



Product Feature Slides

15 Top Features on Apollo's Platform



Summer 2022



B2B Database

Find every buyer in Apollo's accurate B2B Database

Access comprehensive and accurate data on over 250 million contacts and 60 million companies in Apollo B2B Database. Find verified emails and phone numbers to buyers globally.



250M
Contacts



60M
Companies

The screenshot displays a contact profile for Tim Zheng, Founder and CEO at Apollo, located in San Francisco, CA. The profile includes contact information (email: tim.zheng@apollo.io, phone: (212) 555-1212 and (212) 123-4548) and a 'REPLIED' status. Below the profile, there are sections for 'Funding' (with bars for \$110M, \$30M, and \$9.3M), 'Job Posting' (listing 'Senior Product Marketing Manager' and 'Head of Data and Business Intelligence'), and 'Employees' (listing Mark Tompson, VP Operations at Apollo.io, and Aria Burton, CMO). A 'Signals' section features a donut chart with a legend for Sales (purple), Marketing (blue), Finance (grey), and Sales (dark grey). The 'Activity' section on the right includes a 'Log Note' dropdown, an 'Add Note' button, and filters for 'All activity' and 'All time'. A pink arrow points from the text 'New records added regularly' to the 'Employees' section.

*New records
added regularly*

B2B Database

Simplify your sales efforts with Apollo's Chrome Extension

Prospect faster with Apollo's Chrome Extension that unlocks Apollo functionality in the tools you use every day, including LinkedIn, Gmail, Salesforce, and many company websites.

productivity

Tim Zheng
Founder and CEO at Apollo
Austin, Texas, United States · 500+ connections

382 mutual connections: Fred Struder, Henry Cortes, and 380 others

Message More

Apollo.io

Tim Zheng REPLIED
CEO & Founder at Apollo

Send Email Export

tz@apollo.io Copy Email

(212) 555 - 5647 HQ

(212) 555 - 1212 Mobile

Apollo
Computer Software

San Francisco, California

51 - 200 Employees

\$660M+ raised.

Founded in 2008

*Data intelligence
wherever you prospect*

B2B Database

Prospect faster on Apollo's In-App Search

Apollo's robust In-app Search make prospecting effortless. Easily save lists, searches, personas, so Apollo can automatically surface and recommend relevant high-value leads to you.

The screenshot displays the Apollo search interface. On the left, a 'Filters' sidebar includes categories like Company, Location, # Employees, and Personas. The 'Personas' section is expanded to show 'Sales People'. The main search results area shows a list of people with columns for Name, Job Title, and Company. A notification bubble on the right states: 'Wade Warren is matching your Persona "Sales People", Reach out to them!'. A blue box highlights the search results for Wade Warren, Director of Sales at Woody, with a blue arrow pointing from the word 'persona' in the header to the notification.

Name	Job Title	Company
<input type="checkbox"/> Wade Warren	CRO	Google
<input checked="" type="checkbox"/> Wade Warren	Director of Sales	Woody
<input type="checkbox"/> Cody Fisher		
<input type="checkbox"/> Jacob Jones		

*Search functions
for faster prospecting*

B2B Database

Narrow in to find and engage your ideal buyers with Filters

Apollo's 65+ search filters make it quick and easy to find high-value leads from our comprehensive database of 260 million contacts and 50 million companies.

The screenshot displays the 'Advanced Filter' interface. It is divided into two main sections: 'PERSON INFO' and 'COMPANY INFO'. Under 'PERSON INFO', there are filters for Name, Job Title, Location, and Persona. Under 'COMPANY INFO', there are filters for Company, # Employees, Technologies, and Industry. The 'Technologies' filter is expanded to show 'Include: Salesforce'. To the right, a 'Filters' sidebar lists 65+ filters: Company, Location, # Employees, Industries (expanded to show 'Include: Computer Software'), Technologies, Revenue, Funding, Job Postings, and Stage. A pink arrow points from the text '65+ filters to narrow in' to the 'Filters' sidebar.

65+ filters to narrow in

B2B Database

Unlock new opportunities with Job Change Alerts

Easily find a list of people who recently changed jobs and moved companies. Use the opportunity to engage and personalize your outreach to these high-value leads.

The screenshot displays a 'Job Change' section with a list of recent job changes. Each entry includes a company logo, a profile picture, and a text snippet indicating a job change. A callout box on the right provides detailed contact information for Drew Shore, including his email, phone number, location, and a list of actions like 'Send Email' and 'Add to sequence'. A pink arrow points from the word 'Callout' to the callout box.

