

Welcome to Agentic GTM: The AI Revolution in Sales



Subscribe

146 | Share Download Clip ...

4,658 views Premiered Oct 20, 2025 #GoToMarket #AgenticAI #AInSales

The next era of go-to-market is here. And it's agentic.

In this ApolloNEXT keynote, CEO Tim Zheng and CPO Bela Stepanova unveil how AI in sales is moving from hype to reality with the launch of Apollo's next-generation, end-to-end agentic GTM platform — a new way of working we call Vibe GTM.

Forget tool sprawl and manual busywork.

This is go-to-market that's simpler, unified, and automated. We built it so anyone can run high-impact motions through simple conversation in plain English.

💡 What you'll see:

- How Vibe GTM turns AI into real sales outcomes – from prospecting to deals closed
- New Apollo features including AI Projects, Waterfall Enrichment, Deliverability Suite, Parallel Dialer, and Meeting Agents
- How teams like RapidSOS, GTM Ops, and Glean are already scaling faster with AI
- Why "quality vs. quantity" in sales is officially over

In short: now you can build world-class go-to-market campaigns, no engineering degree required.

00:00 – Welcome to ApolloNEXT

01:00 – Why GTM is too complex, disjointed, and manual

03:45 – The AI shift: making GTM simple, unified, and automated

04:46 – What "agentic" really means for go-to-market

06:20 – Meet Vibe GTM: AI that runs your sales motion

08:11 – The next generation of Apollo: unified across inbound, outbound, and deals

10:02 – Bela Stepanova joins to demo the Agentic Engine

11:49 – Introducing AI Projects, your smart workspace inside Apollo

13:49 – Outbound gets an upgrade: Waterfall Enrichment, Deliverability Suite, Parallel Dialer

18:50 – Inbound meets outbound: capture, qualify, and route automatically

21:43 – Agentic deals: Meeting Agents prep, follow up, and update CRM for you

24:02 – The full Agentic GTM platform revealed

25:23 – Fireside with Glean's VP of Enterprise Sales, Ryan Priem

27:27 – How AI removes friction and amplifies high-value work

28:55 – Real-world results: 70% less manual work, 3x meetings, +23% SQOs

32:57 – Framework for applying AI in your org

35:00 – Closing thoughts: the future of AI in sales is already here

ApolloNEXT

**WORLD
CLASS
GTM
FOR
EVERYONE**



TIM ZHENG
CEO & FOUNDER, APOLLO

GTM is hard. It's too **COMPLEX
DISJOINTED
MANUAL**

Complex

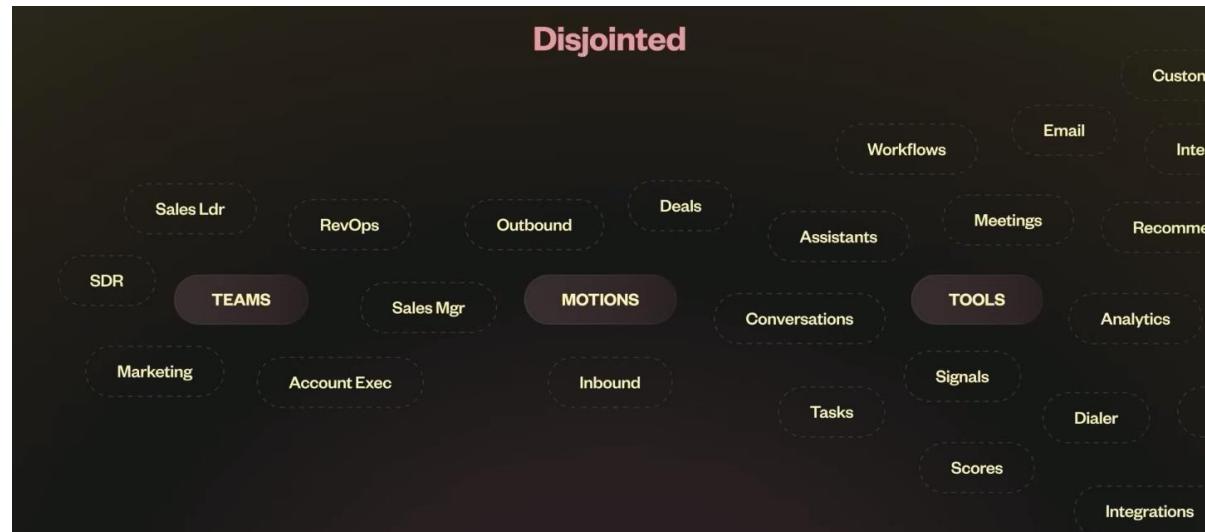


Simple



COMPLEX *GTM is hard. It's too* **DISJOINED** MANUAL

Disjointed



Unified



GTM is hard. It's too **MANUAL**



HIGH VOLUME

and

HIGH CONVERSION

SIMPLE

UNIFIED

AUTOMATED

WE MAKE GTM EASIER

THE AGENTIC FUTURE IS NOW

Vibe Coding

Make me a fitness app dashboard that tracks core health metrics like sleep and activity, with goals over time. |

Walking
JUN 10 - JUN 16 25 *

4.6 km
AVERAGE

Sleep Trend
JUN 10 - JUN 16 24 *



5.4K
Steps

95%
Goal

50
Daily Min



You almost maintained

You're walking less than you usually do. →

Facing the agentic reality

Apollo is different. We have the best...

AGENTS
TOOLS
DATA

We started with the industry first A.I Assistant for GTM

Welcome, Sarah

Edit layout Execution Center

Recommendations

- Critical Your bounce rate is spiking – fix before scaling this play. 36% higher bounce rate than last week.
- Important You have new tasks for Contact Workflow. You have a positive reply from Ashley Mcintyre, we've drafted a response for you.
- Important Champion job change. Your contact at Acme Lance Miller just became VP at Pixel Dynamics.
- Important Intent spike. Target account visited pricing page 6x this week. Draft an email to the VP.
- Value High f Lorem odio qui

Deliverability AI View Sequence AI View CRM AI Send email CRM AI Send email WC

Your tasks

All your tasks Call tasks Email tasks Overdue tasks

TASK	TASK SCORE	ASSOCIATED WITH	SOURCE	DUEDATE	PRIORITY
Call with Jameson Lambert	Excellent	> Cold Outbound Sequence	Created by Mike Wilks	2d	High
Follow-up email Katie Sacks	Good	> Cold Outbound Sequence	Created by Mike Wilks	2d	Medium
Call with Jameson Lambert	Excellent	> Cold Outbound Sequence	Created by Mike Wilks	2d	High
Follow-up email Bill Katie	Fair	> Cold Outbound Sequence	Created by Mike Wilks	2d	Medium
Call with Jameson Lambert	Fair	> Cold Outbound Sequence	Created by Mike Wilks	2d	Medium
Follow-up email Katie Sacks	Good	> Cold Outbound Sequence	Created by Mike Wilks	2d	High

1 - 25 of 1,250

Welcome, Sarah

Edit layout Execution Center Past chats

Recommendations

- Critical Your bounce rate is spiking – fix before scaling this play. 36% higher bounce rate than last week.
- Important You have new tasks for Contact Workflow. You have a positive reply from Ashley Mcintyre, we've drafted a response for you.
- Important Champion job change. Your contact at Acme Lance Miller just became VP at Pixel Dynamics.

Deliverability AI View Sequence AI View CRM AI Send email

Your tasks

All your tasks Call tasks Email tasks Overdue tasks

TASK	TASK SCORE	ASSOCIATED WITH	SOURCE
Call with Jameson Lambert	Excellent	> Cold Outbound Sequence	Created by Mike Wilks
Follow-up email Katie Sacks	Good	> Cold Outbound Sequence	Created by Mike Wilks
Call with Jameson Lambert	Excellent	> Cold Outbound Sequence	Created by Mike Wilks
Follow-up email Bill Katie	Fair	> Cold Outbound Sequence	Created by Mike Wilks
Call with Jameson Lambert	Fair	> Cold Outbound Sequence	Created by Mike Wilks
Follow-up email Katie Sacks	Good	> Cold Outbound Sequence	Created by Mike Wilks

1 - 25 of 1,250

What do you want to do, Sarah?

What can I help you do? Ask a question

Explore agents Top agents

Find decision makers at target accounts Build prospect list

Research my records Automate a task

Disable check responses for accuracy. Avoid sharing sensitive info.

The screenshot shows a sales CRM application with two main sections. On the left, a sidebar lists tasks: 'spiking — fix lay.' due 'than last week'. Below this are buttons for 'View', 'Sequence', and 'AI'. At the bottom are links for 'Email tasks' and 'Overdue tasks'. The main area displays two cards. The first card, under 'Important', says 'You have new tasks for Contact Workflow' and 'You have a positive reply from Ashley Macintyre, we've drafted a response for you.' It has buttons for 'View', 'CRM', 'AI', and 'Send email'. The second card also under 'Important' says 'Champion job change' and 'Your contact at Acme Lance Miller just became VP at Pixel Dynamics.' It has similar buttons. At the top right is a navigation bar with 'Edit layout', 'Execution Center', 'Past chats', and a close button. A large asterisk icon is in the top right corner.

The screenshot shows a sales CRM application with the following interface elements:

- Header:** Includes "Edit layout", "Execution Center", "Past chats", and a close button.
- Left Sidebar:** Features icons for "Email tasks" (3), "Overdue tasks", and "Albert".
- Middle Section:** Contains three main sections:
 - Contact Workflow:** Shows a task for "Contact Workflow" from "spiking — fix lay, > than last week".
 - Champion job change:** Shows a task for "Champion job change" from "You have a positive reply from Ashley Macintyre, we've drafted a response for you."
 - Sequence:** Shows a sequence for "Help me find US companies with 500-5,000 employees that are currently using Tableau, Looker, Qlik Sense, or Sisense and have been actively hiring data analysts, data engineers, or BI roles in the past year. These companies are probably dealing with data silos, scalability issues, or integration challenges that my team can solve. I need to identify which ones are most likely ready for a BI transformation project".
- Bottom Section:** Includes "View", "Sequence", "CRM", "Send email" buttons, and "Explore agents", "Top agents", and "Find decision makers at target accounts" buttons.

