Apollo.io

Product Feature Slides

15 Top Features on Apollo's Platform

Summer 2022

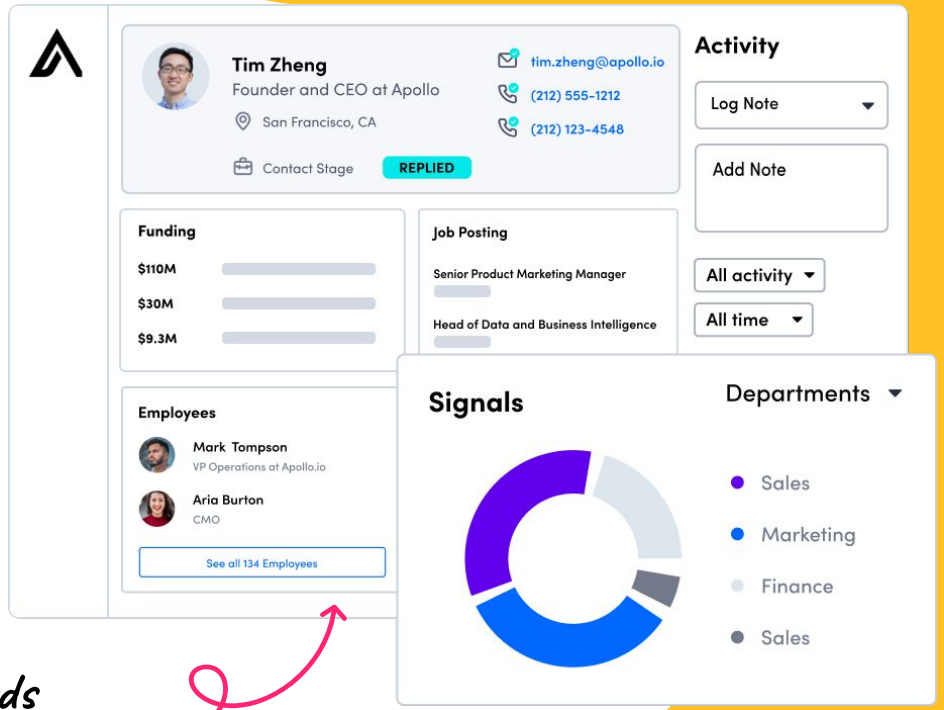
B2B Database

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



New records added regularly

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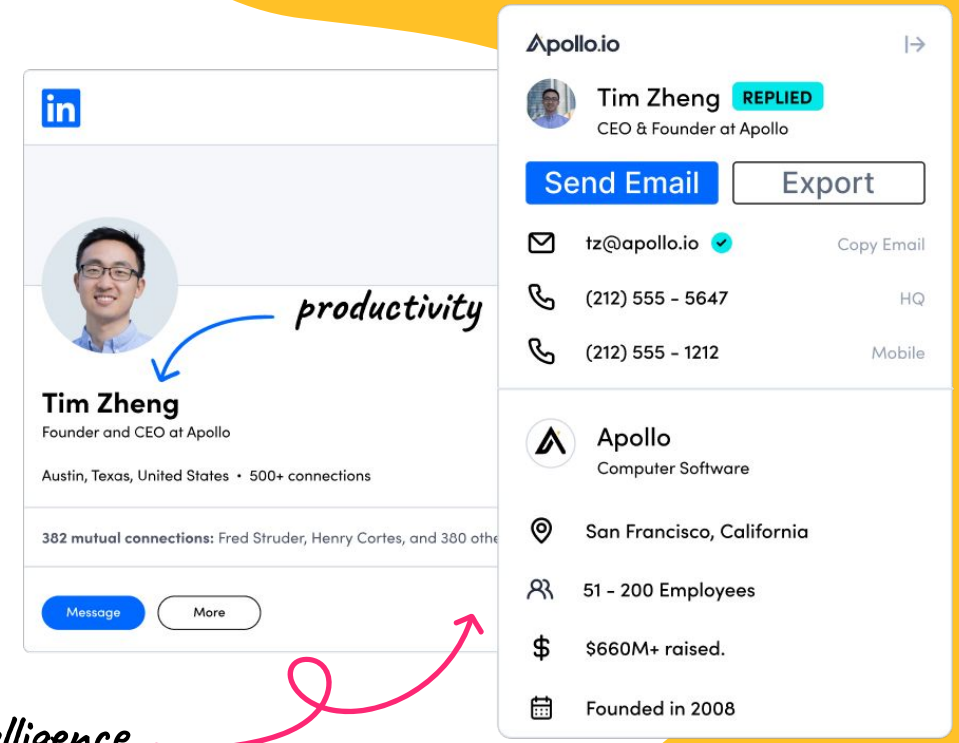
B2B Database

