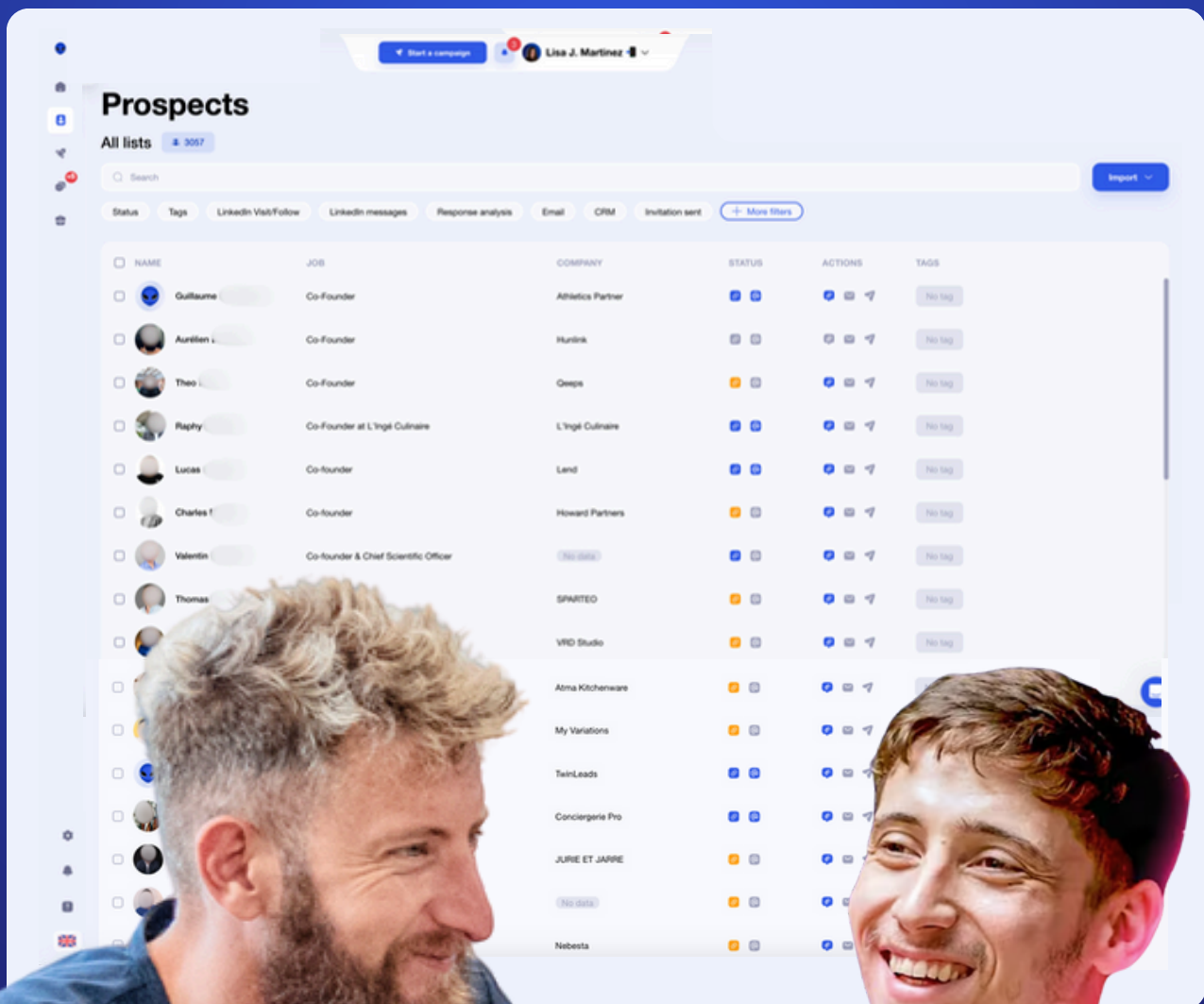


# BUILD & ENRICH YOUR PROSPECT DATABASE

Find your prospects' emails.  
and enjoy the best rates on the market.