Sisense and have been actively hiring data analysts, data engineers, or BI roles in the past year. These companies are probably dealing with data silos, scalability issues, or integration challenges that my team can solve. I need to identify which ones are most likely ready for a BI transformation project

- Thinking
 - Checking previously provided info
 - Identifying filters
 - * Checking for possible research

Sisense and have been actively hiring data analysts, data engineers, or BI roles in the past year. These companies are probably dealing with data silos, scalability issues, or integration challenges that my team can solve. I need to identify which ones are most likely ready for a BI transformation project

> Thought for 2m

I've found **500 accounts** that match your ICP based on the follow filters I applied to start your account search:

- **Location:** United States
 - **Employee range:** 500 - 5000
 - **Technologies:** Tableau Server, Looker, Qlik Sense, Sisense
 - **Job posting:** Data analyst, Data engineer, Business intelligence (from 2024-09-10)

Companies actively hiring for data roles

周 500 等 10

On the following pages I applied to start your document search:

- **Location:** United States
 - **Employee range:** 500 - 5000
 - **Technologies:** Tableau Server, Looker, Qlik Sense, Sisense
 - **Job posting:** Data analyst, Data engineer, Business intelligence (from 2024-09-10)

Companies actively hiring for data roles

周 500 ≈ 10

Since Apollo filters can't identify if companies are likely using outdated BI tools or struggling with data silos based on their tech stack and job postings, I used AI research on the first few records to gather this

Write instructions or follow-ups...

+

AB Find companies

Import Past chats X

New view Filters Sort Research with AI Workflows Search Save as new view

Research all accounts in view

Thinking Running research

COMPANY	INDUSTRY	REVENUE	I	SOCIAL	I
TechWave	Marketing & Advertising	\$28M	+ Save	f X	
ByteBank	Marketing & Advertising	\$30M	+ Save	f X	
CloudNest	Technology, IT	\$18M	+ Save	f X	
DataSphere	Marketing & Advertising	\$8M	+ Save	f X	
AppForge	Technology, IT	\$25M	+ Save	f X	
Connectify	Marketing & Advertising	\$22M	+ Save	f X	
Quantum Innovations	Marketing & Advertising	\$12M	+ Save	f X	
Pixel Dynamics	Technology, IT	\$35M	+ Save	f X	
MarketHub	Marketing & Advertising	\$40M	+ Save	f X	
NexGen Solutions	Marketing & Advertising	\$10M	+ Save	f X	
TechVenture	Technology, IT	\$20M	+ Save	f X	
Innovatech	Marketing & Advertising	\$37M	+ Save	f X	
GigaTech	Technology, IT	\$45M	+ Save	f X	
TechNest Bank	Marketing & Advertising	\$5M	+ Save	f X	
FutureWave Financial	Marketing & Advertising	\$33M	+ Save	f X	
DigitalVault Banking	Technology, IT	\$27M	+ Save	f X	
NexGen Credit Union	Technology, IT	\$50M	+ Save	f X	

Write instructions or follow-ups...

AB Find companies

Import Past chats X

New view Filters Sort Research with AI Workflows Search Save as new view

Research all accounts in view

Thinking Running research

COMPANY	SOCIAL	INDUSTRY	RELEVANT COMPANY PAIN POINTS
TechWave	f X	Information technology & se...	+2 Running...
ByteBank	f X	Health care	+3 Running...
CloudNest	f X	Finance	+5 Running...
DataSphere	f X	Education	+1 Running...
AppForge	f X	Retail	+4 Running...
Connectify	f X	Manufacturing	+2 Running...
Quantum Innovations	f X	Telecommunications	+6 Running...
Pixel Dynamics	f X	Transportation	+3 Running...
MarketHub	f X	Tourism	+4 Running...
NexGen Solutions	f X	Real Estate	+2 Running...
TechVenture	f X	Construction	+1 Running...
Innovatech	f X	Energy	+3 Running...
GigaTech	f X	Pharmaceuticals	+5 Running...
TechNest Bank	f X	Pharmaceuticals	+5 Running...
FutureWave Financial	f X	Education	+1 Running...
DigitalVault Banking	f X	Pharmaceuticals	+5 Running...
NexGen Credit Union	f X	Finance	+5 Running...

Write instructions or follow-ups...

AB Find companies

Import ▾ Past chats X

New view Filters Sort Research with AI Workflows Search Save as new view

COMPANY	SOCIAL	INDUSTRY	RELEVANT COMPANY PAIN POINTS
TechWave	f X	Information technology & se... +2	Yes
ByteBank	f X	Health care +3	Yes
CloudNest	f X	Finance +5	Yes
DataSphere	f X	Education +1	Yes
AppForge	f X	Retail +4	Yes
Connectify	f X	Manufacturing +2	Yes
Quantum Innovations	f X	Telecommunications +6	Yes
Pixel Dynamics	f X	Transportation +3	Yes
MarketHub	f X	Tourism +4	Yes
NexGen Solutions	f X	Real Estate +2	Yes
TechVenture	f X	Construction +1	Yes
Innovatech	f X	Energy +3	Yes
GigaTech	f X	Pharmaceuticals +5	Yes
TechNest Bank	f X	Pharmaceuticals +5	Yes
FutureWave Financial	f X	Education +1	Yes
DigitalVault Banking	f X	Pharmaceuticals +5	Yes
NexGen Credit Union	f X	Finance +5	Yes

Research all accounts in view

> Thought for 2m
I've completed research and found 200 accounts that meet your criteria.

Companies actively hiring for data
200 ± 11

Would you like me to help you find people from these companies?

Write instructions or follow-ups...

Import ▾ Past chats X

Workflows Search Save as new view

RELEVANT COMPANY PAIN POINTS	DECISION MAKERS
2 Yes	Running...
Yes	Running...
Yes	Running...
Yes	Running...
Yes	Running...
Yes	Running...

Find all decision makers at these companies in Director-level titles or above in analytics, data, or IT roles that started in the last 3 months

Thinking

* Finding decision makers

kflows

RELEVANT COMPANY PAIN POINTS	DECISION MAKERS
Yes	Yes

Find all decision makers at these companies in Director-level titles or above in analytics, data, or IT roles that started in the last 3 months

> Thought for 2m

I've found **450 people** at these companies after applying the necessary filters.

Using AI research, we can analyze if the contact is a decision maker.

Here's a preview of the research results:

Amina Patel

kflows

RELEVANT COMPANY PAIN POINTS	DECISION MAKERS
Yes	Yes

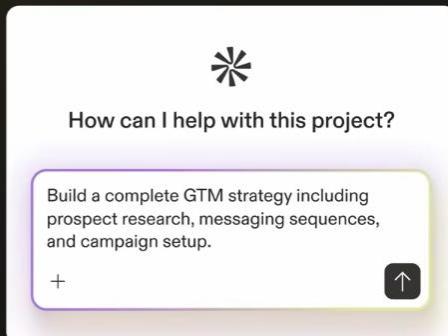
Research all people in view

> Thought for 2m

I've completed research and found **324 decision makers likely to respond to outreach**.

Now, would you like to verify your target contacts' emails and phone numbers to improve your likelihood of a response?
This will cost and

Meet Vibe GTM



"I'm no engineer, but Apollo's AI Assistant makes me look like one."

RapidSOS

WE'RE JUST GETTING STARTED

THE NEXT GENERATION OF APOLLO

Fully agentic. End-to-end.

Agentic Engine

↑ TIME TO VALUE

Agentic Outbound

↑ OUTBOUND SQOs

Agentic Inbound

↑ INBOUND SQOs

Agentic Deals

↑ WIN RATE

The first fully agentic, end-to-end GTM platform

AGENTIC ENGINE

AGENTIC OUTBOUND

AGENTIC INBOUND

AGENTIC DEALS

TOOLS

Intelligence

Assistant Projects Plays Workflows Scoring

Engagement

Email Dialer Tasks Analytics Deliverability Meetings

Data

Customer Data People Data Intent Data Company Data

YOUR HOST

INTRODUCING APOLLO'S AI GTM PLATFORM



BELA STEPANOVA

CPO, APOLLO

The first fully agentic, end-to-end GTM platform

Agentic Engine

↑ TIME TO VALUE

Agentic Outbound

Agentic Inbound

Agentic Deals

AGENTIC ENGINE

AI Assistant

New chat ▾



What do you want to do, Alex?

| What can I help you do?



Explore agents

View all

Find decision makers at target accounts

Build prospect list

Research my records

Automate a task

EXCLUSIVE
EARLY ACCESS

AGENTIC ENGINE

AI Library & Sharing

New chat ▾

Prompt library

Q. Search library

All prompts 147

All plays 16

Starred 1

Outbound 28

Inbound 16

Enrichment 22

Deal execution 15

Build your TAM

Build your total market view fast with filters, ICP signals, and summaries.

Find decision makers at target accounts

Surface ICP-aligned execs from Starter TAM accounts and save a curated decision-maker list.

Score accounts for fit

Score accounts Bronze–Platinum with clear ICP-based reasons to prioritize fast.

Craft best-in-class sequence

Create emails, calls, and LinkedIn steps using Content Center company context.

Build a list

Quickly create a curated list of prospects aligned to ICP filters.

Enrich contacts

Automatically update contact records with the latest verified details and signals.

Conduct research

Analyze and summarize records to uncover insights, gaps, and recommended next steps.

Optimize deliverability for scaled outreach

Step-by-step guidance to maximize outbound email deliverability and engagement.