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.



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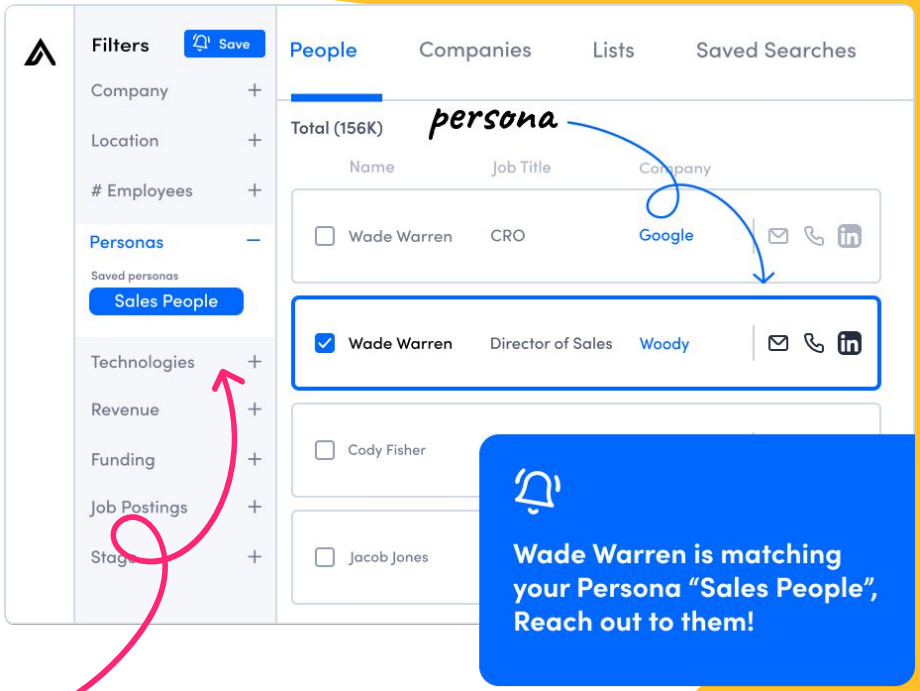
B2B Database

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.



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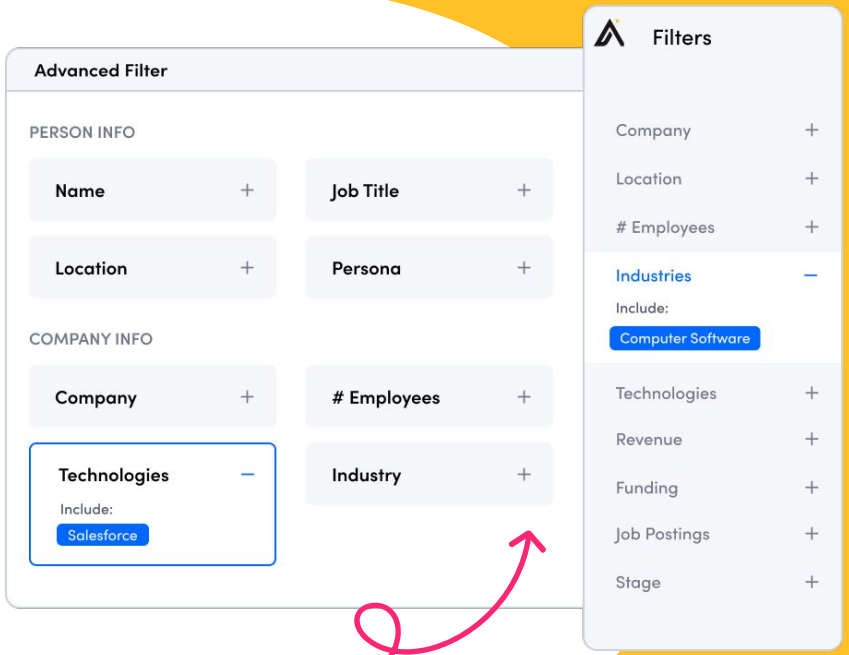
B2B Database

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.