**GUILLAUME PORTALIER**  
CO-FOUNDER WAALAXY

**TOINON GEORGET**  
CEO WAALAXY

**This guide is the only essential tool for building and enriching your database.**

Having a qualified, up-to-date database takes hours, and is the No. 1 problem in prospecting.

We'll teach you how to do it in just 10 minutes a day, using just ONE method. 🌟

#### On the program 💡

- ✓ Search and find all your potential prospects, wherever they are.
- ✓ Sort your lists to get only qualified prospects and build a base that makes a difference.
- ✓ Enrich your database with 2 times more prospect emails thanks to the best tools on the market.
- ✓ Automatically integrate enriched data into a CRM, to reach the right profiles at the right time.

**All you have to do is get started. 👉**

*Our users have an average response rate of 20-30%, whereas Waalaxy's campaigns are always +50%.  
With our method, do x2-3 on your results. - Toinon Georget*



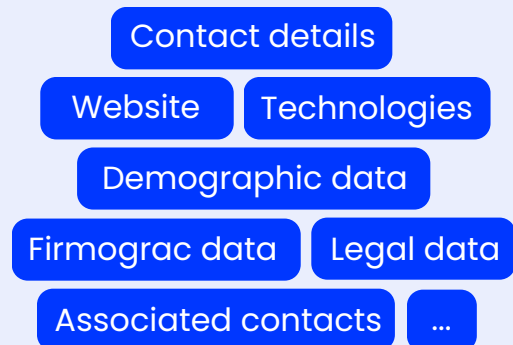
# INTRODUCTION

## THE ESSENTIALS OF DATABASE ENRICHMENT

In prospecting, enrichment allows you to get to know your prospects better, to better target them and talk to them by personalizing future exchanges (with data such as phone number, email, location...).

### 1 The idea is simple 💡

Complete your contacts' data by [data scraping](#) from reliable sources to keep them accurate and up-to-date, add even more value to your database, and boost performance.



### Example of a LinkedIn message without enrichment

Standard, generic, no advanced personalization

Hello,

I've just discovered your profile and would like to add you to my network so that we can discuss our respective areas of expertise.

Looking forward to hearing from you!"



## Example of a LinkedIn message with enrichment

Targeted, engaging, personalized with enriched variables

Hello {{FirstName}},  
I saw you were {{JobTitle}} at {{CompanyName}}..  
We're working with {{Industry}} teams on similar topics.  
Are you up for a chat?

**These are just a few examples – there's a whole host of enriched data that can be inserted and adapted to all types of messages and exchanges**

**Result? 🌟 By talking better to your customers, you'll see the results of your marketing campaigns explode.**

- ✓ A +90% qualified prospect file reduces wasted effort and improves sales profitability.
- ✓ Segmentation and detailed understanding of your audience's needs, 100% personalized offers that meet your customers' expectations.
- ✓ The construction of marketing automation campaigns, for future exchanges with customers, prepared and completed in 3 times less time.
- ✓ A conversion rate of +20% thanks to the relevance and effectiveness of your marketing and sales strategies.



But before you get started, you need to define exactly what you need and what additional data you want to hunt down to target and personalize your actions.

For us, LinkedIn is clearly the best source for chopping up good data: easy to scrape, up-to-date, and above all, packed with decision-makers in all sectors.

And when you combine that with a good enricher, you've got a gold mine for your prospecting.

2

Here's a list of the main data to retrieve from LinkedIn to enrich a database  :

- 1 **First & last name**: To personalize your communication.
- 2 **Professional title**: To target the right people and identify a hierarchical level (especially in B2B).
- 3 **LinkedIn profile URL**: For a quick reference or information check. Ideal for updating your basics.
- 4 **Company & industry**: To segment prospects by industry and run targeted campaigns.
- 5 **Location**: Tailor campaigns to specific geographic areas or organize local meetings.
- 6 **Website** : For an overview of the organization, its offers, values and communications.
- 7 **Contact details** :
  - ✓ **Professional e-mail address** : often the most sought-after for direct contact or follow-up.
  - ✓ **Phone number** : direct, personal contact, for faster, more engaging follow-up.