No-Show followup

Auto-send polite AI emails to reschedule after missed meetings automatically.

What can the Assistant do?

AGENTIC ENGINE

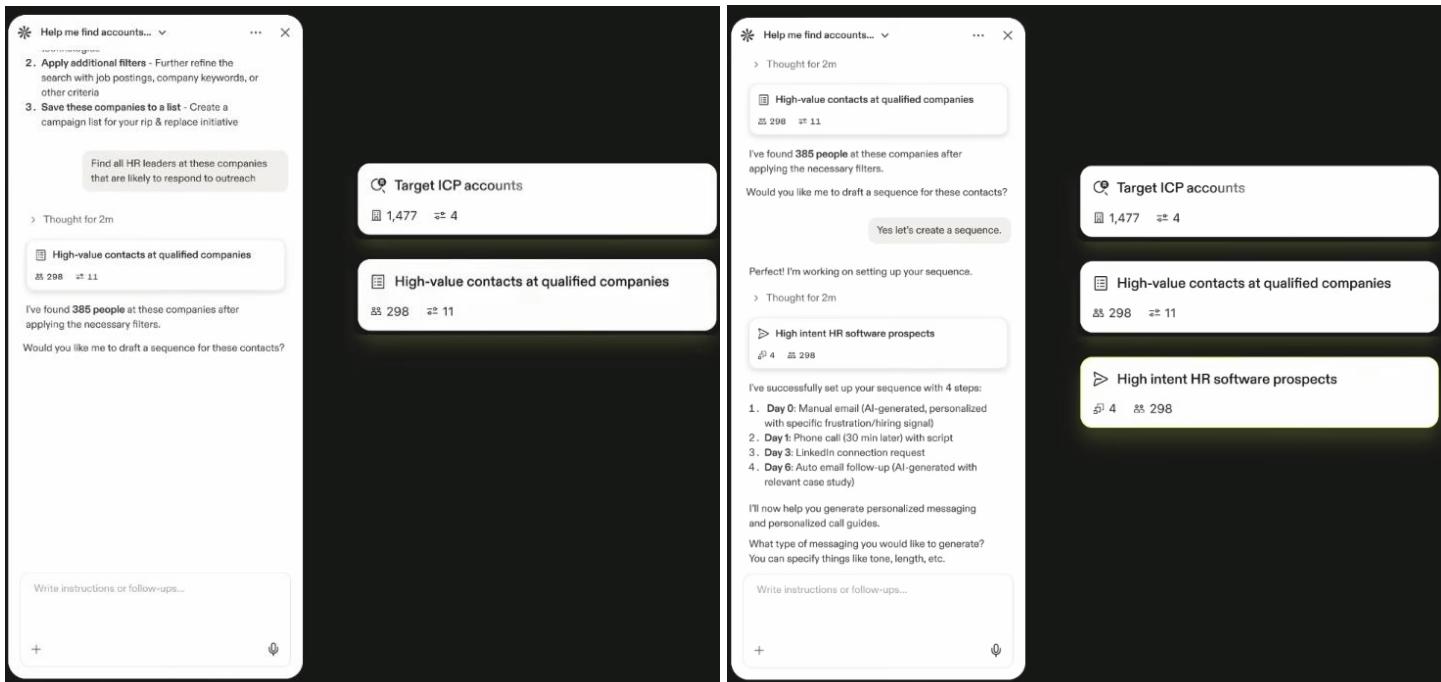
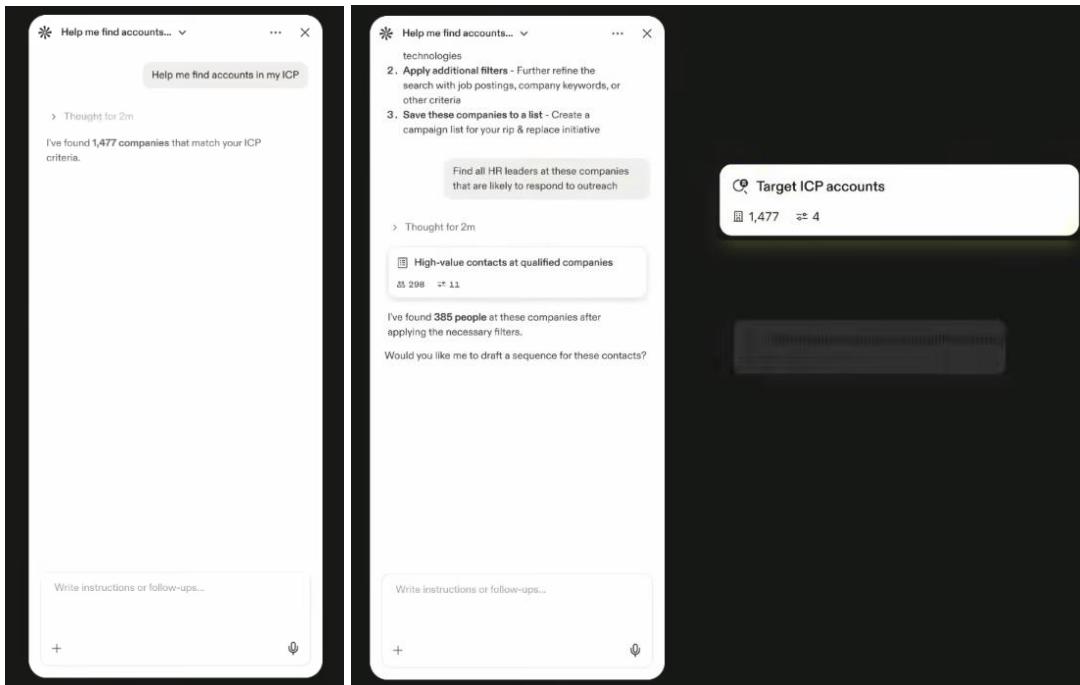
AI Library & Sharing

The screenshot shows a search interface with the query "Help me find accounts...". The results section displays "I've found 1,477 companies that match your ICP criteria." Below this, there's a summary card for "Target ICP accounts" with a count of 1,477. A "Share this prompt" button is visible, leading to a sharing modal with options for LinkedIn, X (Twitter), and Reddit, along with a "Copy link" button.

AGENTIC ENGINE

AI Assistant

The screenshot shows the AI Assistant interface with a central question "What do you want to do, Alex?". Surrounding this are several AI task cards: "Build an outbound campaign...", "Find and research accounts...", "Write a personalized email...", "Analyze my performance metrics...", "Build a list for me...", and "Conduct research on my records...". At the bottom, there's a "Explore agents" section with options like "Find decision makers at target accounts", "Build prospect list", "Research my records", and "Automate a task", along with a "View all" link.



AGENTIC ENGINE

AI Projects

→ Build and organize in one place

The screenshot shows the AI Projects interface. On the left, there's a sidebar with a yellow arrow pointing right labeled "Build and organize in one place". The main area displays a "Rip & Replace Campaign" with three items: "Target ICP accounts" (1,477 leads), "High-value contacts at qualified companies" (298 leads), and "High intent HR software prospects" (298 leads). To the right, a large window titled "Rip & Replace Campaign" shows a list of campaign items. A central callout box says "Your project's ready—now add assets". An AI Assistant sidebar on the right asks "What do you want to do, Tyler?" with options like "Explore prompts", "Build your TAM", "Score accounts for fit", "Find decision makers at target accounts", and "Craft best-in-class sequence".

AGENTIC ENGINE

AI Projects

→ Build and organize in one place

This screenshot is nearly identical to the one above, showing the same campaign items and AI Assistant sidebar. The main difference is that the "High intent HR software prospects" item is now expanded, showing a list of specific companies like TechWave, ByteBank, CloudNest, DataSphere, AppForge, Quantum Innovations, Pixel Dynamics, MarketHub, and more.

AGENTIC ENGINE

AI Projects

→ Use AI Assistant to create, automate, analyze, and optimize

This screenshot shows a detailed view of the "Target ICP accounts" list. The sidebar on the left has a yellow arrow pointing right labeled "Use AI Assistant to create, automate, analyze, and optimize". The main area shows a table of companies with columns for Name, Industry, and Location. A sidebar on the right provides context about the search results, mentioning 1,477 companies found and suggesting AI research for competitor technology usage. The AI Assistant sidebar on the right is also present.

AGENTIC ENGINE

AI Projects

→ It applies your context: past winning emails, playbooks, persona notes

Project context
Add context to help Apollo AI understand your goals, audience, and priorities. The more you share, the more relevant your research and messaging will be.

Ideal customer profile
6 of 10 details filled

Qualification criteria
0 of 2 details filled

Research guidelines
0 of 2 details filled

Scoring criteria
0 of 2 details filled

Search

Add more context

+ Add context

AGENTIC ENGINE

AI Projects

→ It applies your context: past winning emails, playbooks, persona notes

Project context
Add context to help Apollo AI understand your goals, audience, and priorities. The more you share, the more relevant your research and messaging will be.

Ideal customer profile
6 of 10 details filled

Qualification criteria
0 of 2 details filled

Research guidelines
0 of 2 details filled

Scoring criteria
0 of 2 details filled

Search

+ Add context

WorkslayBa...BattleCard.pdf

Drop files here

AGENTIC ENGINE

AI Projects

→ It applies your context: past winning emails, playbooks, persona notes

Project context
Add context to help Apollo AI understand your goals, audience, and priorities. The more you share, the more relevant your research and messaging will be.

Ideal customer profile
6 of 10 details filled

Qualification criteria
0 of 2 details filled

Research guidelines
0 of 2 details filled

Scoring criteria
0 of 2 details filled

Search

+ Add context

WorkSlay vs. TalentHub ECC Competitive Battle Card

+ Uploading file...

Drop files here

BestPerformingEmail...Copy.pdf

AGENTIC ENGINE

AI Projects

→ It applies your context: past winning emails, playbooks, persona notes

Project context
Add context to help Apollo AI understand your goals, audience, and priorities. The more you share, the more relevant your research and messaging will be.