65+ filters to narrow in

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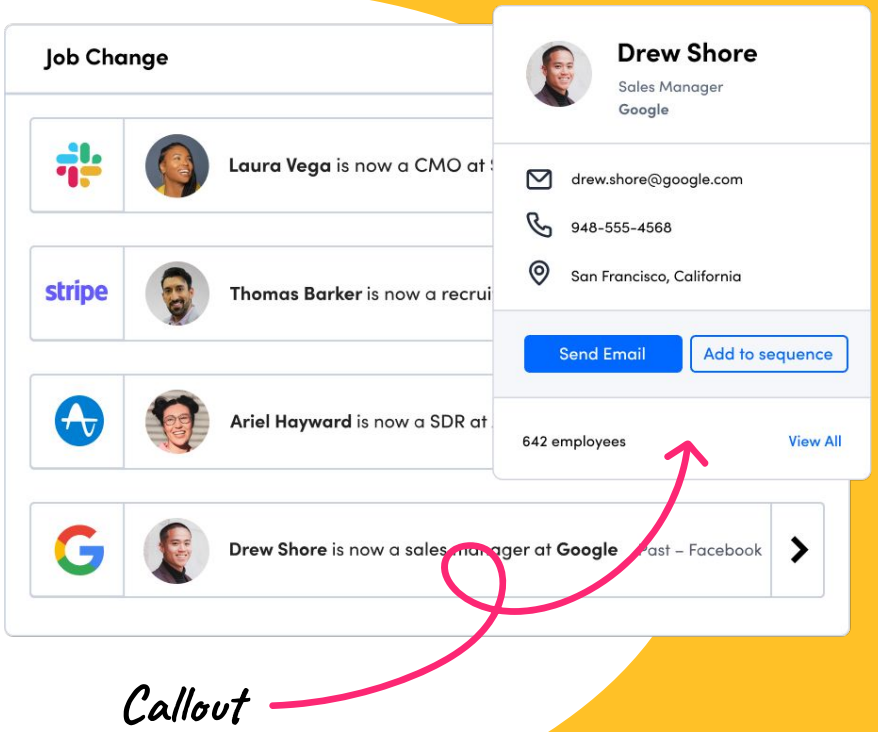
B2B Database

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.



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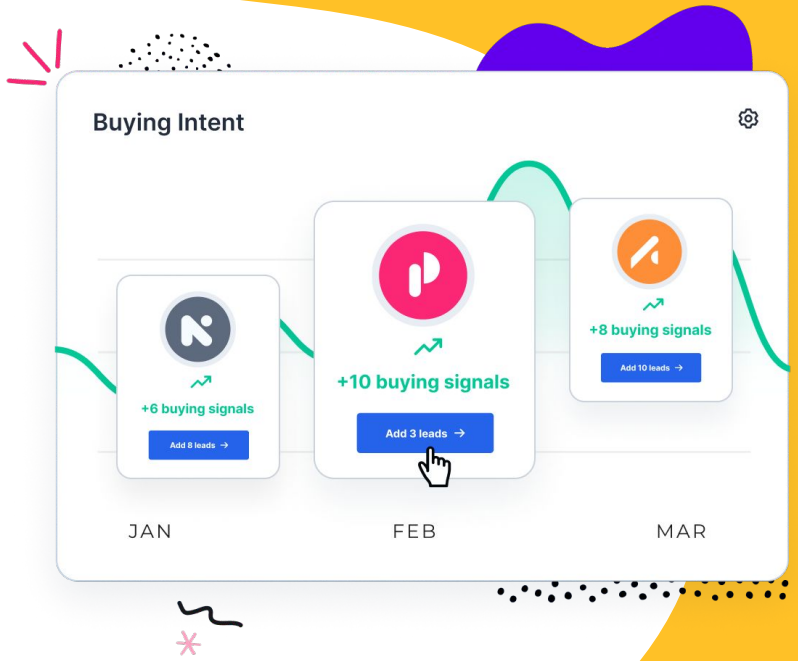
B2B Database

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.



