Cognism ⌂ Prospector

Find your next best business opportunity out of a global database of 400 million B2B profiles and 10 million companies.

Cognism Prospector is a GDPR compliant lead generation and outbound automation solution, powered by AI. It provides salespeople with a more efficient way to prospect, generating contact data at scale and streaming new opportunities into the funnel. Use Cognism's native interface or integrate with your preferred CRM, including Salesforce, HubSpot, Microsoft Dynamics and Pipedrive.

Transform the Sales Pipeline

- Build personas of your target customers using filters such as job title, company, industry, skills and more.

- Generate actionable B2B leads from Cognism's global database of 400 million business profiles and 10 million companies.

- Use trigger events to identify the most optimal times to outreach, proven to increase conversion rates.

- Automate engagement with your leads through built-in multi-touchpoint sales cadences.

Improve Sales Efficiency

- Accelerate your sales and increase the efficiency of your funnel by up to 62% with Cognism's automated processes.

- Integrate Cognism with your preferred CRM. Transfer leads directly into your CRM.

- Engage and follow-up with your prospects using phone, email, video and social touchpoints.

- Maintain a high-performing sales team through the visibility of your funnel. Track engagement, lead generation and conversion rates.

Customer persona

Excluded Job Titles:

Store Manager; Mechanic; Barman; Bartender

Excluded Domains:

www.gov.uk; www.nhs.uk; www.yell.com; www.hearst.co.uk; haymarket.com;

Company size:

Self-employed; 1 to 10; 11 to 50; 51 to 200; 201 to 500; 501 to 1000; 5001 to 10000; 1001 to 5000;

Excluded Companies:

Ilana Rudnik f in 🐦
Qualified Accountant - Financial Services - Various
United Kingdom, London, London
Financial Services; 200 Employees

Clara Lewis f in 🐦
Research Associate
United Kingdom, London, London
Fox Rodney Search; 200 Employees

Steven Delaney f in 🐦
Associate, Investor Relations
United Kingdom, London, London
Goldman Sachs; 200 Employees

Sharon Regassa f in 🐦
Senior Consultant
United Kingdom, London, London
Longbridge Recruitment; 200 Employees

Julius Vachon f in 🐦
Creative Manager & Art Director
United Kingdom, London, London
Pentland Brandst; 200 Employees

Ilana Rudnik f in 🐦
Qualified Accountant - Financial Services - Various
United Kingdom, London, London
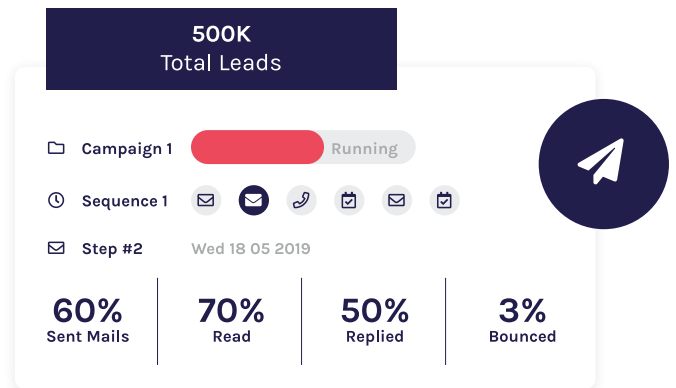Financial Services; 200 Employees

High-Quality Data Solutions

• Access high-quality GDPR compliant B2B data, collected from over 120 public and private sources.

• Ensure your data is managed for accuracy, security and compliance with Cognism's patented AI.

• Clean and enrich out-of-date records. Fill in any missing gaps in your data and source new opportunities.

• Receive exemplary customer support and advice from a highly-skilled, award-winning team.

500K
Total Leads

Campaign 1 — Running

Sequence 1

Step #2 — Wed 18 05 2019

60% Sent Mails **70%** Read **50%** Replied **3%** Bounced

"9 weeks into using Cognism, we'd had a return on investment. It was incredibly rapid in terms of providing revenue for us." - Ciaran North, Divisional Manager, Graduate FastTrack

GRADUATE FASTTRACK

Business Uses

• **For Sales** - Identify qualified leads and convert them quickly. Spend less time prospecting and more time closing.

• **For Marketers** - Generate high-quality sales leads, enabling you to provide your sales team with a ready supply of warm leads.

• **For Startups and SMBs** - Build a scalable outbound sales process. Discover your Total Addressable Market and drive revenue growth.

• **For Enterprise** - Find new contacts that match the characteristics of your ideal customers and launch highly targeted outbound campaigns.

Why Choose Cognism?

• **Customer Satisfaction** - 100% 5-star reviews on G2 Crowd

• **Customer Awards** - G2 Crowd High Performer - Fall 2018 / G2 Crowd Users Love Us - Fall 2018

• **Industry Recognised** - Salesforce Lightning Data Partner, May 2018

• **Award-Winning Team** - BESMA Customer Service Team of the Year 2018

2018 BESMA THE BRITISH EXCELLENCE IN SALES MANAGEMENT AWARDS
WINNER
CUSTOMER SERVICE TEAM OF THE YEAR

USERS LOVE US
★ G2 CROWD ★

G2 CROWD
HIGH PERFORMER
FALL 2018

G2 CROWD
HIGH PERFORMER
WINTER 2019