Campaign Items

- Target ICP accounts
- Qualified ICP accounts
- High-value contacts at...

Project context

Ideal customer profile: 6 of 10 details filled

Qualification criteria: 0 of 2 details filled

Research guidelines: 0 of 2 details filled

Scoring criteria: 0 of 2 details filled

+ Add context

WorkSlay vs. TalentHub ECC Competitive Battle Card
ADDED JUST NOW
Workslay targets enterprise organizations with 1,000+ employees, offering a comprehensive enterprise...

Best performing email copy - Data Recipe Approach
Uploading file...

Search

AGENTIC ENGINE

AI Projects

→ It applies your context: past winning emails, playbooks, persona notes

Project context
Add context to help Apollo AI understand your goals, audience, and priorities. The more you share, the more relevant your research and messaging will be.

Campaign Items

- Target ICP accounts
- Qualified ICP accounts
- High-value contacts at...

Project context

Ideal customer profile: 6 of 10 details filled

Qualification criteria: 0 of 2 details filled

Research guidelines: 0 of 2 details filled

Scoring criteria: 0 of 2 details filled

+ Add context

WorkSlay vs. TalentHub ECC Competitive Battle Card
ADDED 1 MIN AGO
Workslay targets enterprise organizations with 1,000+ employees, offering a comprehensive enterprise...

Best performing email copy - Data Recipe Approach
Hi {{FirstName}},
Pulled your Q3 headcount data - looks like {{[Company]}} added 340 e...

Search

The first fully agentic, end-to-end GTM platform

Agentic Engine

↑ TIME TO VALUE

AI Assistant

Prompt Library & Sharing

AI Projects

Agentic Outbound

Agentic Inbound

Agentic Deals

Agentic Engine

Agentic Outbound

↑ OUTBOUND SQOs

Agentic Inbound

Agentic Deals

Our goal is to make high quality, repeatable outbound easy using multiple signals across many channels

**Highly targeted campaigns
lead to better conversion rates**



AGENTIC OUTBOUND

DATA & OUTREACH TOOLS

Outbound experience reimaged with AI

AGENTIC OUTBOUND

Waterfall Enrichment

→ Find and validate contact details from multiple sources in one step

The screenshot shows a table of contacts with columns for Name, Email, and Phone. To the right of the table is a modal window titled "Emails" with sections for "Field details", "Enrichment configuration", and "Data sources". Under "Data sources", there are three entries: "Apollo" (1 record), "Data source 2" (2 records), and "Data source 3" (2 records). Buttons for "Add", "Reset", and "Save & run" are at the bottom of the modal.

AGENTIC OUTBOUND

Deliverability Suite

→ Unlimited mailboxes
→ Mailbox warmup
→ Domain mailbox & purchasing

The screenshot shows the "Deliverability suite" dashboard with sections for "Mailbox performance", "Delivery performance", "Inbox interactions", "Reply activity", and "Reply engagement". A sidebar on the left lists various settings and workspace configurations. A bar chart in the center shows deliverability rates for different categories.

Category	Value	Details
Emails sent successfully	84%	From last month: 12% (12,123 Delivered)
Open rate	45.2%	From last month: 4% (12,123 Opened)
Bounced	187	(187 Clicked)
Delivery performance	Learn how to improve delivery results here .	
Inbox interactions	Understand what impacts your open rate here .	
Delivery	100% 900 emails	Last 30 days
Delivery	89% 801 emails	
Delivery	27% 240 emails	
Delivery	15% 139 emails	
Delivery	9% 80 emails	

Recommendations:

- Critical: Reduce high risk of landing in spam. Authenticate your domain to build trust and reduce bounces by up to 20%. [Read more](#)
- Info: Main call to action.

AGENTIC OUTBOUND

Parallel Dialer

- Hundreds of more calls a day
- Real-time customized call scripts and research

The screenshot shows a 'Tasks' list with 12 entries, each with a contact name, account score, due date, notes, and company. To the right, the 'Call session setup' panel is open, showing 'Dialing preferences' for a session from '+1 (555) 907 - 5588' to 25 contacts. It includes options for 'Power dialer' (calls one number at a time), 'Parallel dialer' (calls multiple numbers simultaneously), and 'Voicedrop and recording'.

AGENTIC OUTBOUND

Parallel Dialer

- Hundreds of more calls a day
- Real-time customized call scripts and research

A large black asterisk icon is centered on the screen. Below it, text says 'We're starting your next round of calls in 3...2...1...' followed by a 'Cancel anytime before the timer ends.' button. At the bottom are 'Pause session' and 'Cancel session' buttons.

AGENTIC OUTBOUND

Parallel Dialer

- Hundreds of more calls a day
- Real-time customized call scripts and research

The screenshot shows the 'Call queue' interface with 25 active calls. Each row contains a task ID, contact name, account score, due date, notes, company, sequence, and owner. Buttons for 'Pause session' and 'End session' are at the top right. A message at the bottom says 'Dialing from +1(655) 907 - 5588' and 'Calling several numbers at once. You'll connect when one answers, and the rest will end.' Below is a 'Next in line' section and a 'Calls not connected' log.

AGENTIC OUTBOUND

Parallel Dialer

- Hundreds of more calls a day
- Real-time customized call scripts and research

Call queue 25

Active calls 1 In progress

TASK	ACCOUNT SCORE	DUE DATE	NOTES	COMPANY	SEQUENCE	TASK OWNER
Call Elise Martin	95	Tomorrow at 5:00 PM	HR contact; check if she loops in IT decision-maker position...	AppForge	> At-risk customers	Julian Reyes

Connected Elise Martin | (555)-435-5838 Mobile Recording... 3:91

Next in line 20

Calls not connected 0

AGENTIC OUTBOUND

Parallel Dialer

- Hundreds of more calls a day
- Real-time customized call scripts and research

Elise Martin (213)-435-5838 Mobile

Log call

MOBILE (555)-435-5838 Other · Source: SmartE

OTHER (555) 362-9023 Other · Source: SmartE

BUSINESS (555) 362-9023 Other · Source: SmartE

Call purpose Prospecting call

Call outcome Select

Phone number called Select

Notes Add notes

Opt out of calls

Log call & complete task

Schedule a meeting

AGENTIC OUTBOUND

Parallel Dialer

- Hundreds of more calls a day
- Real-time customized call scripts and research

Elise Martin (213)-435-5838 Mobile

Log call

MOBILE (555)-435-5838 Other · Source: SmartE

OTHER (555) 362-9023 Other · Source: SmartE

BUSINESS (555) 362-9023 Other · Source: SmartE

Call purpose Prospecting call

Call outcome Select

Phone number called Select

Notes Add notes

Opt out of calls

Log call & complete task

Schedule a meeting

Elise Martin > At-risk customers

RG Chief Financial Officer · New York, New York

Call prep

Object handling...

Research-based script

Opener: ([FirstName]), heads-up — I noticed multiple people from ([Account]) were on your pricing and competitor pages last week. Usually means a buying committee is forming. Want me to share why other HR Ops leaders bring us in right at that stage?

Wow line: One customer told us every hour of payroll downtime was costing them \$90,000 in lost productivity. After replacing ([Competitor]), they eliminated outages entirely — and their team hasn't missed a beat since.

CTA: Would it be crazy to carve out 10 minutes this week so I can

Contact information

Record details

Associated deal 1

Work History

View full record

AGENTIC OUTBOUND

Parallel Dialer

- Hundreds of more calls a day
- Real-time customized call scripts and research

Call - Parallel dialer

Call queue 25

Active calls 1 In progress

TASK	ACCOUNT SCORE	DU DATE	NOTES	COMPANY	SEQUENCE	TASK OWNER
Call Elise Martin	95	08/17/25				

Connected Elise Martin | (555)-435-5838 Mobile

Next in line 20

Calls not connected 0

Elise Martin (213)-435-5838 Mobile

Log call

MOBILE (555)-435-5838 Other - Source: SmartE Call

OTHER (555) 362-9023 Other - Source: SmartE Call

BUSINESS (555) 362-9023 Other - Source: SmartE Call

Call purpose Prospecting call

Call outcome Select

Phone number called Select

Notes Add notes

Opt out of calls

Log call & complete task

Schedule a meeting

Elise Martin At-risk customers Chief Financial Officer - New York, New York

Call prep Objection handling Not the right time

That makes sense. Most teams we work with had something in place, but those WorkSlay because it eliminated 40% of their recurring downtime.

Too expensive

I hear you. Out of curiosity—if WorkSlay could prevent even one major outage this quarter, would that cover the cost?

Not interested

No worries—may I ask what's your top priority right now when it comes to keeping systems up?

Research-based script Opener

Contact information Record details Associated deal 1 Work History

View full record

AGENTIC OUTBOUND

Parallel Dialer

- Hundreds of more calls a day
- Real-time customized call scripts and research

Call - Parallel dialer

Call queue 25

Active calls 6 In progress

TASK	ACCOUNT SCORE	DU DATE	NOTES	COMPANY	SEQUENCE	TASK OWNER
Call Connor Blake	74	08/17/25	Try mobile and ask for availability next week.	Acme Corp	GTM Outreach flow	Felix Stone
Call Talia Navarro	74	08/17/25	Schedule product demo if interested. Send calendar...	TechWave	GTM Outreach flow	Samuel Price
Call Hana Suzuki	70	08/17/25	-	CloudNest	GTM Outreach flow	You
Call Mateo Ruiz	30	08/17/25	Ask for analytics contact and availability for ROI call.	DataSphere	At-risk customers	Kai Nakamura
Call Liam Turner	26	08/17/25	-	AppForge	GTM Outreach flow	You

Dialing from +1(555) 907-5569 Calling several numbers at once. You'll connect when one answers, and the rest will end.