Database enrichment can be carried out manually or using automated tools that exploit external databases, [social medias](#) & APIs. ⚙️

Of course, we advise you to automate everything, and we'll show you how so you can exploit your files and convert 10 times faster.

### **3** Use Waalaxy, the simplest and most efficient tool on the market for centralizing everything 📌

- ✓ Access an advanced search of professional profiles via LinkedIn or Sales Nav, and automatically import thousands of prospects.
- ✓ Enrich your lists with data from your prospects (individuals or companies), thanks to 15+ integrated scraping tools.
- ✓ Launch multi-channel prospecting campaigns to contact and convert your prospects.
- ✓ Automatically synchronize your enriched data and campaign results with other tools.

💡 **Test the power of the tool for yourself (free of charge) by downloading the extension to follow the TUTO in real time.**

**WAALAXY**

# PART 1

## SEARCHING FOR AND FINDING PROSPECTS

**The key to building and/or enriching a database is to master prospect research and find quality results.**

💡 **For this, you can use 2 solutions :**

✓ LinkedIn or LinkedIn Sales Navigator, to access the advanced search for bulk professional profiles, or leverage your groups and relationships (you can use either in the tutorial to follow),

LinkedIn

LinkedIn  
SALES NAVIGATOR

✓ Other scraping tools for targeting corporate data available on the web (there are loads of them on the market, but we've chosen Pharow and Scrapio).

>> pharow

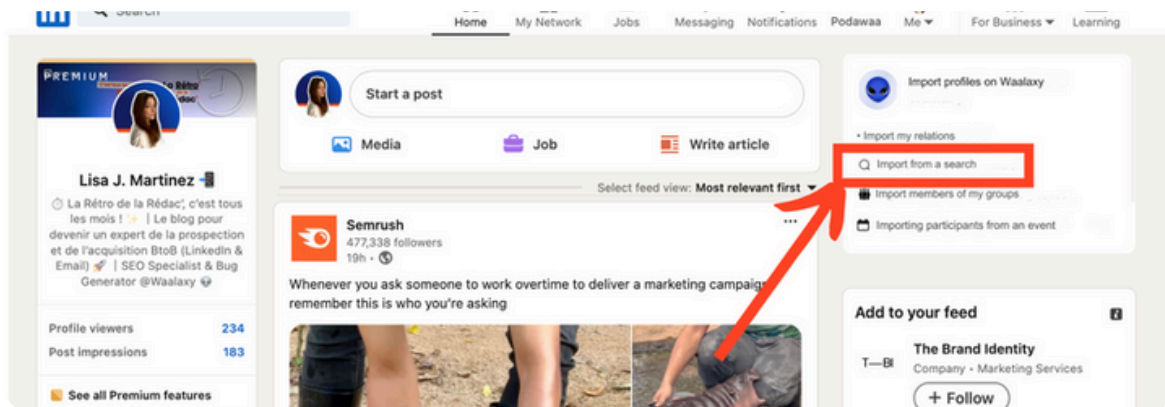
Scrap.io

In any case, we give you the best practices to follow to find as many prospects as possible and harvest their most valuable data. 💎

