Clearbit

You're 5 Minutes Away from Good Data.

Clearbit for Sales Operations

Clearbit enriches your entire database with complete person and company data, all within the tools you already know and love. Installation takes less than 5 minutes.
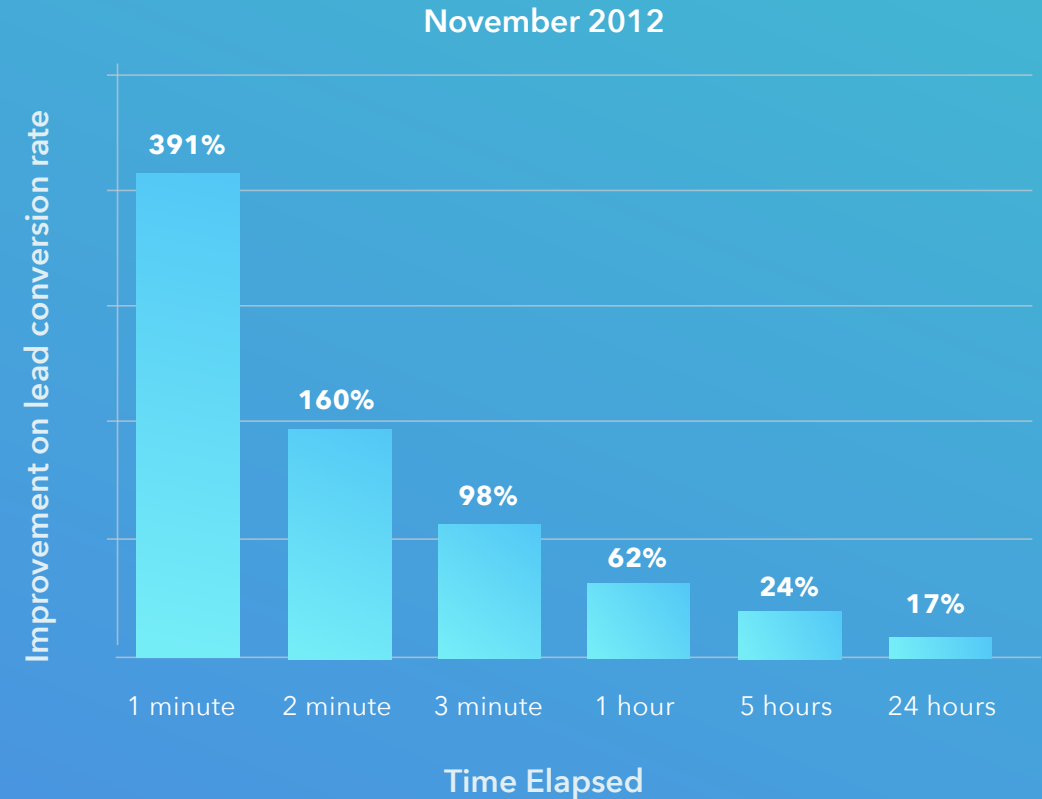
Faster Lead Routing

Lead routing can be a tedious and slow. A poor routing workflow not only takes up time, but delays follow-up and lowers conversion rates. Building a fast, automated and standardized process is crucial to developing a high performing sales team.

Clearbit's Enrichment feature will populate inbound leads with over 85 data points in seconds. You can route leads and have a full Salesforce contact and account profile in front of the right rep in record time.

Impact of Speed to Call on Lead Conversion
(% improvement in conversion rate. by time elapsed)

November 2012

Improvement on lead conversion rate (y-axis)

- 1 minute: **391%**
- 2 minute: **160%**
- 3 minute: **98%**
- 1 hour: **62%**
- 5 hours: **24%**
- 24 hours: **17%**

Time Elapsed (x-axis)