Next in line 15

Calls not connected 4

Pause session End session

Next 5 contacts will be queued and dialed automatically.

Any calls that fail to connect will show up here.

AGENTIC OUTBOUND

Parallel Dialer

- Hundreds of more calls a day
- Real-time customized call scripts and research

Call - Parallel dialer

Call queue 25

Active calls 6 Paused

TASK	ACCOUNT SCORE	DU DATE	NOTES	COMPANY	SEQUENCE	TASK OWNER
Call Connor Blake	74	08/17/25	Try mobile and ask for availability next week.	Acme Corp	GTM Outreach flow	Felix Stone
Call Talia Navarro	74	08/17/25	Schedule product demo if interested. Send calendar...	TechWave	GTM Outreach flow	Samuel Price
Call Hana Suzuki	70	08/17/25	-	CloudNest	GTM Outreach flow	You
Call Mateo Ruiz	30	08/17/25	Ask for analytics contact and availability for ROI call.	DataSphere	At-risk customers	Kai Nakamura
Call Liam Turner	26	08/17/25	-	AppForge	GTM Outreach flow	You

Session paused Resume when you're ready to keep calling.

Next in line 15

Next 5 contacts will be queued and dialed automatically.

Calls not connected 4

Any calls that fail to connect will show up here.

Resume session End session

AGENTIC OUTBOUND

Parallel Dialer

- Hundreds of more calls a day
- Real-time customized call scripts and research

The screenshot shows a call queue interface with several active calls listed. A modal window is open, summarizing the session: "Session ended. Great work wrapping up your call session. Here's how you did today: Total 25 calls (▲ 30% From August), Connections 5 people (▲ 20% From August), Voicemails left 10 voicemails (▲ 10% From August), Meetings 2 scheduled (▲ 10% From August). Next in line 15. Calls not connected 4. Done." The interface includes columns for Task, Account, Score, Due Date, Notes, Company, Sequence, and Task Owner.

FIRST LOOK

AGENTIC OUTBOUND EXPERIENCE

AGENTIC OUTBOUND

Find, research, score, and qualify with AI Assistant

The screenshot shows the "Rip & Replace Campaign" setup screen. It includes sections for "Project context" and "PROJECT ITEMS" (with a note to "Click '+' to add"). A central area says "Your campaign's ready—now add assets" with a note about adding Apollo assets like lists, sequences, and workflows. It features "Add existing asset" and "Create asset" buttons, and a "Start with a campaign template" button with a "Preview" link. To the right is a chat interface with a message from "Tyler" asking "What do you want to do, Tyler?", a response box, and a sidebar with "Explore agents" and various AI tasks like "Find decision makers at target accounts".

AGENTIC OUTBOUND

Find, research, score, and qualify with AI Assistant

Rip & Replace Campaign

Project context

PROJECT ITEMS

Click '+' to add.

Your campaign's ready—now add assets

Add Apollo assets like lists, sequences, and workflows to organize your campaign. Include campaign context so Apollo AI works smarter for you.

Add existing asset Create asset

Start with a campaign template

A complete campaign setup that helps you engage leads faster

Preview

I've pulled some quick insights on WorkSlay from your content center. Based on your unified AI-powered platform for finance and HR operations, I can help you target enterprises undergoing digital transformation, especially those moving away from legacy systems like TalentHub ECC or DataCore Business Suite. Here are some strategic targeting approaches I will use to find accounts in your current clients:

- 1. Industry Focus:** Financial Services, Healthcare, Manufacturing, Technology, Retail. These sectors frequently have digital transformation adoption and regulatory requirements that drive demand for modern HR and finance platforms.
- 2. Company Size:** 6,000 to 15,000 employees. This range represents enterprises large enough to have fragmented systems and complex operations, but not so large that implementation becomes overly complex.
- 3. Geographic Focus:** United States, Canada, United Kingdom. Strong markets with active digital transformation adoption and regulatory requirements.

> Thinking...

Write instructions or follow-ups...

+

AGENTIC OUTBOUND

Find, research, score, and qualify with AI Assistant

Rip & Replace Campaign

Project context

PROJECT ITEMS

+ Updating...

• Building company search...

I've pulled some quick insights on WorkSlay from your content center. Based on your unified AI-powered platform for finance and HR operations, I can help you target enterprises undergoing digital transformation, especially those moving away from legacy systems like TalentHub ECC or DataCore Business Suite. Here are some strategic targeting approaches I will use to find accounts in your current clients:

- 1. Industry Focus:** Financial Services, Healthcare, Manufacturing, Technology, Retail. These sectors frequently have digital transformation adoption and regulatory requirements that drive demand for modern HR and finance platforms.
- 2. Company Size:** 6,000 to 15,000 employees. This range represents enterprises large enough to have fragmented systems and complex operations, but not so large that implementation becomes overly complex.
- 3. Geographic Focus:** United States, Canada, United Kingdom. Strong markets with active digital transformation adoption and regulatory requirements.

> Thinking...

Write instructions or follow-ups...

+

AGENTIC OUTBOUND

Find, research, score, and qualify with AI Assistant

Rip & Replace Campaign

Project context

Target ICP accounts

Filters **Sort** **Research with AI** **Workflows** **Search** **Save as new view** **Import**

Total 1.4K New 1.4K Saved 0

NAME	INDUSTRY	LOC
Stellazyn	Technology	United
ThetaCor Solutions	Manufacturing	Canada
Creditwell & Harmon	Technology	United
Singulox Systems	Financial Services	United
Frostweave Data	Manufacturing	United
Keybridge Enterprise	Financial Services	United
Pemberton Ashfield Group	Retail	United
Perceptium Insights	Financial Services	United
Revecho Technologies	Financial Services	Canada
Bridgemark Quinterra	Technology	United
Elevate Labs	Finance	United
NexForge Partners	Financial Services	Canada
Complion Vertias Inc.	Retail	Canada
Infoquanta Digital	Finance	United
Zenithara Digital	Manufacturing	United
Cassiozen Dynamics	Retail	United
CoreNexia Platform	Technology	United

+ Add filter Reset all

< 1 > 1 - 25 of 1,477

I've pulled some quick insights on WorkSlay from your content center. Based on your unified AI-powered platform for finance and HR operations, I can help you target enterprises undergoing digital transformation, especially those moving away from legacy systems like TalentHub ECC or DataCore Business Suite. Here are some strategic targeting approaches I will use to find accounts in your current clients:

- Industry Focus:** Financial Services, Healthcare, Manufacturing, Technology, Retail. These sectors frequently have digital transformation adoption and regulatory requirements that drive demand for modern HR and finance platforms.
- Company Size:** 6,000 to 15,000 employees. This range represents enterprises large enough to have fragmented systems and complex operations, but not so large that implementation becomes overly complex.
- Geographic Focus:** United States, Canada, United Kingdom. Strong markets with active digital transformation adoption and regulatory requirements.

> Thought for 2m

I've found 1,477 companies that match your ICP criteria.

Write instructions or follow-ups...

AGENTIC OUTBOUND

Find, research, score, and qualify with AI Assistant

Rip & Replace Campaign

Project context

Target ICP accounts

Filters **Sort** **Research with AI** **Workflows** **Search** **Save as new view** **Import**

Total 1.4K New 1.4K Saved 0

NAME	INDUSTRY	LOC
Stellazyn	Technology	United
ThetaCor Solutions	Manufacturing	Canada
Creditwell & Harmon	Technology	United
Singulox Systems	Financial Services	United
Frostweave Data	Manufacturing	United
Keybridge Enterprise	Financial Services	United
Pemberton Ashfield Group	Retail	United
Perceptium Insights	Financial Services	United
Revecho Technologies	Financial Services	Canada
Bridgemark Quinterra	Technology	United
Elevate Labs	Finance	United
NexForge Partners	Financial Services	Canada
Complion Vertias Inc.	Retail	Canada
Infoquanta Digital	Finance	United
Zenithara Digital	Manufacturing	United
Cassiozen Dynamics	Retail	United
CoreNexia Platform	Technology	United

+ Add filter Reset all

< 1 > 1 - 25 of 1,477

not so large that implementation becomes overly complex.

3. **Geographic Focus:** United States, Canada, United Kingdom. Strong markets with active digital transformation adoption and regulatory requirements.

> Thought for 2m

I've found 1,477 companies that match your ICP criteria.

Target ICP accounts

1,477 **28**

Now, I can now run AI research to identify which companies have the strongest digital transformation initiatives and regulatory requirements - perfect for your WorkSlay rip & replace campaign. This research will help you prioritize accounts most likely to need unified platforms to replace fragmented legacy systems.

What would you like to do next?

- Run AI research on competitor technology usage** - Identify companies using competitor technologies
- Apply additional filters** - Further refine the search with job postings, company keywords, or other criteria
- Save these companies to a list** - Create a campaign list for your rip & replace initiative

Write instructions or follow-ups...

AGENTIC OUTBOUND

Find, research, score, and qualify with AI Assistant

Target ICP accounts

Import ▾

Help me find accounts... ▾

Determine if these accounts are using competitor technologies. Analyze job postings, case studies, 10Ks, press reports, technology data.

NAME	INDUSTRY	LOC
Stellazyn	Technology	United
ThetaCor Solutions	Manufacturing	Canada
Creditwell & Harmon	Technology	United
Singulox Systems	Financial Services	United
Frostweave Data	Manufacturing	United
Keybridge Enterprise	Financial Services	United
Pemberton Ashfield Group	Retail	United
Perceptium Insights	Financial Services	United
Revecho Technologies	Financial Services	Canada
Bridgemark Quinterra	Technology	United
Elevazure Labs	Finance	United
NexForge Partners	Financial Services	Canada
Complion Vertias Inc.	Retail	Canada
Infoquanta Digital	Finance	United
Zenithara Digital	Manufacturing	United
Cassiozen Dynamics	Retail	United
CoreNexia Platform	Technology	United

Write instructions or follow-ups...