# 1 Best practices for searching profiles on LinkedIn

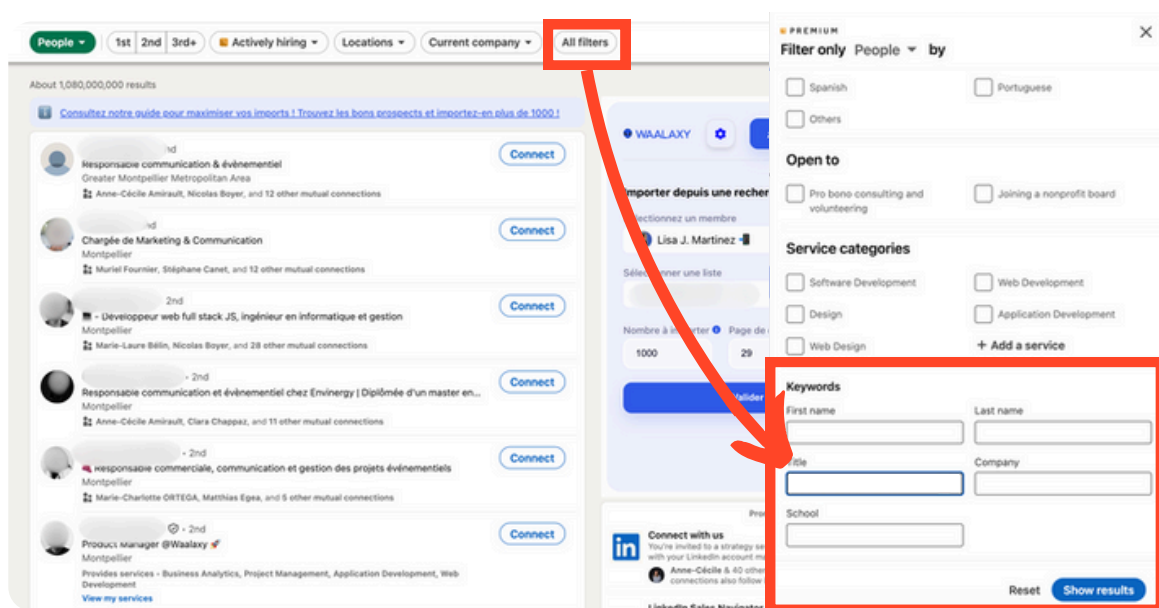
When you use LinkedIn to prospect, the first step is to perform a search. So far, so good. 😊

1. Go to LinkedIn and click on “Import from search” via the Waalaxy extension.



2. Access search and sort by person without typing the keyword in the search bar.

3. Then access the advanced search [LinkedIn filters](#) and insert the job title you're looking for in the Title field, enclosing it in quotation marks.



This advanced method is far more effective than a query/keyword search typed directly into the search bar (or standard search).

And even more so if you use Booleans.

Here is the proof! 🙌

## Example of search results

### Standard Search 🔍

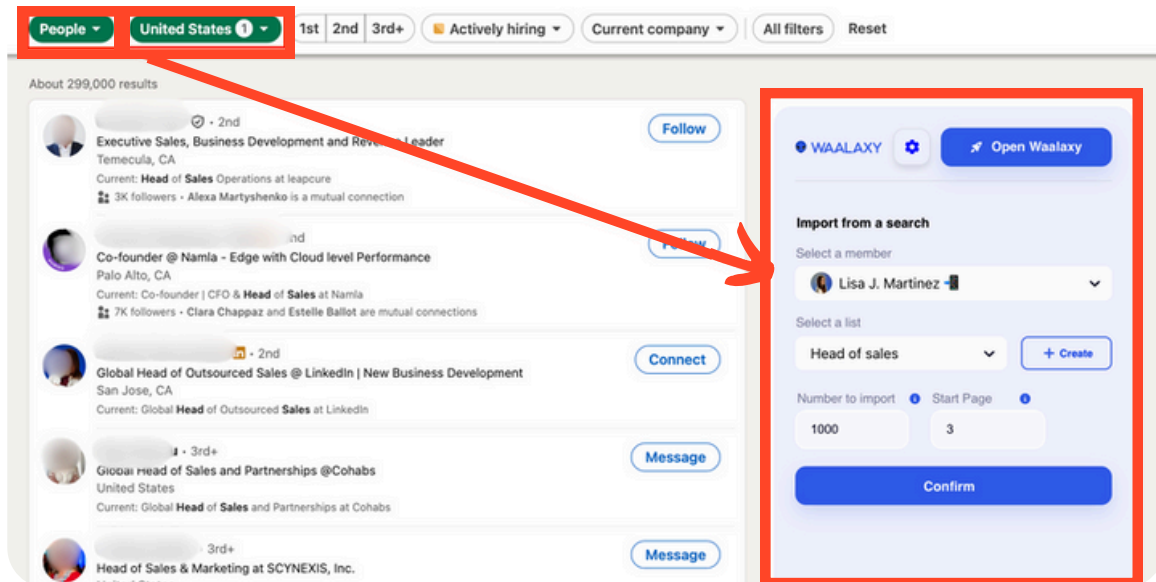
The screenshot shows the LinkedIn search interface. The search bar at the top contains the text 'SEO' and is highlighted with a red rectangle. Below the search bar, the 'People' filter is selected and highlighted with a red circle. Other filters like '1st', '2nd', '3rd+', 'Actively hiring', 'Locations', 'Current company', and 'All filter' are visible. The results section shows 'About 5,500,000 results'. A profile card for 'Md [redacted]' is displayed, showing a '2nd' degree connection, 'Digital Marketing, SEO and SMM Specialist', 'United States', and a list of services including Digital Marketing, SEO, SMM, and Lead Generation. A 'Connect' button is visible on the right.

