team Dialer

The 5 Essential Data Criteria

Adaptilytics utilizes five essential data criteria to sort and prioritize outbound calling lists.

What Technology is Installed?

HG Data indexes and archives billions of data records for installed technology. This knowledge is invaluable for companies selling technology or selling to companies using particular technology. This data can also be used to conduct research, explore new markets, or even target competitors.



What is Your Buyer's Intent?

Wouldn't it be nice to know what leads are actually searching for your company's products, attending industry trade shows, or subscribing to online newsletters? Bombora (formerly Madison Logic) aggregates and organizes billions of internet actions.



Does the Contact Still Work There?

How fresh is your data? Contact data from ZoomInfo is used to verify your target contact data.



Is There a Direct Dial Number?

The outbound rep's best friend is a direct dial phone number. Adaptilytics compares your list data, with ZoomInfo, prioritizing the records containing direct phone numbers.

Are You Calling at the Best Time?

ConnectLeader aggregates calling statistics from millions of phone calls and uses that data to determine the best leads to call at the time you're calling.



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