

Apollo AI

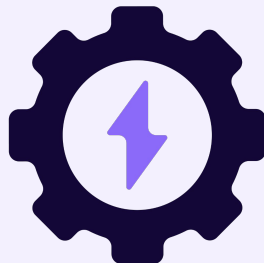
Sell faster, smarter, and better with AI

Apollo AI harnesses 250M+ to create hyper-personalized messaging, tailored follow-ups, and seamless sales execution.



Save time & increase conversions with AI writing

Get AI-generated hyper-personalized emails based on relevant contact data at scale.



Build world-class sales playbooks in minutes

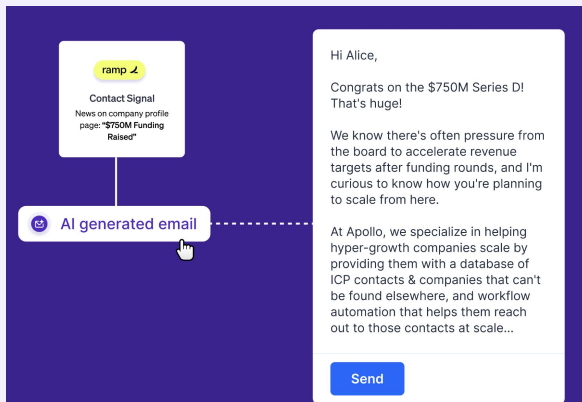
Create, run, & iterate automated go-to-market plays that address your prospect's unique needs in a few clicks.



Turn more replies into meetings

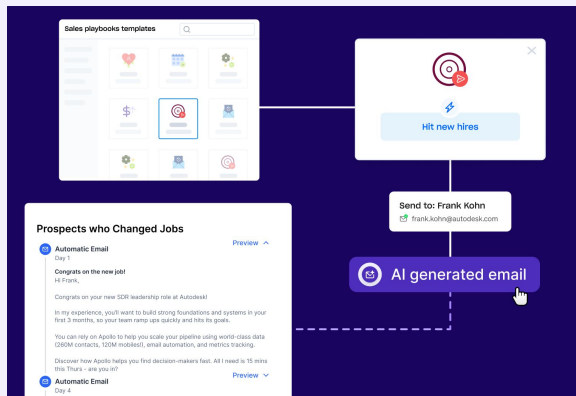
Book more meetings with AI-generated reply emails matching the sentiment of each response.

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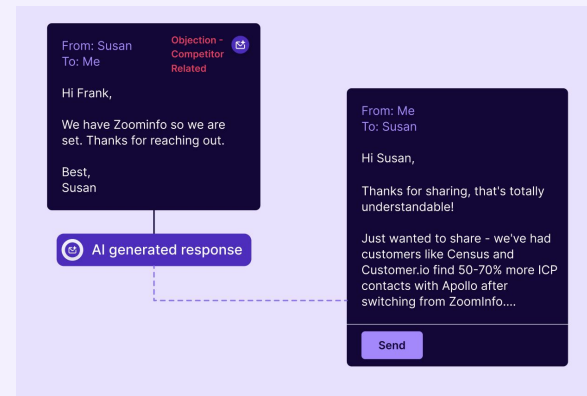
Increase conversions with data-driven AI messaging

Get AI-generated, personalized emails based on your prospect's demographic and behavioral signals powered by Apollo's database.



Let AI build and run winning sales plays for your team.

Apollo automatically identifies relevant companies and contacts for your sales play with AI-generated sequences and account-based prospecting.



Get AI-powered email analysis & reply recommendations

Apollo AI categorizes reply emails into distinct categories and provides recommended messaging tailored to each reply.

Engagement

| | Apollo | ZoomInfo | Outreach | Salesloft |
|--|--------|----------|----------|-----------|
| Email AI writing Create AI-generated outbound emails for initial, follow-up, final pitches. | ✓ | ✓ | ✓ | ✓ |
| Contact personalization AI Create AI-generated emails using prospect demographic and behavior signals. | ✓ | ✗ | ✗ | ✗ |
| Sales playbooks AI Identify relevant companies and contacts for sales plays and get AI-generated sequences and ABM prospecting | ✓ | ✗ | ✗ | ✗ |
| Intelligent inbox Get AI-powered email sentiment analysis and reply messaging recommendations | ✓ | ✗ | ✗ | ✗ |