### Advanced Search 🔬

The screenshot shows the LinkedIn Advanced Search interface. The search bar at the top is empty. Below it, the 'Keywords' filter is selected and highlighted with a red rectangle. The 'People' filter is also visible. The results section shows 'About 215,000 results', which is circled in red. A search filter box is open, showing the 'Keywords' field with the text 'SEO' entered and highlighted with a red rectangle. Other fields like 'Last name', 'Title', 'Company', and 'School' are visible but empty. A 'Show results' button is at the bottom right of the filter box. A profile card for 'SEO Specialist' is partially visible below the filter box.



4. When your search is ready, indicate the number of prospects you wish to import and create your list, then click on validate to launch the import in Waalaxy.



The catch? LinkedIn Advanced Search is a handy tool, but limited: results aren't always precise, especially if you really want to narrow down your criteria 🎯.

🤔. **LinkedIn restricts search filters and results for two reasons:**

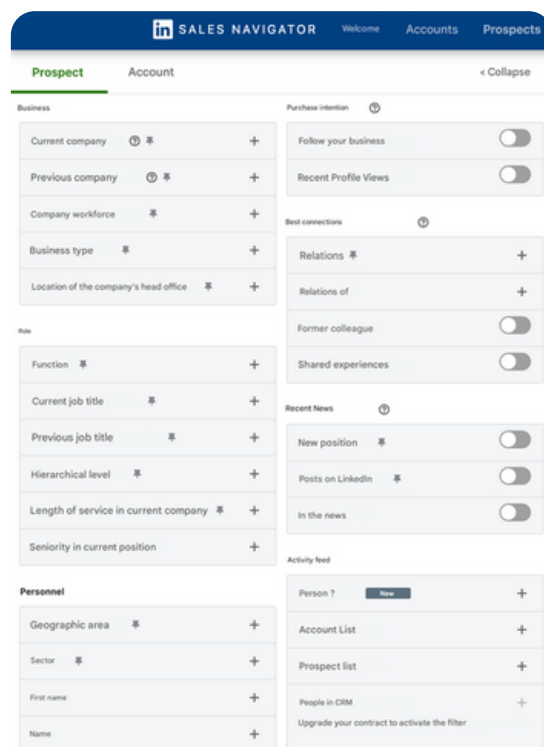
- ✓ To limit spam and protect users.
- ✓ To encourage users to subscribe to LinkedIn Sales Navigator (a super-complete tool in the premium plan, unavailable with the free version of LinkedIn).

Subscribing to Sales Navigator isn't compulsory; for searching and finding quality prospects, LinkedIn's advanced search is more than enough. ✓

But if you already have access to LinkedIn Sales Navigator and/or your target is very specific, don't hesitate to launch your search on the tool to take advantage of its best [marketing targeting](#) features:

- ✓ Advanced filters and Boolean combinations.
- ✓ Extended profile display: +2500 search results (100 pages of 25 results) versus 1000 (100 pages of 10) for standard search.