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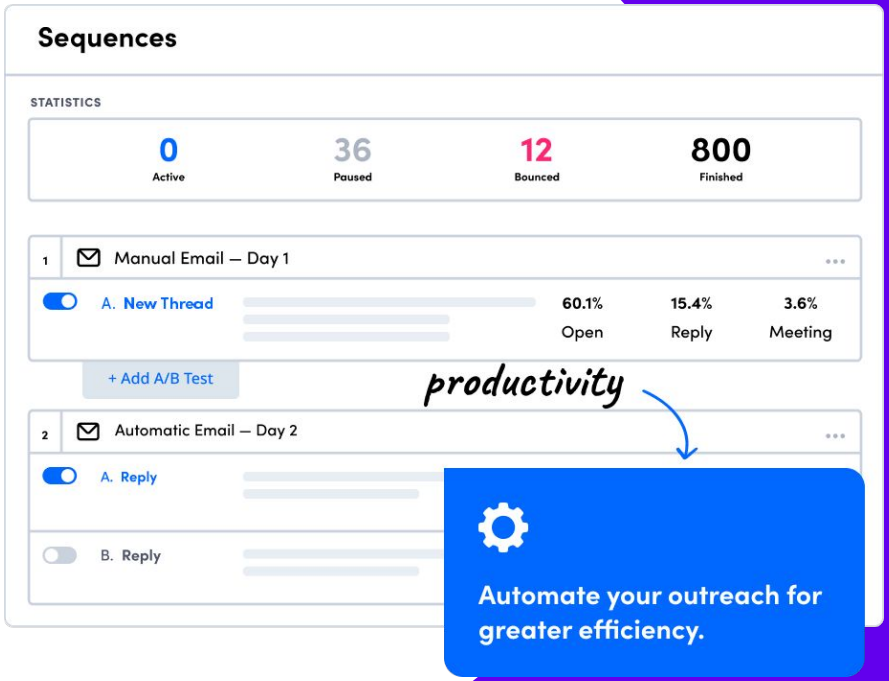
Engagement Suite

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



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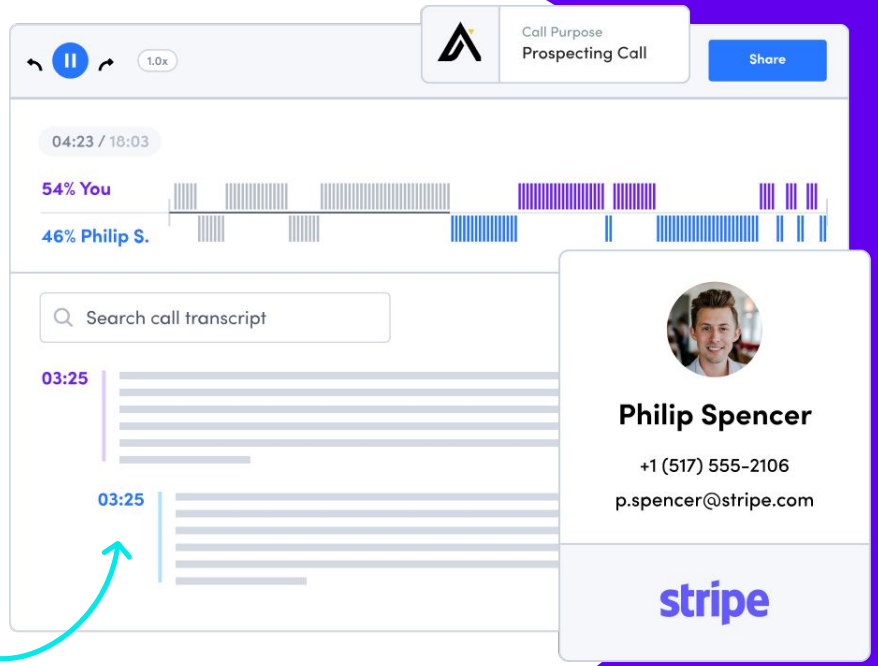
Engagement Suite

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.