Company	Name	Job Change
Google	Laura Vega	is now a CMO at
stripe	Thomas Barker	is now a recrui
Avaya	Ariel Hayward	is now a SDR at
Google	Drew Shore	is now a sales manager at Google

Drew Shore
Sales Manager
Google

✉️ drew.shore@google.com
☎️ 948-555-4568
📍 San Francisco, California

[Send Email](#) [Add to sequence](#)

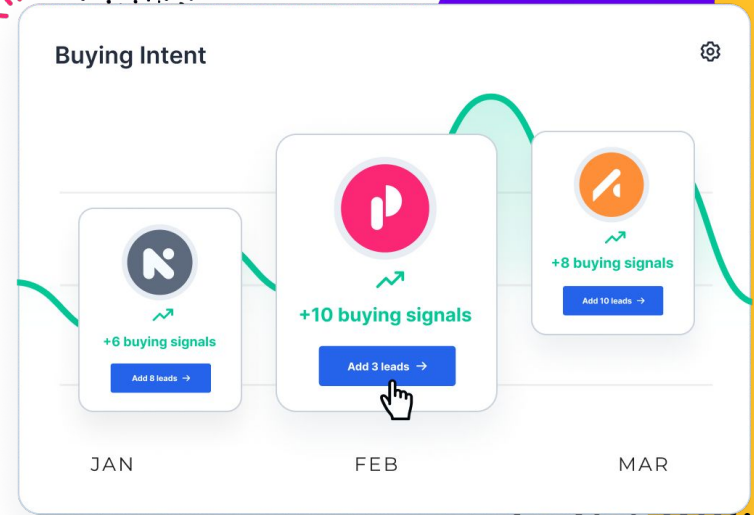
642 employees [View All](#)

Callout →

B2B Database

Use Buying Intent to find your highest-potential prospects

Unlock actionable and intelligent Buying Intent data right where you prospect on Apollo. Engage when buyers are actively looking for solutions like yours.

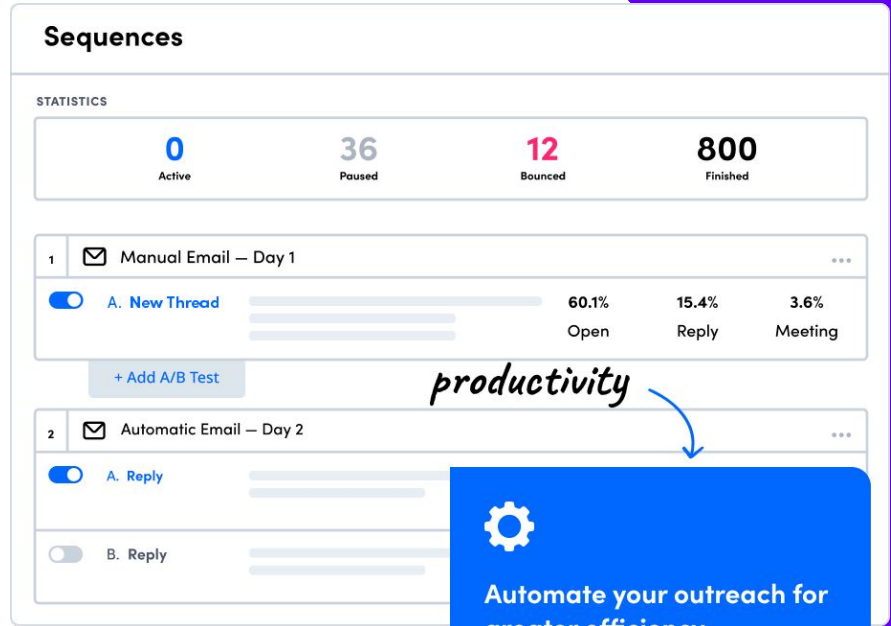


Engagement Suite

Effectively reach out to contacts with Sequences

Automate your sales engagement workflow with Apollo Sequences. Use Sequences to create customizable, multi-step touchpoints with automatic or manual emails, phone calls, LinkedIn messaging, and more.

Automate your workflow



Engagement Suite

Streamline your call workflow with Apollo Dialer

Easily find and instantly call direct phone numbers with Apollo's click-to-call Dialer. Make and receive local and international calls, bridge to your phone, record calls, see transcripts, join active calls, and log calls to your CRM.