+

1 - 25 of 1,477

AGENTIC OUTBOUND

Find, research, score, and qualify with AI Assistant

Target ICP accounts

Import ▾

Help me find accounts... ▾

Determine if these accounts are using competitor technologies. Analyze job postings, case studies, 10Ks, press reports, technology data.

Thinking...

NAME	INDUSTRY	LOC
Stellazyn	Technology	United
ThetaCor Solutions	Manufacturing	Canada
Creditwell & Harmon	Technology	United
Singulox Systems	Financial Services	United
Frostweave Data	Manufacturing	United
Keybridge Enterprise	Financial Services	United
Pemberton Ashfield Group	Retail	United
Perceptium Insights	Financial Services	United
Revecho Technologies	Financial Services	Canada
Bridgemark Quinterra	Technology	United
Elevazure Labs	Finance	United
NexForge Partners	Financial Services	Canada
Complion Vertias Inc.	Retail	Canada
Infoquanta Digital	Finance	United
Zenithara Digital	Manufacturing	United
Cassiozen Dynamics	Retail	United
CoreNexia Platform	Technology	United

Write instructions or follow-ups...

+

1 - 25 of 1,477

AGENTIC OUTBOUND

Find, research, score, and qualify with AI Assistant

Rip & Replace Campaign

Project context

PROJECT ITEMS +

Target ICP accounts

Target ICP accounts

Total 1,477 New 14K Saved 0

NAME INDUSTRY COUNTRY

- Stellazyn Technology United
- ThetaCor Solutions Manufacturing Canada
- Creditwell & Harmon Technology United
- Singulox Systems Financial Services United
- Frostweave Data Manufacturing United
- Keybridge Enterprise Financial Services United
- Pemberton Ashfield Group Retail United
- Perceptium Insights Financial Services United
- Revecho Technologies Financial Services Canada
- Bridgemark Quinterra Technology United
- Elevate Labs Finance United
- NexForge Partners Financial Services Canada
- Complion Vertias Inc. Retail Canada
- Infoquanta Digital Finance United
- Zenithara Digital Manufacturing United
- Cassiozen Dynamics Retail United
- CoreNexia Platform Technology United

Filters Sort Research with AI Workflows Search Save as new view

Determine if these accounts are using competitor technologies. Analyze job postings, case studies, 10Ks, press reports, technology data.

Thought for 2m Got it!

Write instructions or follow-ups...

AGENTIC OUTBOUND

Find, research, score, and qualify with AI Assistant

Rip & Replace Campaign

Project context

PROJECT ITEMS +

Target ICP accounts

Target ICP accounts

Total 1,477 New 14K Saved 0

NAME INDUSTRY COUNTRY

- Stellazyn Technology United
- ThetaCor Solutions Manufacturing Canada
- Creditwell & Harmon Technology United
- Singulox Systems Financial Services United
- Frostweave Data Manufacturing United
- Keybridge Enterprise Financial Services United
- Pemberton Ashfield Group Retail United
- Perceptium Insights Financial Services United
- Revecho Technologies Financial Services Canada
- Bridgemark Quinterra Technology United
- Elevate Labs Finance United
- NexForge Partners Financial Services Canada
- Complion Vertias Inc. Retail Canada
- Infoquanta Digital Finance United
- Zenithara Digital Manufacturing United
- Cassiozen Dynamics Retail United
- CoreNexia Platform Technology United

Filters Sort Research with AI Workflows Search Save as new view

Determine if these accounts are using competitor technologies. Analyze job postings, case studies, 10Ks, press reports, technology data.

Thought for 2m Got it! I've set up the AI research field and conducted research for the first 5 accounts. Here's a preview of the qualification research results:

Stellazyn

ACCOUNT QUALIFICATION

Yes

Reasoning

Tool: TalentHub ECC Evidence:

- Confirmed usage as part of comprehensive enterprise platform upgrade modernizing HR, finance, sales, and procurement systems
- Multiple job postings for TalentHub Security Consultant roles requiring platform expertise
- Case study documentation highlighting multi-year transformation project

Confidence: High

Sources

enterprise-insights.com

Would you like me to research more accounts? The cost is 1 credit per account.

Write instructions or follow-ups...

AGENTIC OUTBOUND

Find, research, score, and qualify with AI Assistant

← Back

Rip & Replace Campaign

Project context

PROJECT ITEMS +

Target ICP accounts

Target ICP accounts

Import

Filters Sort Research with AI Workflows Search Save as new view

NAME	EMPLOYEES	REVENUE	ACCOUNT QUALIFICATION	
Stellazyn	6,789	\$2.8M	Running...	
ThetaCor Solutions	7,901	\$3.2M	Running...	
Creditwell & Harmon	6,754	\$2.5M	Running...	
Singulox Systems	8,341	\$4.1M	Running...	
Frostweave Data	6,734	\$3.9M	Running...	
Keybridge Enterprise	6,689	\$4.2M	Running...	
Pemberton Ashfield Group	9,780	\$3.4M	Running...	
Perceptrium Insights	gdom	10,578	\$4.3M	Running...
Revecho Technologies	14,568	\$2.3M	Running...	
Bridgemark Quinterra	tes	7,732	\$2.9M	Running...
Elevazure Labs	tes	8,674	\$4.0M	Running...
NexForge Partners	6,321	\$3.1M	Running...	
Complion Vertias Inc.	7,896	\$1.4M	Running...	
Infoquanta Digital	tes	9,912	\$1.5M	Running...
Zenithara Digital	tes	11,590	\$2.1M	Running...
Cassiozen Dynamics	gdom	14,563	\$3.6M	Running...
CoreNexia Platform	gdom	13,785	\$3.3M	Running...

< 1 > 1 - 25 of 1,477

Thought for 2m
Perfect! The competitor technology analysis is now running on all 1,477 companies.

Target ICP accounts

Write instructions or follow-ups...

+ ↻

AGENTIC OUTBOUND

Find, research, score, and qualify with AI Assistant

← Back

Rip & Replace Campaign

Project context

PROJECT ITEMS +

Target ICP accounts

Target ICP accounts

Import

Filters Sort Research with AI Workflows Search Save as new view

NAME	EMPLOYEES	REVENUE	ACCOUNT QUALIFICATION	
Stellazyn	6,789	\$2.8M	Running...	
ThetaCor Solutions	7,901	\$3.2M	Yes	
Creditwell & Harmon	6,754	\$2.5M	No	
Singulox Systems	8,341	\$4.1M	Running...	
Frostweave Data	6,734	\$3.9M	Yes	
Keybridge Enterprise	6,689	\$4.2M	Yes	
Pemberton Ashfield Group	9,780	\$3.4M	Yes	
Perceptrium Insights	gdom	10,578	\$4.3M	Yes
Revecho Technologies	14,568	\$2.3M	Running...	
Bridgemark Quinterra	tes	7,732	\$2.9M	Running...
Elevazure Labs	tes	8,674	\$4.0M	Yes
NexForge Partners	6,321	\$3.1M	Running...	
Complion Vertias Inc.	7,896	\$1.4M	Running...	
Infoquanta Digital	tes	9,912	\$1.5M	Running...
Zenithara Digital	tes	11,590	\$2.1M	Yes
Cassiozen Dynamics	gdom	14,563	\$3.6M	Yes
CoreNexia Platform	gdom	13,785	\$3.3M	Running...

< 1 > 1 - 25 of 1,477

Thought for 2m
Perfect! The competitor technology analysis is now running on all 1,477 companies.

Target ICP accounts

Write instructions or follow-ups...

+ ↻

AGENTIC OUTBOUND

Find, research, score, and qualify with AI Assistant

The screenshot shows a search interface for 'Target ICP accounts'. At the top, there are filters, sort options, and a 'Research with AI' button. The main area displays a table with columns: NAME, EMPLOYEES, REVENUE, and ACCOUNT QUALIFICATION. The table lists 25 companies from a total of 384. The companies include ThetaCor Solutions, Frostweave Data, Keybridge Enterprise, Pemberton Ashfield Group, Perceptium Insights, Elevazure Labs, NexForge Partners, Zenithara Digital, Cassiozen Dynamics, CoreNexia Platform, Validyne Analytics, Vitronex Networks, Furnivista Online, Cybergarde Shield, Velozan Systems, Quantellis Group, and Prismwer Solutions. The interface includes a sidebar with project context and a summary of 384 accounts found.

AGENTIC OUTBOUND

Organize all campaign setup in one place with AI Projects

The screenshot shows the 'Rip & Replace Campaign' setup interface. A modal window titled 'Rip & Replace Campaign' is open, showing a sequence of four steps: Step 1: Manual email / Test A, Step 2: Scripted, Step 3: Prompt, and Step 4: Check email. The first step is active. The main interface shows a sidebar with campaign items: Target ICP accounts, Qualified ICP accounts, High-value contacts at..., and the Rip & replace campaign itself. The campaign details page shows a sequence of 4 steps, starting 1 day after contact added. The first step is a manual email to Arina Patel with a subject line 'Personalized AI email'. The email body contains a message about Tableau reporting bottlenecks and a quick 15-minute call to show how similar companies cut reporting time from weeks to hours.

AGENTIC OUTBOUND

Set outbound outreach on autopilot

High-value contacts at... ➤ Rip & replace campaign ➤ Outbound workflow

Outbound workflow ➤ Draft

Workflow Settings Enrollment

When this happens

Run every day

ENROLLMENT CRITERIA

Accounts matching

Pre-qualified: 308 About credits

Actual enrollment depends on eligibility at each run

Industry

Financial Services Manufacturing Technology
Retail

of employees

6,000-15,000

Account location

United States United Kingdom Canada

Then do this

Research with AI Account Qualification

True/False branch Filter split criteria

Help me find accounts...

That would be great.

