Stop guessing. Start finding your
ideal buyers.

Transform go-to-market with contact and company data that drives ROI

Uncover buying intent through verified skills

Traditional B2B targeting relies on imprecise signals: job titles, company size, and tech installs. Rhetorik reveals what others can't: the professional capabilities and expertise that identify your target audience. With verified skills data, you can:

- Find the architects behind digital transformation, not just "IT Directors"
- Go beyond basic install tracking to target active users of competing products
- Reach decisionmakers based on their actual expertise, not their title

Book A Demo

Real targeting examples

Revenue teams use Rhetorik to identify and connect with niche audiences, including:

🔍 DevOps engineers who've deployed Kubernetes in the last 12 months

🔍 Marketing leaders in EMEA with proven marketing automation experience

🔍 Cloud security professionals certified in zero trust architecture

Explore skill sets

Get the complete picture

Empower your team with advanced audience segmentation, automated lead scoring, and more through our enrichment APIs. Enrich traditional B2B data with:

- Verified skills and certifications
- Professional expertise levels
- Project and implementation experience

Global reach, unmatched coverage

🌐 **164** Countries
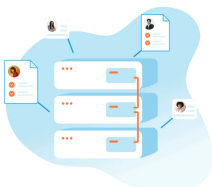
💬 **46** Languages

📇 **55M** Job Titles

📱 **60M** Professional Contacts

Future-ready targeting

As privacy regulations tighten and third-party data becomes less reliable, skill-enhanced profiles provide a compliant foundation:

- Build audiences without third-party cookies
- Scale with confidence in a privacy-first world
- Reach target buyers with personalized messages

Build audiences that convert

Stop targeting based on job titles and static company profiles, and start targeting the professionals with proven expertise in your space:

✓ Create personas using verified skill data

✓ Score accounts based on proven capability signals

✓ Build targeted campaigns around skill clusters, not firmographics

Integrate with your existing stack

Enhance your CRM and marketing platforms with rich professional data through our enrichment APIs and integrations. Enrich traditional B2B data with:

- Salesforce
- HubSpot
- Microsoft Dynamics

Choose your access

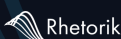### ❄ Neuron360

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