Call intelligence

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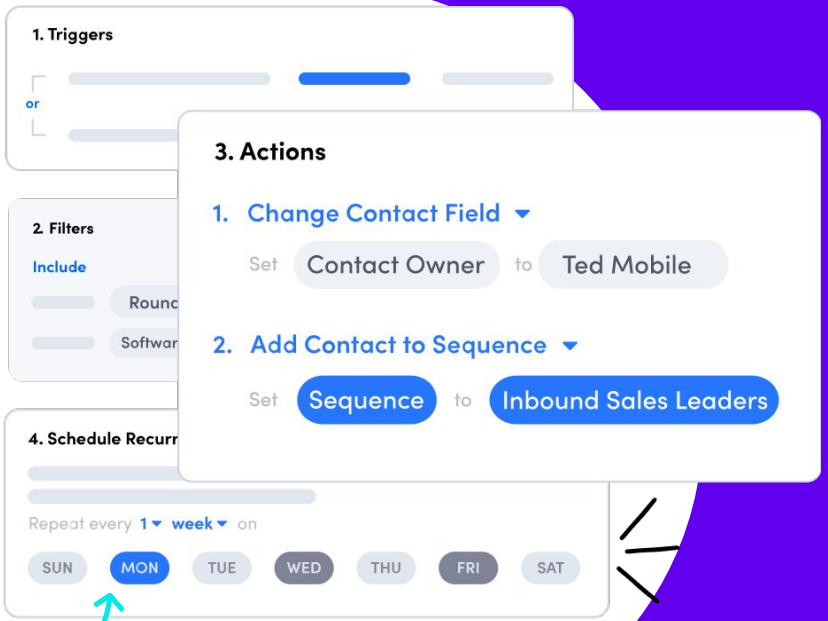
Engagement Suite

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.



Callout

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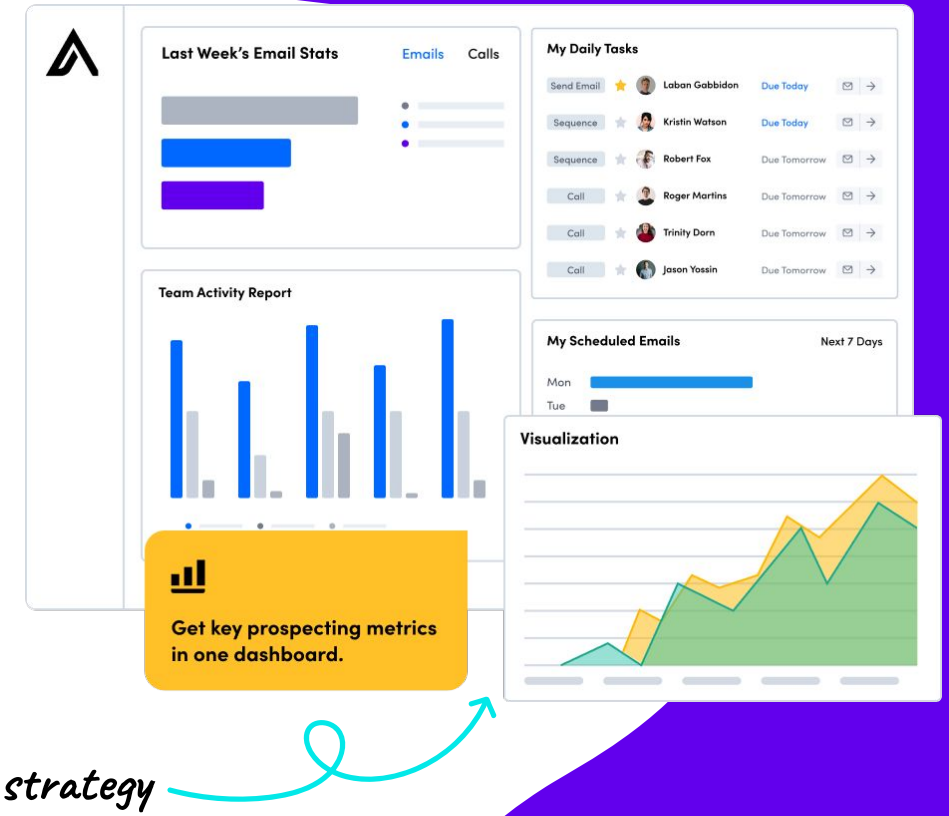
Engagement Suite

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.



