



Breakthrough
the revolution is now **2021**

Better Data. Better Targeting. Better Results.

How Revenue Teams Can Deliver
Experiences Buyers Love

Viral Bajaria CTO & Co-Founder

Deepak Anchala VP of Product & Growth



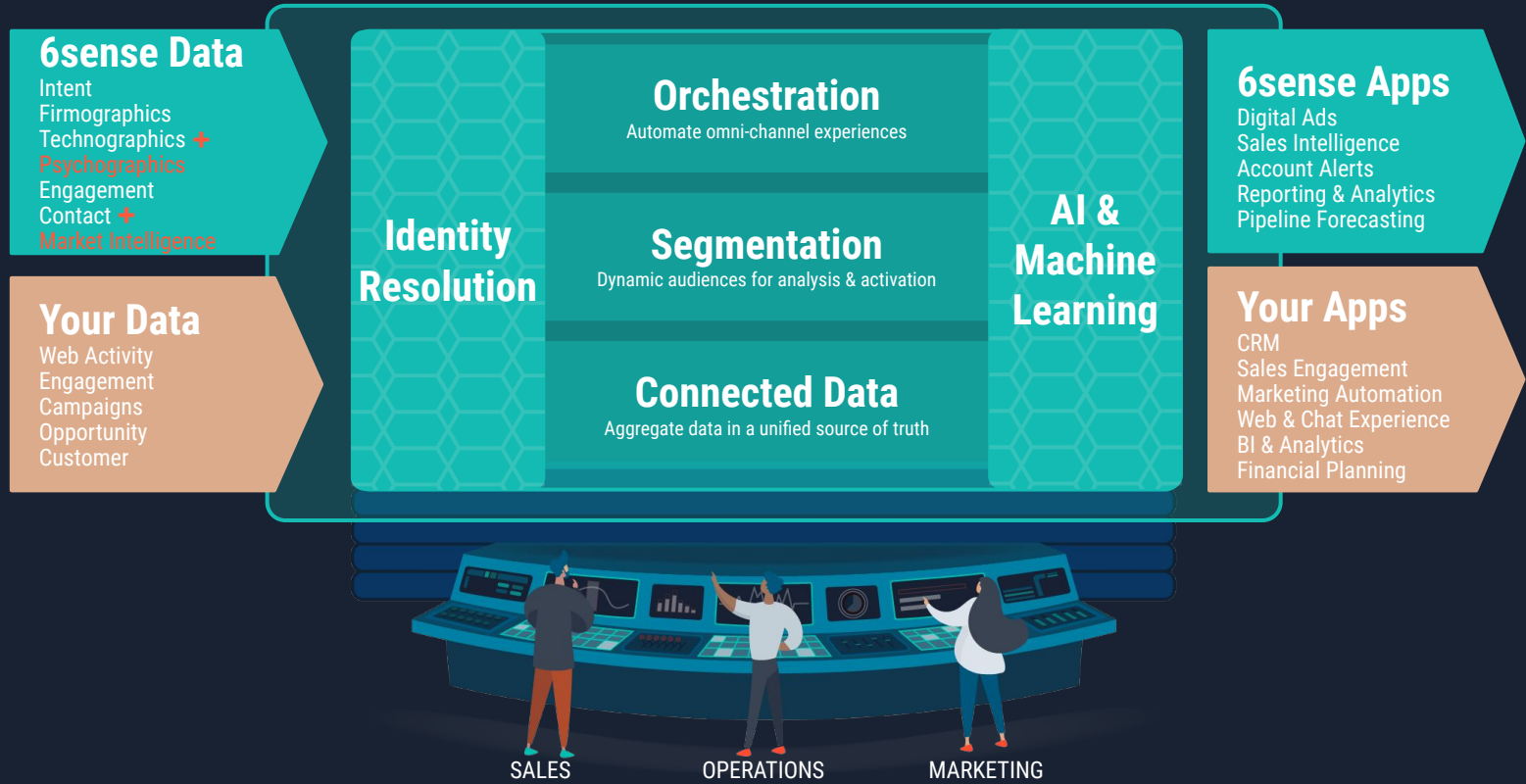
M&A Process and Due Diligence

Evaluation Criteria	S					
Email Coverage and Accuracy						
Phone Coverage and Accuracy						
Technographics						
Psychographics						
Market Intelligence						
Data Diversity						
Data Ownership						

Sintel Acquisition
 Former Passed Data Acquisitions
 Very High
 High
 Moderate
 Low
 None