> "Clearbit's company, geo, and demographic intel enables our sales and analytics teams to function at maximum capacity. I don't know what we'd do without them."
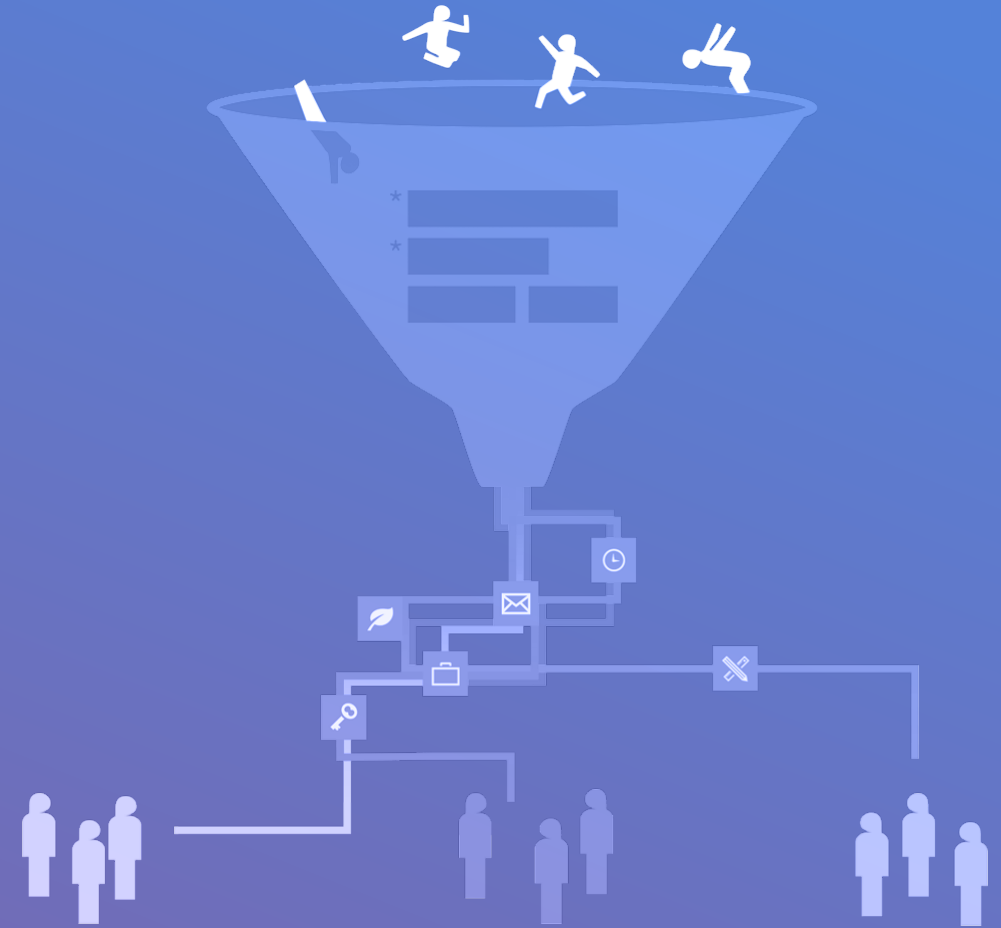
Zeb Hermann Sales Operations, Segment

Advanced Lead Scoring

Reliable and complete data is the backbone of a good lead scoring model. A high volume of inbound leads with just email addresses and names, results in an ineffective score and manual qualification by your sales rep, wasting their time.

With Enrichment you can create or improve your own lead scoring framework with accurate and complete data. Enrichment will backfill existing leads and automatically append data to new leads, powering a strong scoring system. You can run additional analysis with your new Clearbit data to determine what fields matter the most, and get your sales reps the hottest leads first.

"With the Clearbit integration, all of our leads are automatically enriched, assigned and ready to call. It's great."

Taylor Oliver Director of Sales, Flexport

Extensive Personalization

Personalizing your sales campaigns can increase engagement levels and bookings, but a lack of data limits your efforts. Clearbit will enrich 85 data points right in Salesforce, giving your reps everything from technology stacks to social media bios, so they can craft highly customized emails with ease.

Enrichment is natively integrated into Salesforce, so you have all the information at your fingertips and can update it in a flash.

Eliminate Data Entry

Your sales reps should be spending time selling, not entering data. However, keeping Salesforce up-to-date with accurate information is important for effective campaign and lead management.

Clearbit enriches a new record as soon as it is created, with full firmographic and demographic data. No more copying and pasting information from LinkedIn or Google - with Enrichment you don't even have to leave Salesforce.

> "Clearbit was a hole-in-one for us. We wanted a nice add-on solution for enriching leads that were going to salesforce. Clearbit delivered that, and more, with no BS."

Brian Sparker Marketing Manger, Review Trackers

BLANK RECORD

Lead Detail	Edit	Delete	Convert	Clone	Find Duplicates

Clearbit Social Links

Lead Owner 👤 Richard MacCaw [change]

Lead Status	New	**Website**	
Name	[[unknown]]	**Company**	[[unknown]]
Title		**Industry**	
Email	peter@segment.com	**No. of Employees**	
	CB_tech		
Phone		**Lead Source**	
Location			
Rating			
CB_tech			

ENRICHED RECORD

Lead Detail	Edit	Delete	Convert	Clone	Find Duplicates

Clearbit Social Links   PERSON f 🐦 in 🐙   COMPANY f 🐦 in

Lead Owner 👤 Richard MacCaw [change]

Lead Status	New	**Website**	http://segment.com
Name	Mr. Peter Reinhardt	**Company**	Segment
Title	Mr	**Industry**	Internet Software & Services
Email	peter@segment.com	**No. of Employees**	180
Phone	+1 206-333-3062	**Lead Source**	Website
Location	San Francisco		
Rating	Hot		
CB_tech	Technology, SAAS, B2B		

No More Stale Data

Salesforce is only as good as the data inside it. As companies move, use different technologies, and grow in size, your data gets old. Stale data leads to bounced emails, inaccurate profiles, and less effective sales campaigns. Enrichment will automatically refresh your entire database every month, so you can rely on up-to-date information.

Clearbit notices changes in data, and gives you the heads up on title changes or warns you of a leaving champion. Clearbit can write to custom objects in Salesforce, so new data can be pushed quickly into your records without long wait times.

COMPLETE DATASET REFRESH

Every 30 Days

30,000
Companies will be registered

60,000
Companies move to a new address

122,400
Executives will have new job titles