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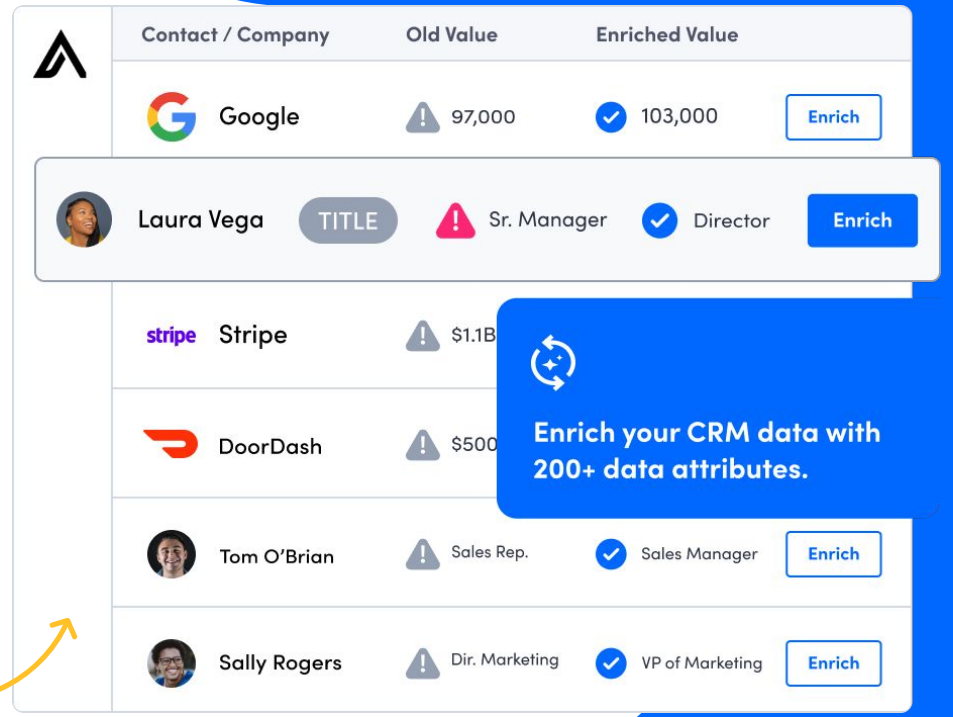
Workflow Engine

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

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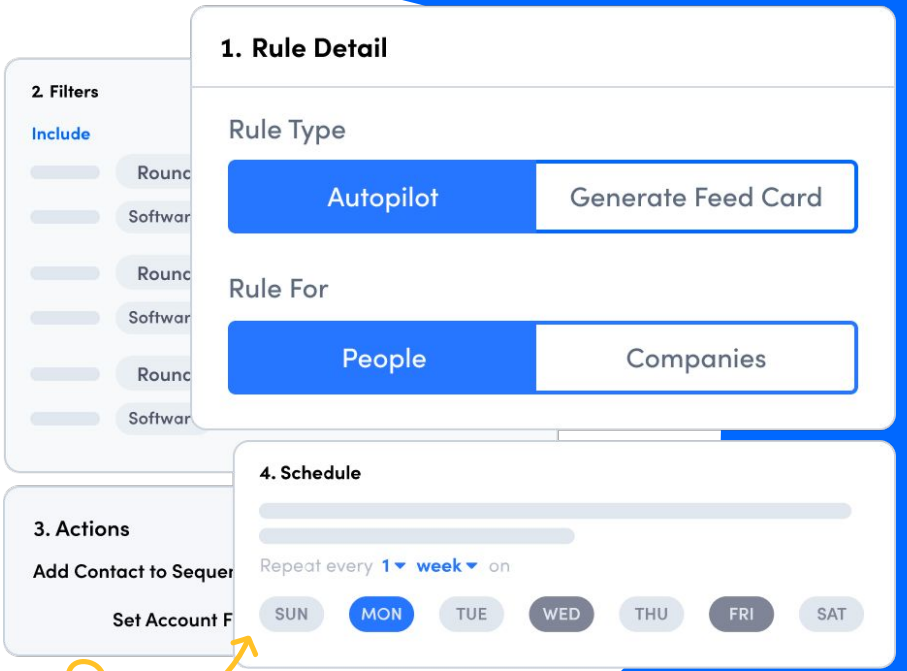
Workflow Engine