Thought for 3m

I've set up a workflow for you.

Outbound workflow 6

Check back in a few days once your workflow has been running.

AGENTIC OUTBOUND

Prioritized accounts delivered to reps with campaign automation

All your tasks Call tasks Email tasks LinkedIn tasks Overdue tasks

TASK	TASK SCORE	DU DATE	NOTES
Email - Next Steps on Proposal	Excellent 92	Today at 5:00 PM	Proposal already if team had time
Follow up on Pilot Results	Excellent 92	Today at 5:00 PM	Pilot wrapped last feedback on ROI
Reminder: Check NDA Status	Excellent 92	Today at 5:00 PM	Legal still pending NDA signed so far
Follow up on Data Export Issue	Excellent 90	Tomorrow at 5:00 PM	-
Call Elise Martin	Excellent 88	Tomorrow at 5:00 PM	HR contact checked in IT decision-making
Call Rebecca Chan	Good 75	Wednesday 5:00 PM	Marketing lead; first sequence touch
Reminder: Share Internal Roadmap Slide	Good 74	08/14/25	For internal sync; updated slide is ready
Call Maeve O'Connor	Good 74	Wednesday 5:00 PM	-
Email - Send ROI Calculator	Good 70	08/14/25	-
Document product feedback from call	Fair 20	08/17/25	Marketing manager follow up
Call Samuel Price	Fair 20	Tomorrow at 5:00 PM	Tech Venture
			GTM Outreach flow Rosa Delgado
			Innovatech Sienna Park
			GTM Outreach flow

Call prep

Objection handling

Not the right time 🚫

That makes sense. Most teams we work with had something in place, but chose WorkSlay because it eliminated 40% of their recurring downtime

Too expensive 💰

I hear you. Out of curiosity—if WorkSlay could prevent even one major outage this quarter, would that cover the cost?

Not interested? 🚫

No worries—may I ask what's your top priority right now when it comes to keeping systems up?

Research-based script

Opener 🌟

AGENTIC OUTBOUND

Measure and optimize, all within one project

Rip & Replace Campaign

Outbound dashboard

Last 30 days Sequence Rip & replace campaign Add filter

TOTAL Meetings booked 91 +12.3 AVERAGE Reply rate 8.4% +16% AVERAGE Bounce rate 1.9% +72% TOTAL Accounts touched 929 +4.8 TOTAL Contacts touched 3,298 +12.3

Email outcomes funnel

Step	Percentage	Count
Emails sent	100%	4,000
Emails delivered	95%	3,800
Emails opened	67.7%	2,710
Emails replied	5.7%	228
Meetings booked	2.5%	91

Calls over time

Optimize campaign performance.

Thought for 3m
Got it! I've set up an outbound dashboard for you to track key metrics and analyzed your campaign.

Outbound dashboard

Here's a summary of its performance and optimization opportunities:

Current Performance:

- Reply rate: 8.4%
- Demo rate: 1.8%
- Bounce rate: 1.9%

Strengths:

- Multi-channel approach leveraging competitor pain points and hiring signals
- Strategic timing with empathetic messaging
- Strong account and contact signal integration

Optimization Suggestions:

- Add AI personalization to all email steps (currently only Step 1 and 6)
- Run A/B tests on subject lines focusing on pain vs. solution messaging
- Refine timing intervals for HR decision-maker responsiveness
- Enhance LinkedIn messaging with specific

Write instructions or follow-ups...

Agentic Engine

Agentic Outbound

↑ OUTBOUND SQOs

TOOLS

- ✓ Parallel Dialer
- ✓ Deliverability Suite
- ✓ Waterfall Enrichment

Agentic Inbound

Agentic Deals

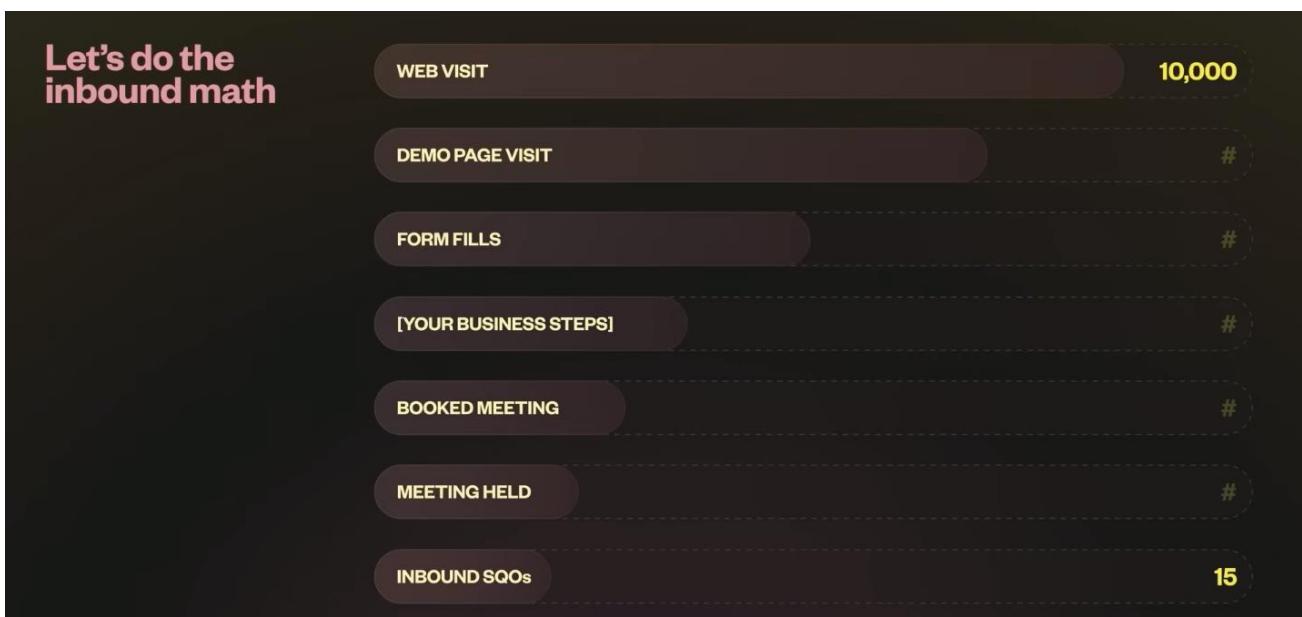
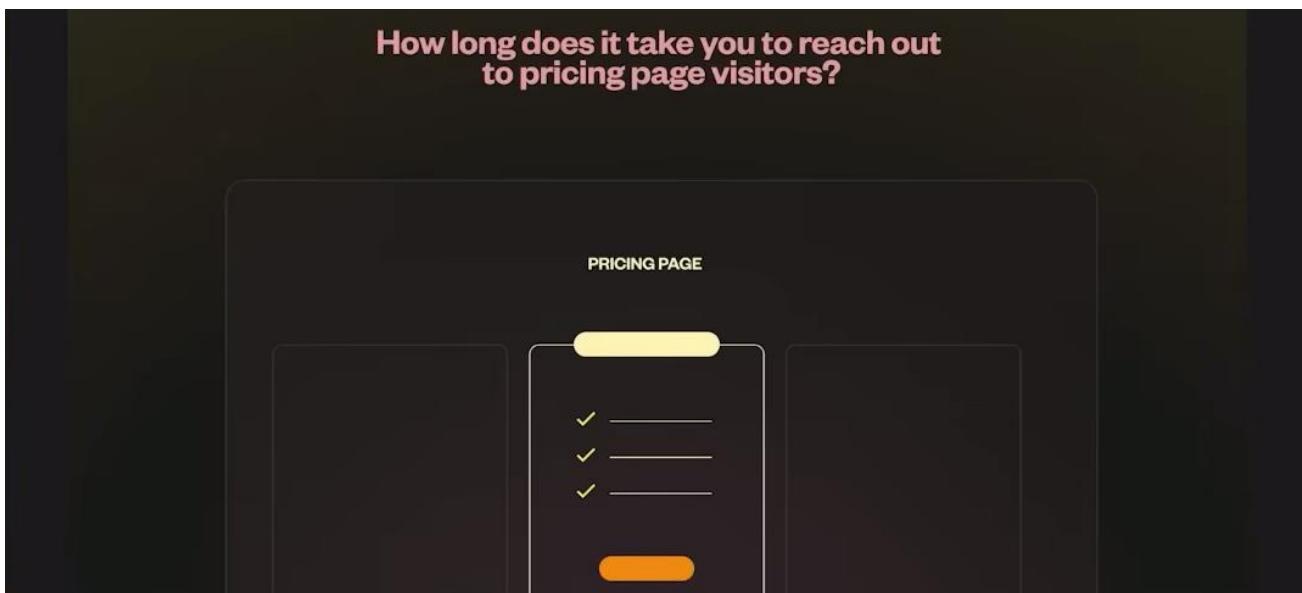
GTM Ops AGENCY

“We’re now driving as many ICP meetings booked with one SDR as we were with three.”

80%
Reduced manual data collection

4X
Meetings booked

300%
Increase in SDR efficiency



AGENTIC INBOUND

LEAD CAPTURING, SCHEDULING & ROUTING TOOLS

Inbound experience reimagined with AI

AGENTIC INBOUND

Capture and Identify Leads

→ Website Visitors

AGENTIC INBOUND

Capture and Identify Leads

→ Form Enrichment

AGENTIC INBOUND

Scheduling and Routing

→ Meetings Scheduler

Find a date and time that works for you

Pick a slot and we'll set up the meeting.