The screenshot displays the Apollo Dialer interface during a call. At the top, there is a call control bar with a play/pause button, a 1.0x speed control, and a 'Share' button. The call purpose is identified as 'Prospecting Call'. Below this, a call duration of '04:23 / 18:03' is shown. A call intelligence bar indicates that 54% of the call was by 'You' and 46% by 'Philip S.'. A search bar for the call transcript is present. The transcript shows two segments: one starting at 03:25 with redacted text, and another starting at 03:25 with redacted text. A call intelligence card for Philip Spencer is overlaid on the right, showing his profile picture, name, phone number (+1 (517) 555-2106), and email (p.spencer@stripe.com), along with the Stripe logo.

Call intelligence

Engagement Suite

Efficiently manage all touchpoints with Apollo's Task Manager

Apollo's Task Manager simplifies managing all of your engagement efforts. Create tasks to get notified on when to make calls, send emails, connect on LinkedIn, and other important action items.

The screenshot displays the Apollo Task Manager configuration interface, organized into four main sections:

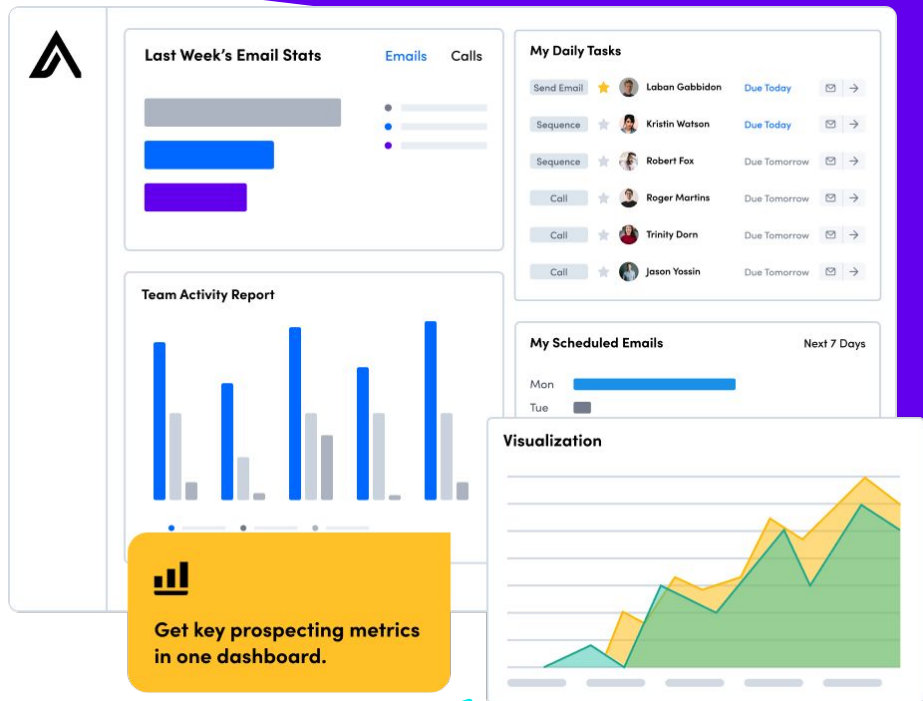
- 1. Triggers:** Features a horizontal bar with a blue segment and a dropdown menu labeled "or".
- 2. Filters:** Includes an "Include" section with toggle switches for "Round" and "Software".
- 3. Actions:** Contains two primary actions:
 - 1. Change Contact Field:** Set **Contact Owner** to **Ted Mobile**.
 - 2. Add Contact to Sequence:** Set **Sequence** to **Inbound Sales Leaders**.
- 4. Schedule Recurrence:** Shows "Repeat every 1 week on" with a row of day buttons: SUN, MON (highlighted in blue), TUE, WED, THU, FRI, and SAT.

Callout

Engagement Suite

Analyze your efforts and move every deal forward intelligently

Apollo Analytics provides actionable data to transform your company's sales efforts. Identify gaps, optimize strategy, and move every deal forward more intelligently with Analytics.