Next-Gen Platform for Insights & Orchestration

POWERING YOUR REVENUE ENGINE





A Deep Dive Into Slintel

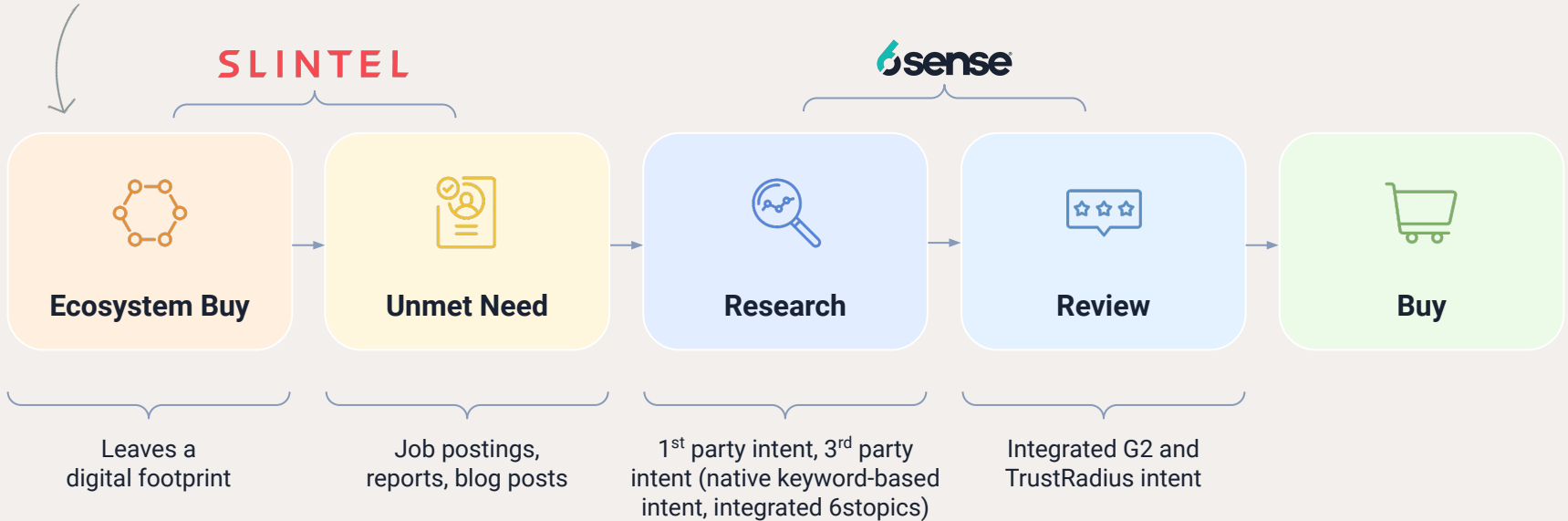
Capabilities.
Differentiators.
Success stories.