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.



Automate workflows

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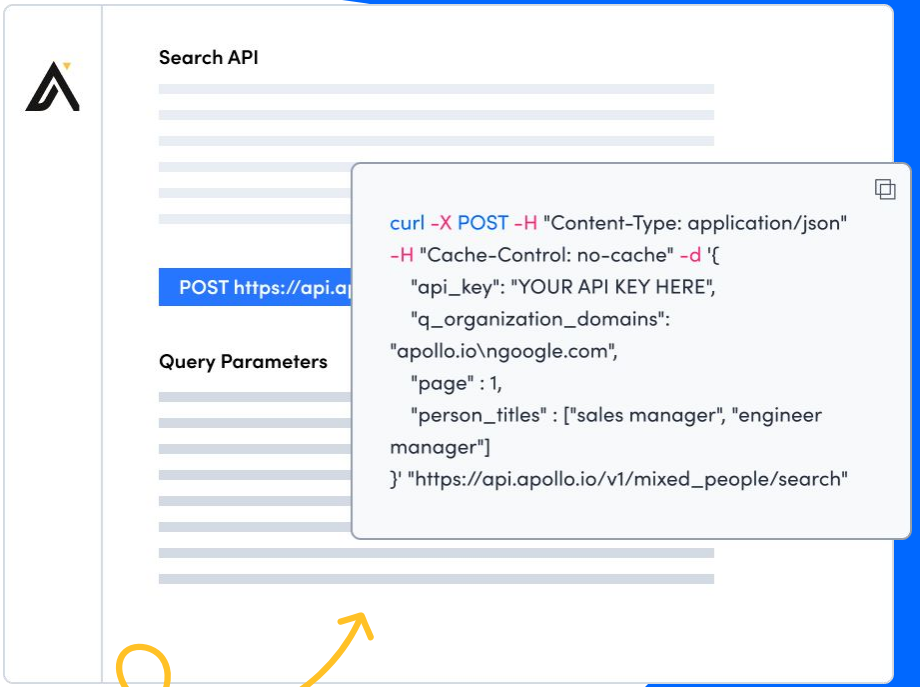
Workflow Engine

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.



Powerful API

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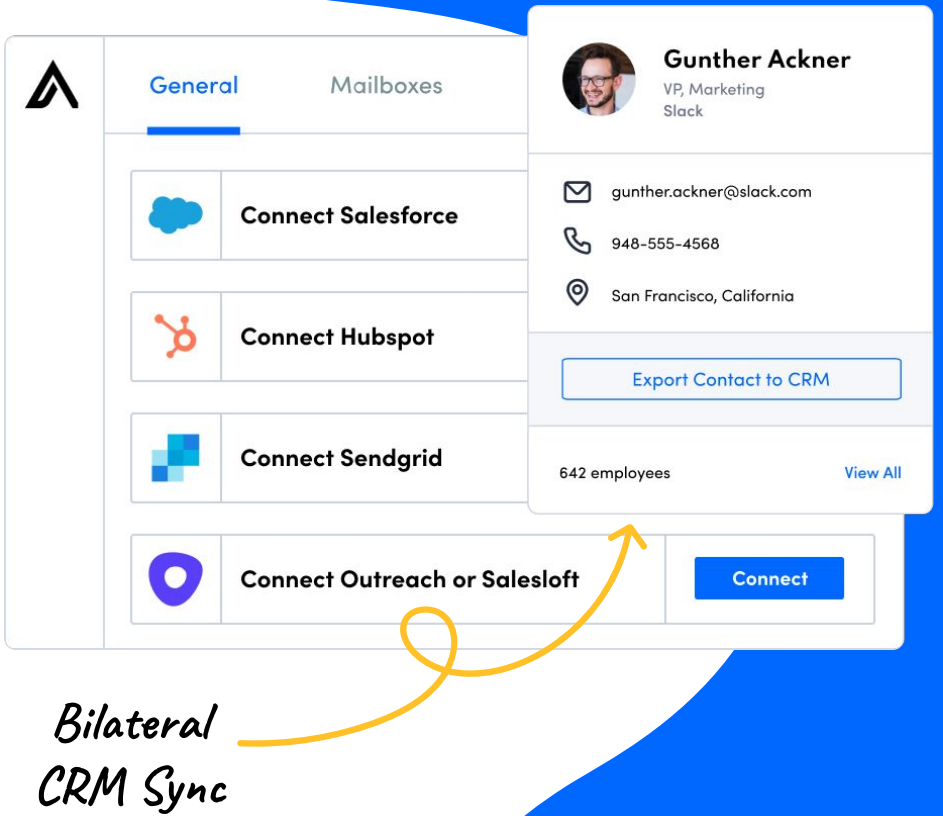
Workflow Engine