1:1 Demo Walkthrough

⌚ 30 min

📍 You'll get the meeting link in your confirmation email

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Time zone
(GMT-7) Mountain Time - US & Canada

Select date

January 2026

Select time

10:00 AM

10:30 AM

11:00 AM

11:30 AM

12:00 PM

12:30 PM

01:00 PM

01:30 PM

02:00 PM

Sign up now to create your own booking link with Apollo.io

* Apollo

AGENTIC INBOUND

Scheduling and Routing

→ Routing Automation

The screenshot shows the Apollo.io workflow builder interface. A complex workflow is being built to target decision makers from website visitors. The workflow starts with an 'When this happens' trigger: 'Website visited' (Domain: Apollo). It then branches into three parallel paths based on company size: 'Employees', 'Mid-sized', and 'Large'. Each path contains an 'Update contact' action (Contact owner: Kevin Watson, Diane Russell, Jerome Bell) and an 'Add contacts to sequence' action (Sequence: # Employee Outreach, # Mid-sized Outreach, # Large Outreach). The 'Employees' path also includes an 'Enrollment criteria' step for 'Automatic email'. The 'Large' path includes an 'Enrollment criteria' step for 'Automatic email'.

FIRST LOOK

AGENTIC INBOUND EXPERIENCE

AGENTIC INBOUND

Automate lead capture in minutes with AI Assistant

The screenshot shows the AI Assistant interface with the following details:

- Workflow Title:** Pricing page visitors workflow (Draft)
- Trigger:** Run every day (Start immediately after activation)
- Enrollment Criteria:** People matching these attributes... (Pre-qualified 1,308)
- Time Period:** Last 7 days
- Website Intent:** Visited website in last 7 days (High, Medium)
- Page View Count:** 10+
- Qualification Records:** Quality based on (Confirms decision-maker)
- Prompt:** Confirm decision-maker (Andrea Davis-Holz, SVP - Multi-line text)
- Decision Points:**
 - Is contact a decision maker? (Either split criteria)
 - Have an account owner? (Filter split criteria)
- Actions:**
 - Update account (Account owner: Record Notes)
 - Add contacts to sequence (Suspension: Direct message to Decision Makers)
- Metrics:** 100% completion rate

Right panel notes:

- > Thought for 2m
- Got it! I've set up a workflow for you to handle this automation:
- **Trigger Account Criteria:** Website visitor in last 7 days
- **Target People Roles:** Chief Data Officer, VP of Analytics, Director of Business Intelligence, Head of Data Science
- **Frequency:** Weekly
- **Action:** Automatic enrollment in Pricing Page Visitors sequence

Bottom right: Pricing page visitors workflow (0, 5), Write instructions or follow-ups...

AGENTIC INBOUND

Instant lead notifications and pre-built personalized outreach

The screenshot shows the AI Assistant interface and a WorkSlay inbox side-by-side.

AI Assistant Workflow: Pricing page visitors workflow (Draft)

WorkSlay Inbox:

- Thread 1:** Follow up on Repeat Website Visitor
 - From: WorkSlay
 - Subject: #repeat-website-visitors
 - Content: Scaling challenges, employee experience gaps
Change management and disruption to employees
 - Actions: See contact
- Thread 2:** Apollo.io 8:18 AM
 - From: Apollo.io
 - Subject: We found a repeat website visitor from workflow Website Visits
 - Content: Michelle has visited 7 pages of your site since Aug 21, 2025
 - Details:

Contact:	Michelle Canseco
Email:	michellec@cmecorp.com
Title:	Senior Human Resources Manager
Company:	Acme Corp
Industry:	Information Technology & Services
# Employees:	238,000
Revenue:	\$1.7B
Company location:	Seattle, WA
Top pain points:	Fragmented systems, manual processes
Expected objections:	Cost and implementation efforts
 - Actions: See contact

Bottom right: Message #website-visitors

AGENTIC INBOUND

Build, automate, and manage lead capture with AI Projects

The screenshot shows the HubSpot AI Projects interface. On the left, a sidebar lists project items: Target ICP accounts, Decision makers at ICP co..., Pricing page visitor outreach, and Website Visitor Key Contacts (which is selected). The main area is titled "Website Visitor Key Contacts" and shows a "Workflow" tab selected. The workflow configuration includes:

- Trigger:** People matching these attributes...
Pre-qualified: 1,000
- Enrollment criteria:** People matching these attributes...
People whose last interaction with this contact's account happened on or before now
- Action:** Create a sequence
- Frequency:** Weekly
- Sequence:** Decision Makers Sequence

A callout box highlights a note: "seen anyone in my marketing integration to avoid marketing to existing clients, and then pull key contacts from those companies to add to a sequence and begin outreach."

Build a workflow to take website visitor companies and add them to a list, filter out anyone in my hubspot integration to avoid marketing to existing clients, and then pull key contacts from those companies to add to a sequence and begin outreach.

seen anyone in my marketing integration to avoid marketing to existing clients, and then pull key contacts from those companies to add to a sequence and begin outreach.

Thinking...
Creating new workflow
Defining workflow criteria
Configuring workflow settings
Updating workflow

Got it! I've set up a workflow for you to handle this automation:

- Trigger Account Criteria: Website visitor in last 7 days
- Frequency: Weekly
- Action: Automatic enrollment in Outreach to Decision Makers Sequence

Website Visitor Key Contacts workflow

D o ↗ s

* Apollo

High-intent trigger



Personalized nurture sequence



Lead routing + meeting scheduler

3X

Meetings booked

20%

Increase in win rate

Agentic Engine

Agentic Outbound

Agentic Inbound

Agentic Deals

↑ WIN RATE

70%

of reps' time spent on manual work

AGENTIC DEALS

MEETING AGENTS

Deal execution reimaged with AI

AGENTIC DEALS

Pre-meeting insights

→ Pre-built and custom insights

The screenshot shows the Agentic Deals interface. On the left, a sidebar titled "Pre-meeting insights" lists "Pre-built and custom insights". In the center, there's a "Custom prompt" dialog box with the heading "Custom prompt" and a sub-instruction: "What would you like to generate for each record? Write instructions in your own words to generate an output for each record. [What can I do?](#)". Below this is a text input field labeled "<goal or description here>" and a "Preview" button. To the right of the prompt is a detailed view of a meeting record for "Apollo I Airbnb: Discovery Call" on February 7, 2025, from 8:30 AM to 9:00 AM. The record includes sections for "Overview", "Insights", and "Attendees". It highlights "Sergio Chapman, Head of Product, Airbnb" and discusses "Scaling B2B Outreach for New Segments".

AGENTIC DEALS

Post-meeting follow up

→ Auto-task creation

The screenshot shows the Agentic Deals interface after a meeting. It displays a "Review tasks generated" dialog box over a main window for "Apollo I Airbnb: Discovery Call" on February 7, 2025. The dialog lists tasks such as "Send follow up email to Kala", "Draft contract proposal with special promotional pricing", "Send product pitch deck to Roshane", and "Schedule product demo meeting", all associated with "Airbnb I New Client Referral". The main window also shows a summary of the call, transcript, and notes. A sidebar on the left lists participants: Charlotte Pearson, Sergio Chapman, and Ella Kim, along with topics like "Screen share" and "Topics". A "PAIN POINTS" section at the bottom right mentions "Airbnb is focusing on cost reduction this year and their current vendor, Globex is too expensive to renew."

AGENTIC DEALS

Post-meeting follow up

- Auto-task creation
- Auto-email follow up

The screenshot shows the Agentic AI platform's interface. On the left, there's a sidebar with various icons and a main area titled "CONVERSATIONS" showing a video call between three people: Charlotte Pearson, Sergio Chapman, and Ella Kim. Below the video, there are charts for speaking time and screen share. On the right, there's a "Write with AI" section where a template for an "Discovery follow-up with trial signup link and case study link" is being composed. The template includes a greeting, a summary of the meeting, and a call to action for a follow-up call. Below the template, there's a "Send email" button.

AGENTIC DEALS

Post-meeting follow up

- Auto-task creation
- Auto-email follow up
- CRM field updates

This screenshot shows the same Agentic AI interface as the top one, but with a different focus. The right side of the screen is dominated by a "Fields" section under "Review". It lists several CRM fields with their current values and descriptions. For example, "BUDGET" is listed as "\$60,500" and "COMPANY SIZE" as "Exceeded 10,000 employees". There are also sections for "OVERVIEW", "PRICING", and "PAIN POINTS" which provide a summary of the meeting content.

Agentic Engine

Agentic Deals

↑ WIN RATE

TOOLS

- ✓ Pre-meeting insights
- ✓ Post-meeting follow up

Agentic Outbound Agentic Inbound

Agentic Outbound

Parallel dialer

AVAILABLE NOW

Deliverability suite

AVAILABLE NOW

Waterfall enrichment

AVAILABLE NOW

Agentic Inbound

Company-level website visitors

AVAILABLE NOW

Contact-level website visitors

AVAILABLE DEC

Form shortening & enrichment

AVAILABLE NOW

Meeting scheduler

AVAILABLE NOW

Automated lead routing

AVAILABLE NOW

Agentic Deals

Pre-meeting insights

AVAILABLE NOW

Auto-generated email follow ups

AVAILABLE NOW

Automated follow-up tasks

AVAILABLE NOW

Auto-populated CRM fields

AVAILABLE NOV

SIMPLE

UNIFIED

AUTOMATED

WE MAKE GTM EASIER



TIM ZHENG

CEO & FOUNDER,
APOLLO



RYAN PRIEM

VP, SALES
US ENTERPRISE, GLEAN

glean

* Apollo

THE NEXT GENERATION OF GTM

* COMING NEXT

MORNING

11:15 - 11:45

PLAYS THAT PAY OFF

11:45 - 12:00

**BEYOND THE HYPE:
HOW GTM TEAMS
ARE REALLY USING AI**

→ ANTHROP\c

AFTERNOON

1:00 - 3:30

PRODUCT SHOWCASE

- Agentic Inbound & Outbound
- Agentic Enrichment
- Deals

CLOSING KEYNOTE

3:30 - 4:00

**MAKING AI WORK
FOR EVERY REP**

→ ANTHROP\c