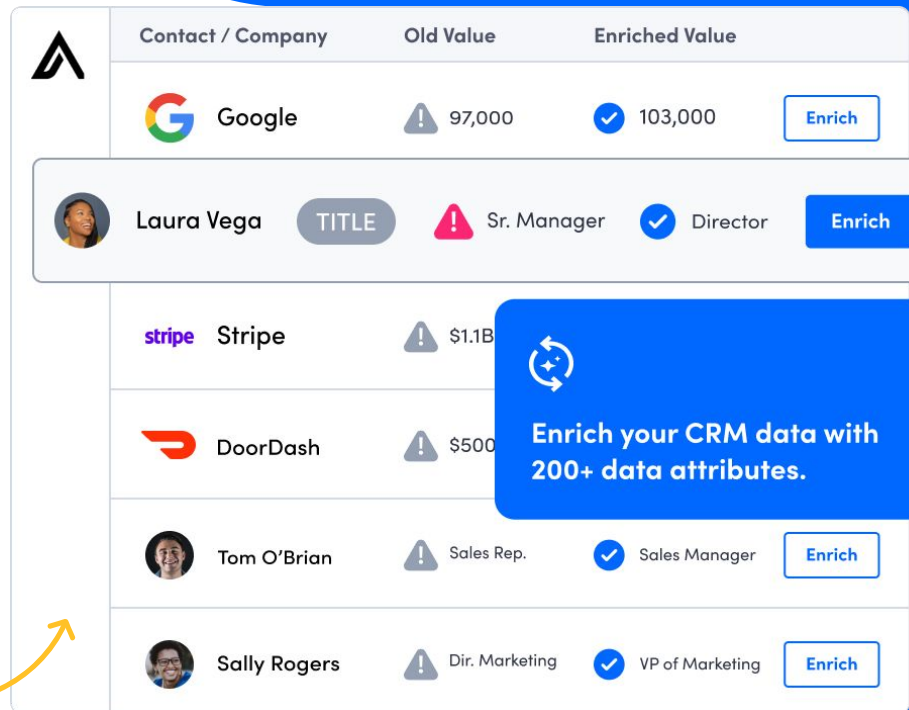
Optimize your strategy

















Workflow Engine


Get clean and accurate data with Enrichment

Improve your sales conversion rate with clean and accurate data. Enrichment allows you to leverage Apollo's database to ensure your contact and company data is correct and rich.

Keep data up-to-date



Contact / Company	Old Value	Enriched Value	
 Google	 97,000	 103,000	Enrich
 Laura Vega	 Sr. Manager	 Director	Enrich
 Stripe	 \$1.1B		
 DoorDash	 \$500		
 Tom O'Brian	 Sales Rep.	 Sales Manager	Enrich
 Sally Rogers	 Dir. Marketing	 VP of Marketing	Enrich



Enrich your CRM data with 200+ data attributes.

Workflow Engine

Save time by automating actions with Rules Engine

Use Apollo's Rules Engine to automate your prospecting and lead engagement efforts. Create rules and automate steps like adding or removing contacts from sequences and lists or creating tasks for your reps.

The screenshot displays the Apollo Rules Engine configuration interface, divided into four main sections:

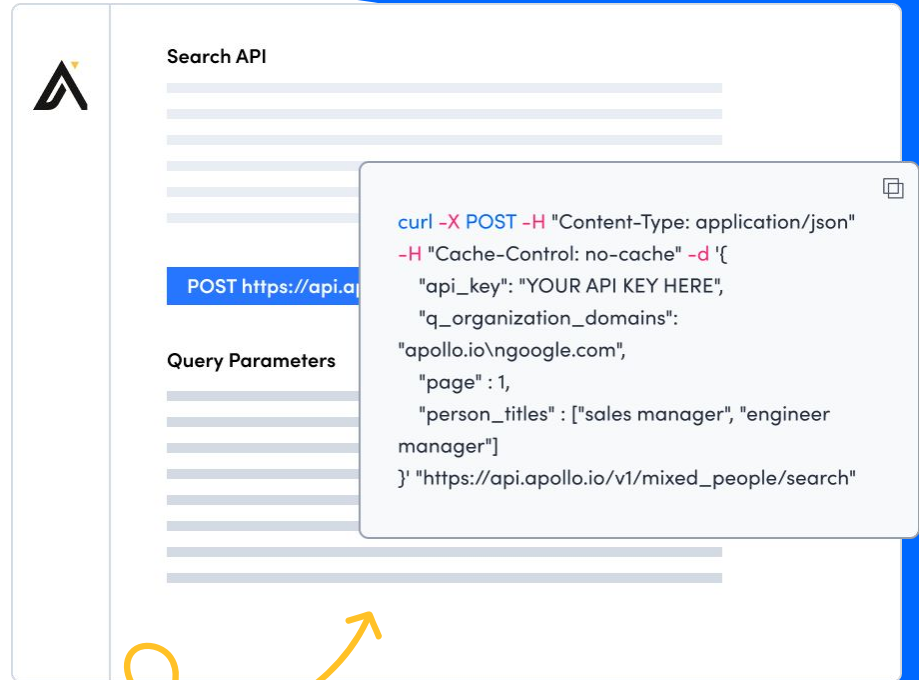
- 1. Rule Detail:** Shows the 'Rule Type' set to 'Autopilot' and 'Generate Feed Card'. The 'Rule For' is set to 'People' and 'Companies'.
- 2. Filters:** Labeled 'Include', it lists various filter categories such as 'Round', 'Softwar', and 'Round'.
- 3. Actions:** Shows the action 'Add Contact to Sequer' and 'Set Account F'.
- 4. Schedule:** Shows a frequency of 'Repeat every 1 week' and a day selection interface with 'MON' selected.

