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How can you make prospecting more efficient for your team?

Here's our tip: use skill data for more precise targeting. With our guide, your team can harness the power of skills to find more high-propensity leads in less time.

Struggling to find qualified leads?

Guide: Finding new customers based on their professional skills.

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• GUIDE

Harnessing Skills Data for Precision Prospecting

Get the Guide ✈

Dowload: Generate More Leads, Faster With Skill-Based Targeting

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Is your ABM strategy falling short?

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Generate More Leads, Faster With Skill-based Targeting

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Demographic vs. Skill-based Targeting

Let's compare prospect targeting strategies

Let's compare targeting strategies ->

ACCURACY

Skill-based
Relies on externally ver[ified] data (ex. certifications, patents)

Demo[graphic]
Relies o[n ...]
(ex.soci[...])

Which is more trustworthy?

ADAPTABILITY

Skill-based
Responsive to market trends

Demographic
Relies on outdated categories

Which is more versatile?

EFFECTIVENESS

Skill-based
Uncovers more 'hidden [talents]'

Demo[graphic]
Sources fewer qua[lified leads]

Which is more effective?

[...]ased
[Uncovers] more 'hidden talents'

Demographic
[Sour]ces fewer qualified leads

[...]ctive?

Ready to learn more?

Use skill data to transform your strategy!

Read the eBook

Use skill data to transform your strategy!