Data: You never have enough and you don't need it all

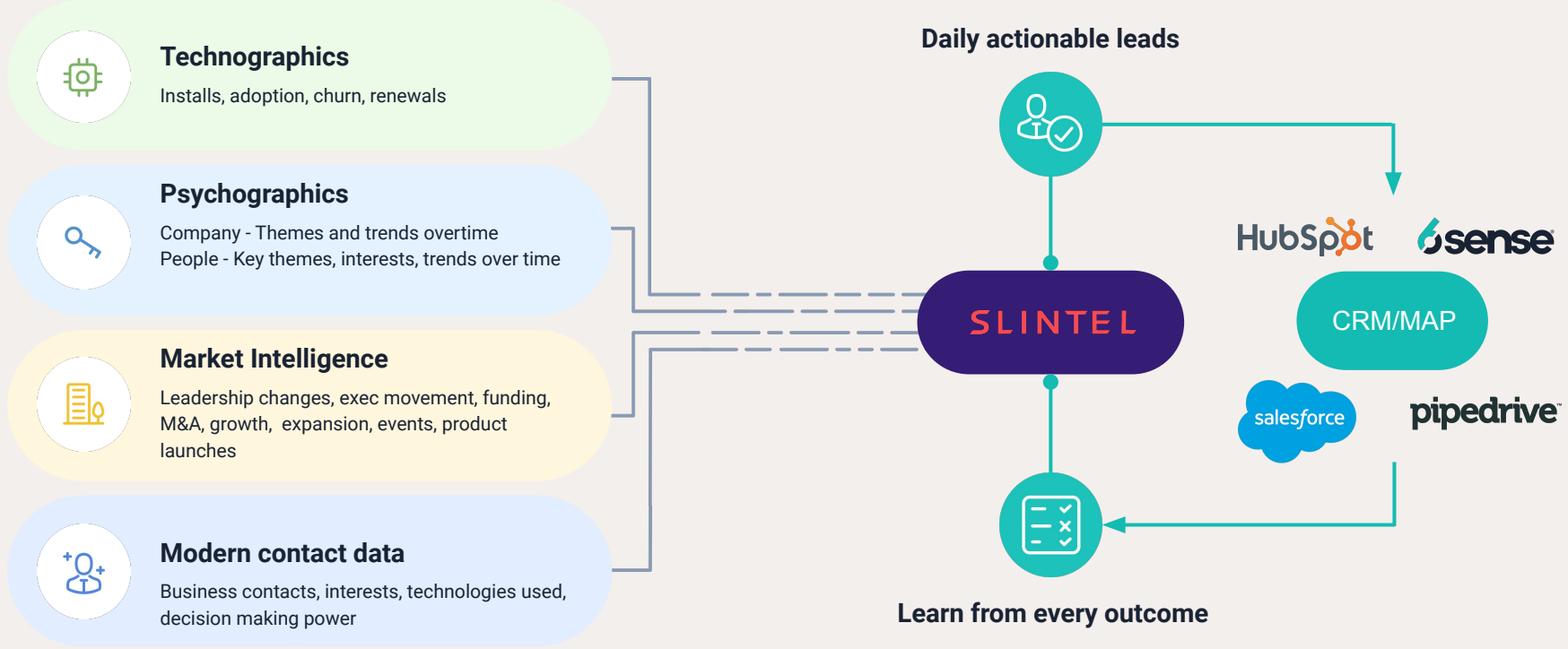


Our Signals Help **Capture** Buyers Early

A typical buyer's journey



Target with More Precision with 1st, 2nd, & 3rd Party Data



Data that Triggers the Right Actions

Proprietary data



- **Technographic data: 25k+**
Installs, usage, and renewals
- **Psychographic data: 10k+**
Keywords, interactions, content creation
- **Company data: 15M+**
Timing/financial triggers, news installs, spend data
- **Contact data: 250M+**
Interests, skills, contacts' technologies used

What can you do



- Capture companies looking for a solution like yours
- Target decision makers in key accounts
- Boost productivity with laser precision

Sticky workflow integrations deliver insights and a **boost** in productivity

The image illustrates a workflow integration between a mobile news application and a desktop CRM. The mobile app on the left displays news items such as "Eightfold has raised \$220.0M in Series E funding" and "Slintel Raises \$20M in Series A Funding Round Led by GGV Capital". The central desktop interface shows a list of companies with columns for COMPANY, HEADQUARTERS, and SIZE. The right side shows a detailed contact profile for Una Lane, Product Manager at Candor Corp, with contact information and an "Export to Salesforce" button.

COMPANY	HEADQUARTERS	SIZE
Softbank Group Internatio...	Japan	51-200
Apollo Global Management ...	United States	1k-5k
Klarna	Sweden	1k-5k
Twilio Inc	United States	1k-5k

Una Lane
Product Manager
Candor Corp

Contact Info

- una@candorcorp.com
- +1 415 400 7300
- candorcorp.com
- Twitter LinkedIn Facebook
- Santa Clara, California, United States
- Thu, May 17, 2021 11:59 PM

Export to Salesforce

Recommendation engine combines buying signals

Sectors: **Internet** × Location: **United States** × Revenue: **>100M** ×

Company Size: **501-1k** × Technologies Used: **AWS, Slack, Google Cloud CDN** ×

Keywords: **Hoverboards** × Interests: **Snowboarding, Alps** ×

Company	Intent Score	Decision Makers
Haver Corporation	97 ▲ Funded in last six months	
Epiyone Infosystems	95 ▲ Potential renewal coming up	
Innovation Arch	90 ▲ Small and medium sized business	
Candor Corp	89 ▲ Moderately high job postings in last 3 months	

Haver Corporation

Haver Corp is a thriving company specializing in customer acquisition and retention strategies for local NYC merchants using.. [More](#)

Significant budgetary spend in CRM Platforms space

Small and medium sized business

Advertising | SEO | Social Media

Potential renewal coming up

Propensity Score **97** ▲

Employees **500-1k**

Decision Makers

info@havercorp.com
+1 415 400 7300
havercorp.com
in f
Santa Clara, California, United States

Funded in last six months

Moderately high job postings in last 3 months

Slintel Demo



Technologies

SELECT CATEGORIES









- Business
- Business Intelligence And Analytics
- Collaboration
- Communications
- Computer Networks
- Customer Management
- Devops And Development
- E-commerce
- Finance And Accounting
- HR**
- 360 Degree Feedback
- 401(K) Retirement Planning
- Absence Leave Management
- Applicant Tracking
- Company Culture Management

Followed Technologies 19

Expand

HR > Applicant Tracking 514

Search technologies

TECHNOLOGY	COMPANIES	ADDED	DELETED	
 Adp HR > Applicant Tracking	51633	436	508	★
 Workday Recruiting HR > Applicant Tracking	19256	127	99	★
 Bamboohr HR > Applicant Tracking	17674	200	166	★
 Ultimate Software HR > Applicant Tracking	16298	18	52	★
 Workday Human Capital HR > Applicant Tracking	16088	25	49	★
 Kronos HR > Applicant Tracking	13361	87	228	★
 Icims HR > Applicant Tracking	12522	115	120	★
 Taleo HR > Applicant Tracking	12496	554	1150	★



What Makes **Slintel** Unique?

