Apollo.io

Data health center

Uncover TAM, market gap, & more leads

The data health center enables you to unlock your total addressable market (TAM) and identify new market opportunities. Monitor your data health and identify the gap between your existing contact and account data and the new data Apollo can provide you.

> "
> "Apollo continue to innovate new ways to segment your total addressable market (TAM) and uncover new opportunities that you didn't realize were sitting right there."
>
> **Will Sloat**
> Partner at Checkmate

Increase revenue & improve GTM efficiency

Generate more sales opportunities

Capture your market potential with accurate and up-to-date data using Apollo's growing database.

Improve your data depth & breadth

Easily update stale data and save new leads in bulk to improve your data coverage.

Build a trusted CRM & improve team efficiency

Keep your CRM updated with fresh and accurate data, saving you time and efficiency.
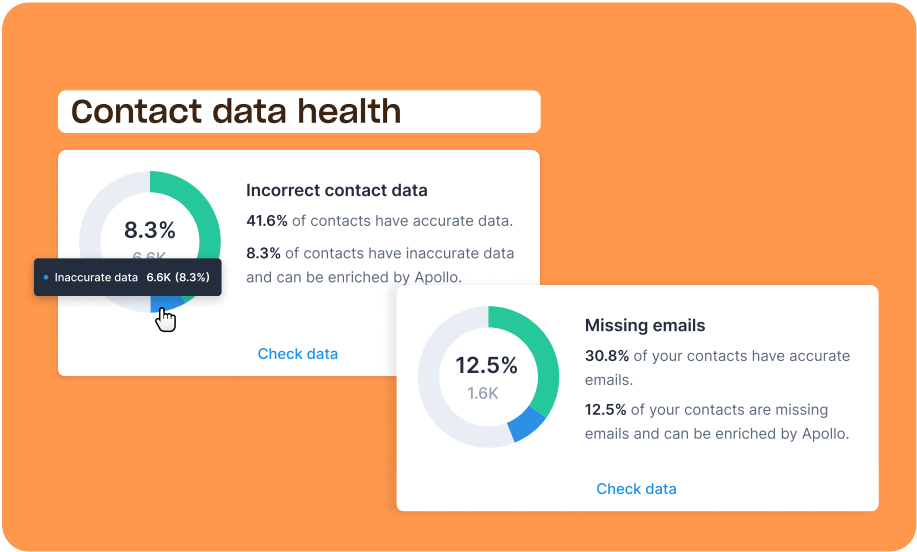
How the data health center works

Connect your CRM, define your target market and instantly see your TAM

Run a total addressable market (TAM) analysis based on your existing CRM data, giving you an up-to-date TAM view at all times. Instantly identify new pockets of opportunities and take action to maximize your revenue potential.

Total available contacts

Personas

	(0) CEO / Co-Founder (2.391M)
	• Your Data 371,801
	• Net New Data 2.019M

Sales people
VP of Growth   +101k
Marketing Managers   +81k
Sales Leads   +16k
New Persona 1   +4k
Very Long Persona N...   +1k

Easily identify incorrect or missing data and update with fresh data

Track the percentage of incorrect or missing contact data in your CRM and the percentage of data that Apollo can update and enrich for you. Eliminate the frustration of dealing with outdated information and save time while maintaining data accuracy.

Contact data health

8.3%
6.6K
• Inaccurate data 6.6K (8.3%)

Incorrect contact data
41.6% of contacts have accurate data.
8.3% of contacts have inaccurate data and can be enriched by Apollo.
Check data

12.5%
1.6K

Missing emails
30.8% of your contacts have accurate emails.
12.5% of your contacts are missing emails and can be enriched by Apollo.
Check data

Schedule automatic enrichment and build a trusted CRM

Outdated and incorrect contact data lead to wasted time and results in lost opportunities and revenue. Ensure your CRM is up-to-date by scheduling automatic enrichment when fresh data becomes available. Save time and eliminate the frustration of manually managing your CRM.

Schedule automatic CRM enrichment

Select data to enrich
○ Job change
○ Missing emails

Set schedule

Weekly	Monthly
Every Sunday	Last Sunday of billing cycle

Set custom schedule

Set a credit limit
1 email credit / contact update. Maximum credit limits are 6,000 weekly and 20,000 monthly.

Powered by Apollo data

Database stats	Apollo's ever-growing, fresh, & accurate database

250M global contacts	**Largest B2B database**	**Superior verification**	**Accurate & rich data**	**Refreshed in real-time**
60M global companies	With a network of one million data contributors and engagement tools, we can grow and maintain the largest database available.	With real-time checks on emails and direct phone numbers, our bounce rate is less than 9% and invalid direct phone numbers are only 1%.	Dig deep on leads beyond typical firmographic and demographic data and uncover timely info on key buying signals.	Our data is refreshed in real-time upon contact info requests, and our entire database is refreshed monthly.
2M new contacts added monthly				
60M contacts refreshed monthly				

A single-view data health center like no other

	Apollo	ZoomInfo	Clearbit	Lusha
Data health dashboard One single view to monitor and improve data depth and breadth.	✓	✓	✗	✗
Total available contacts Identify and take action on the gap between your existing contacts and new contacts from Apollo.	✓	✗	✗	✗
Contact data health Monitor and take action on incorrect contact data and missing emails in your CRM.	✓	✓	✗	✗
Schedule automatic enrichment Schedule multiple CRM enrichments to update job changes and missing emails automatically.	✓	✓	✗	✓
Records deduplication Identify, prevent, and merge duplicate records to keep a clean CRM (coming soon).	✓	✓	✗	✗

Top-ranked sales platform on G2

Leader in: Sales Intelligence, Lead Intelligence, Marketing Account Intelligence, Sales Engagement

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★★★★½ **4.8** /5

G2 Leader Enterprise WINTER 2023 · G2 Momentum Leader WINTER 2023 · G2 Leader WINTER 2022

See why over 16,000 companies choose Apollo

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