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.



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Workflow Engine

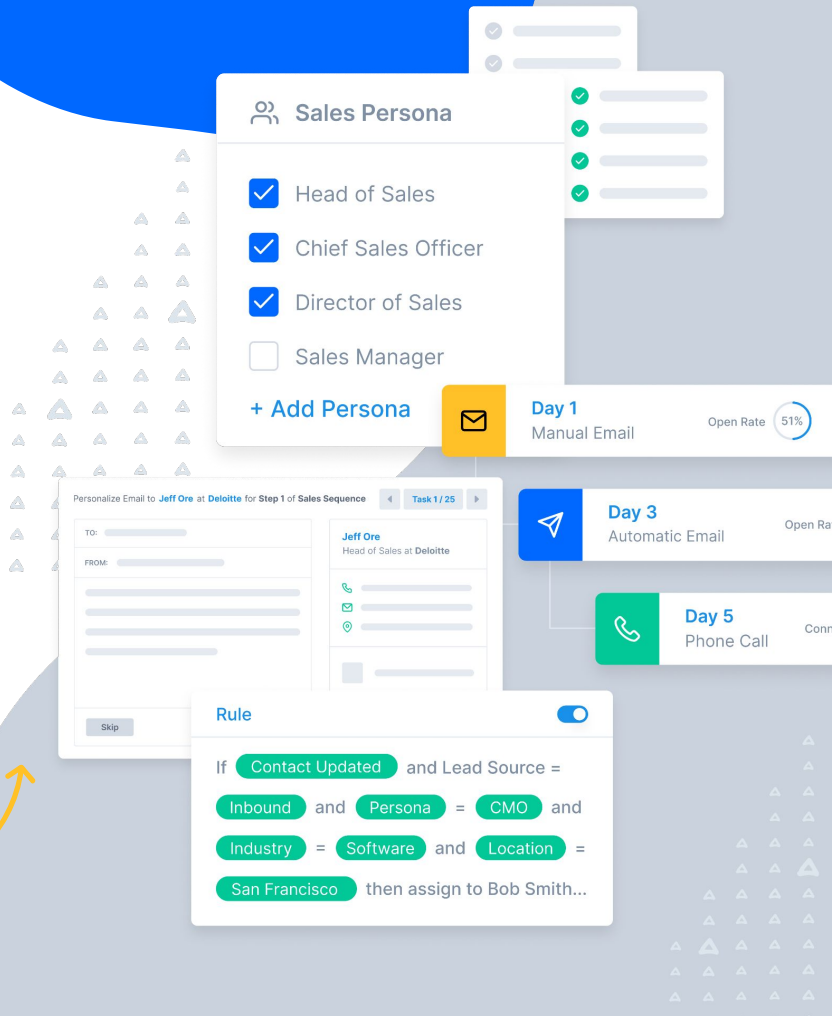
Engineered for Data Security

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.

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

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