Differentiated Technographic Capabilities

Unique, Powerful Data Assets

15+ sources - Job postings, customer pages, blog posts, social media, resumes, press release, etc.

Adoption, churn, **renewals** - 60B data points/week

**People
Technographics**



Historical buying patterns, **confidence scores**



tracks companies most likely to buy

Trigger The Right Action

➔ **Capture** companies that match your ICP

➔ **Target** the right accounts at the right time

➔ **Target** people who are likely to buy

➔ **Boost** Who, When, What



identifies upsell opportunities

Differentiated Psychographic Capabilities

Unique, Powerful Data Assets

Company Psychographics: 10k+ keywords mapped to 15M+ companies every week

People Psychographics:
Interests captured from social feeds, Blogs, articles



Interests (14)

Himalayas Economic Empowerment Motor Bikes
Messing Around In Boats Education Environment Cycling



understands the pulse of their prospects

Trigger The Right Action

➔ **Capture** accounts looking for a solution like yours

➔ **Target** key decision makers and build relationships

cvent

identifies buyers based on themes of interest

Differentiated Firmographic Capabilities

Unique, Powerful Data Assets

Firmographics: 60+ attributes across 15M+ companies every week

Funding

Acquisition

Growth

Leadership changes

Executive movements

Product launches

Expansions

Events

Technographic changes

Psychographic changes



Trigger The Right Action

Capture fast growing companies and companies using complementary technologies

Target companies that had a recent event



Uses market insights to build marketing strategies for clients



ThoughtSpot. uses market insights to inform account outreach strategy

Modern Contact Data

Unique, Powerful Data Assets

100M decision makers, 50M emails and 20M dials

Function

Experience

Title

Skills

Division

Seniority Level

Decision making power

Person Location

Education

Direct Dials

Interests

Tech stack used by the person

Emails (All, High confidence)



Trigger The Right Action

Target:

- People with highest likelihood to buy
- Buyer groups to improve conversion
- Enriched contacts on LinkedIn or your CRM



enriches accounts with contact data



enriches CRM accounts with contact data



“ At my previous organization we used ZoomInfo and LinkedIn Navigator for contact, Bombora for intent and DiscoverOrg for account info.

When I joined Ally where we use Slintel, I found it to be as valuable as all the other tools combined! ”

Justine Lyon
Senior Vice President
Ally

The road ahead for 6sense + Slintel

Phase 1

*Slintel Contacts and
Technographics on 6sense*



Phase 2

*Merge companies, psychographics
and intent datasets*

Phase 3

*Merge application workflows,
integrations, APIs, user mgmt*

Phase 4

*Slintel merges with 6sense -
One Product, unified experience*

H1 2022

H2 2022

Access



The Breakthrough Special

- Sign up for a demo in the Solutions Lounge (and say hi to Jess!)
- Details of the offer:
 - Get 1000 accounts enriched with Slintel technographics & psychographics
 - And 1000 additional contacts
 - Get some cool SWAG too!
- Use them by January 31, 2022



The Holiday Special

- Talk to your CSM and ask for a demo
- Details of the offer:
 - Get 500 accounts enriched with Slintel technographics & psychographics
 - And 500 additional contacts
- Use them by January 31, 2022

What do you love about Slintel?

Thank You



ACCORDING TO OUR BRAND STRATEGY, YOU BUY OUR BRAND "TO COMPENSATE FOR BEING A TIME-PRESSED WORKING PARENT WHO MISSES THE IDEALIZED FAMILY MEALS OF YOUR OWN CHILDHOOD." ISN'T THAT RIGHT?

IT'S A BOX OF CROUTONS.



© marketoonist.com

Powerful Buyer Insights From Proprietary Sources

Proprietary tech



- Hard to detect patterns
- 1B docs/day processed



- Predictions on time series data that is not capturable anymore

Proprietary data



- Technographic data: 25k+
Installs, usage, and renewals
- Psychographic data: 10k+
Keywords, interactions, content creation
- Company data: 15M+
Timing/financial triggers, news installs, spend data
- Contact data: 250M+
Interests, skills, contacts' technologies used

Deep insights



- Technology adoption
Discover companies that started or stopped using a software
- Contract intelligence
Estimated contract durations, renewal dates
- Market Intelligence
Alerts on events, market movements
- Buyer Intelligence
Potential buyers and their preferences