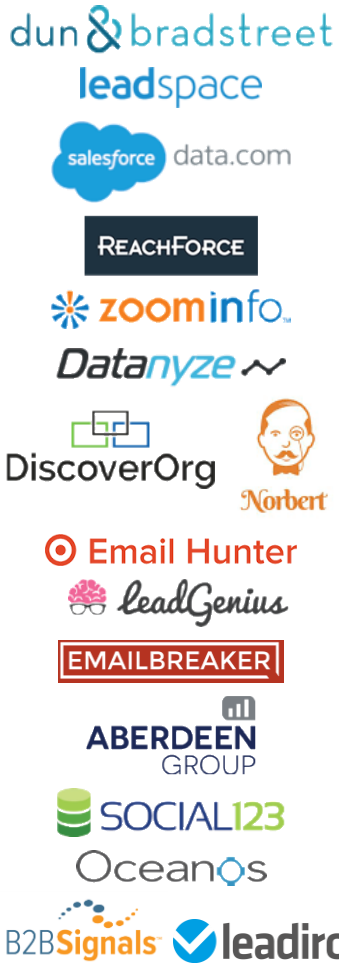


# Who: Selection

# What: Insight

# Where: Interaction

## Data Vendors



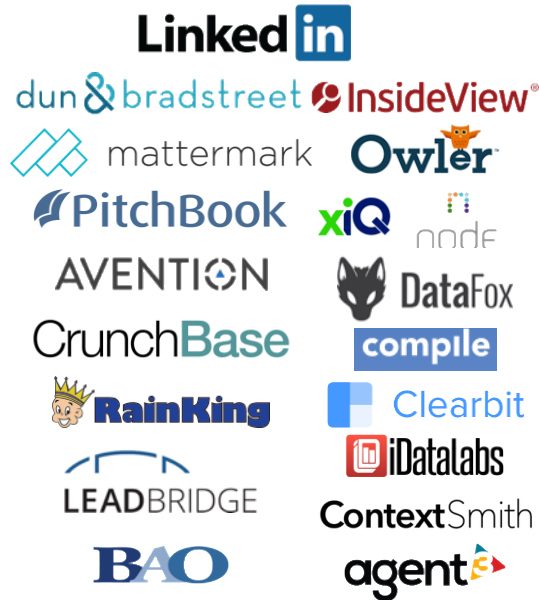
## Predictive



## Intent & Technographics



## Account Insight



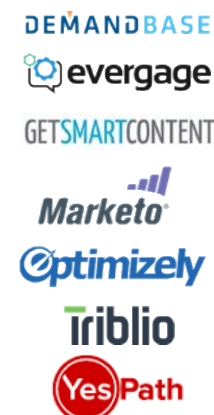
## Person Insight



## Ads



## Website



## Direct / Physical



## Events



## Other



## Human Email



## Phone / Dialer



## Social



## Orchestration

Synchronize Interactions into coordinated Plays



## Infrastructure

Lead to Account match (L2a); Routing; ABM Analytics



## Account Planning



## CRM