Automate workflows

Workflow Engine

Search, update, and enrich your systems with Apollo API

The Apollo API allows you to connect CRMs and other third-party software to the platform. Programmatically search in our vast and accurate B2B database, update contacts or accounts in Apollo or do data enrichment to any systems.



The screenshot displays the Apollo API interface. On the left, there is a logo and a sidebar. The main content area is titled "Search API" and contains several horizontal lines representing a list of results. Below this, there is a blue button labeled "POST https://api.a". To the right of the button, there is a "Query Parameters" section with several horizontal lines. A code block is overlaid on the right side of the interface, containing a curl command for a POST request to the Apollo API. The code is as follows:

```
curl -X POST -H "Content-Type: application/json"
-H "Cache-Control: no-cache" -d '{
  "api_key": "YOUR API KEY HERE",
  "q_organization_domains":
  "apollo.io\ngoogole.com",
  "page": 1,
  "person_titles": ["sales manager", "engineer
manager"]} 'https://api.apollo.io/v1/mixed_people/search"
```

Powerful API

Workflow Engine

Seamlessly sync your stack using Apollo Integrations

Apollo seamlessly integrates with major platforms to streamline your end-to-end sales workflow. Connect to Salesforce, Hubspot, Gmail, Outreach, and other sales platforms to keep your data and activities in sync.

The screenshot displays the Apollo CRM interface. On the left, a sidebar contains the Apollo logo and a list of integration options: 'Connect Salesforce', 'Connect Hubspot', 'Connect Sendgrid', and 'Connect Outreach or Salesloft'. A yellow arrow points from the 'Connect Outreach or Salesloft' option to the 'Connect' button in the contact profile on the right. The contact profile for Gunther Ackner, VP of Marketing at Slack, includes his email (gunther.ackner@slack.com), phone number (948-555-4568), and location (San Francisco, California). Below the contact information is a button labeled 'Export Contact to CRM' and a note that there are 642 employees in the organization, with a 'View All' link.

*Bilateral
CRM Sync*

Workflow Engine

Engineered for Data Security

Apollo adheres to international security standards and processes to protect data. We are ISO 27001 and SOC 2 Type 1 certified, as well as GDPR compliant as both a Data Processor and Data Controller.

Certified and compliant



End-to-End

Work smarter and faster with an all-in-one solution

Apollo combines prospecting, engagement, analytics, and enrichment into a single platform, enabling go-to-market teams to find and close ideal customers faster.

Callout

The image displays several overlapping interface components from the Apollo.io platform:

- Sales Persona Selection:** A menu titled "Sales Persona" with a person icon. It includes a list of roles: "Head of Sales", "Chief Sales Officer", "Director of Sales", and "Sales Manager". Each role has a checkbox, with the first three checked. A "+ Add Persona" button is at the bottom.
- Task Card:** A card titled "Personalize Email to Jeff Ore at Deloitte for Step 1 of Sales Sequence". It shows a "Task 1 / 25" progress indicator and a "Skip" button. The card contains fields for "TO:" and "FROM:" and a contact card for "Jeff Ore, Head of Sales at Deloitte" with icons for phone, email, and location.
- Rule Configuration:** A "Rule" card with a toggle switch. It contains a logic statement: "If Contact Updated and Lead Source = Inbound and Persona = CMO and Industry = Software and Location = San Francisco then assign to Bob Smith...".
- Email Campaign Card:** A card for "Day 1 Manual Email" with an envelope icon and an "Open Rate 51%" indicator.
- Other Cards:** Partially visible cards for "Day 3 Automatic Email" and "Day 5 Phone Call".