**The result?** 👁️ More filters, more precision and results that stick to your prospecting needs!



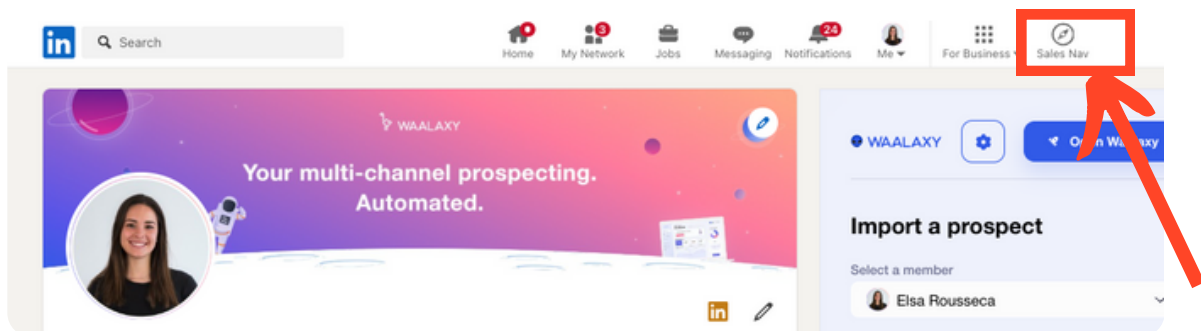
By varying the combinations of searches and advanced search filters, you'll find exactly what you're looking for!

If you're like us, convinced that Sales Nav is a real plus value, we've got a hack to get the [LinkedIn Sales Navigator for free](#). 🙌

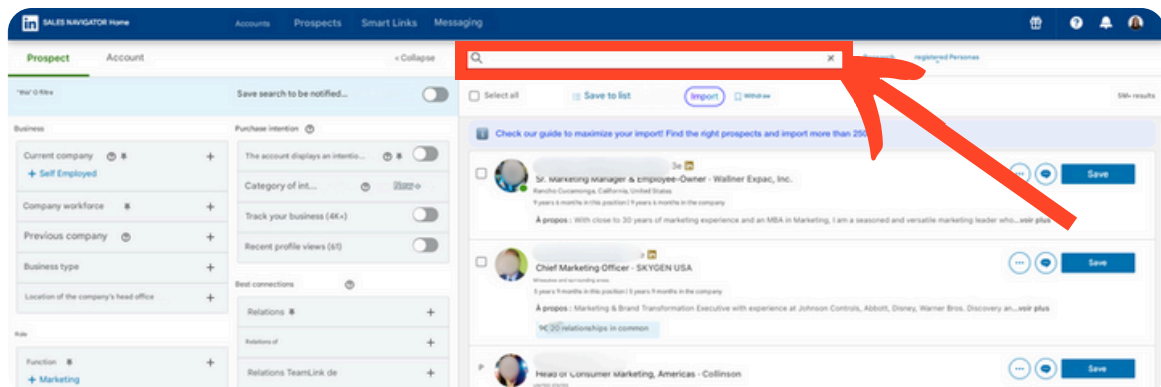
## Search on [LinkedIn Sales Navigator](#)

LinkedIn Sales Navigator lets you search with keywords and generate a prospect list. ✨ It's very simple:

1. Connect to LinkedIn Sales Navigator (from your LinkedIn profile).



2. Enter your keyword in the search bar (always enclose it in quotation marks).

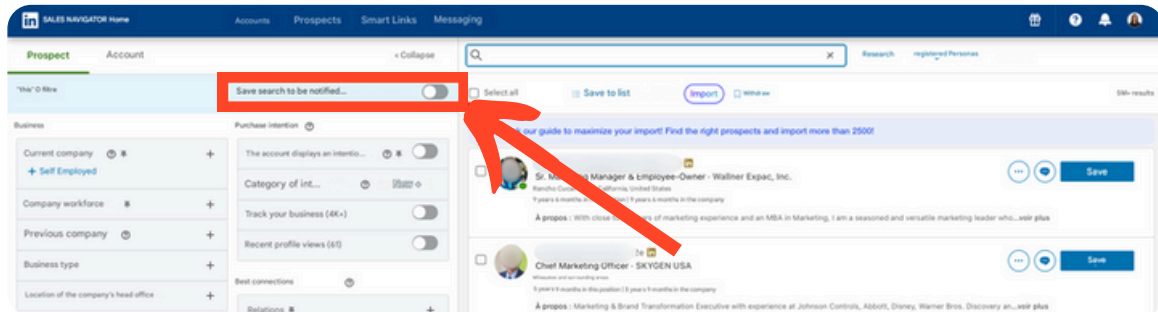


3. Refine your search using the target filter columns on the left, to get much more precise results, before creating lists. ✨

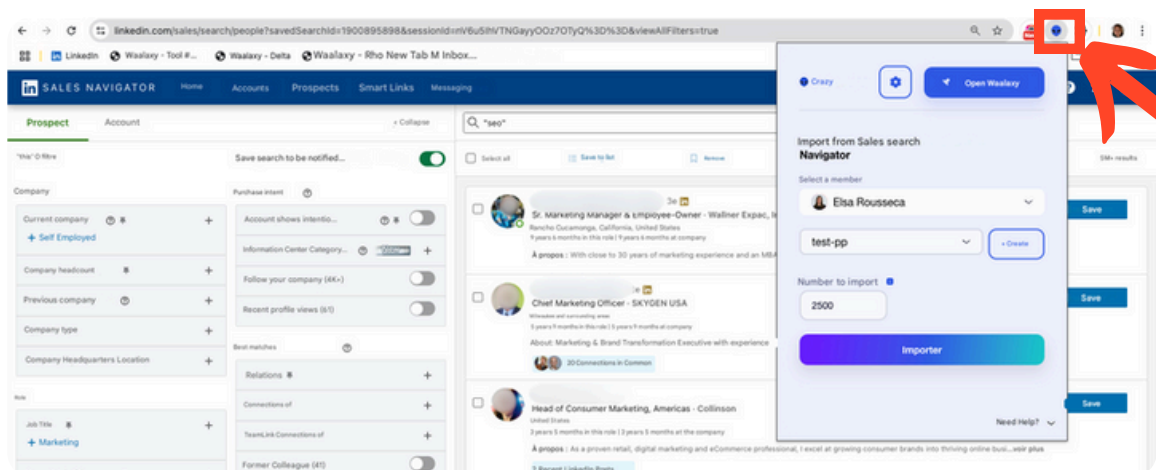
### 💡 Most interesting filters to use

Decision-makers, seniority in current position, active profiles, company size/staff, tracking of keywords published via hashtags...

4. Once you've selected all your criteria, you can save the search and name it. 🙌



5. Then, you can import your database scrapped from Sales Navigator directly into Waalaxy, by clicking on the extension in your browser.



### Reminder

Waalaxy lets you automate and import all your LinkedIn searches automatically (including sales nav) so you can re-sort them and launch your boosted/ ultra-optimized [LinkedIn prospecting](#) campaigns in just a few clicks! 🤖

## Auto-import with the Waalaxy extension

Available in freemium version for 0€.

Remember when we said that the 1st step to finding prospects and building or enriching your database was to perform a search?

It used to be, but Waalaxy has changed that with its auto-import feature that lets you find prospects, both individuals and companies, without having to go through a search. 🤖

**Directly accessible from your LinkedIn feed with the Waalaxy extension, auto-import allows you to:**

- ✓ Target new prospects and enrich your database from publications in your LinkedIn feed.
- ✓ Mobilize your existing network and relationships.
- ✓ Recover event participants and members of similar groups.
- ✓ Extract profiles that have reacted (like/comment) on your competitors' posts or on your viral posts.



It's really easy to use, but we'll show you how in the next few slides! 👉

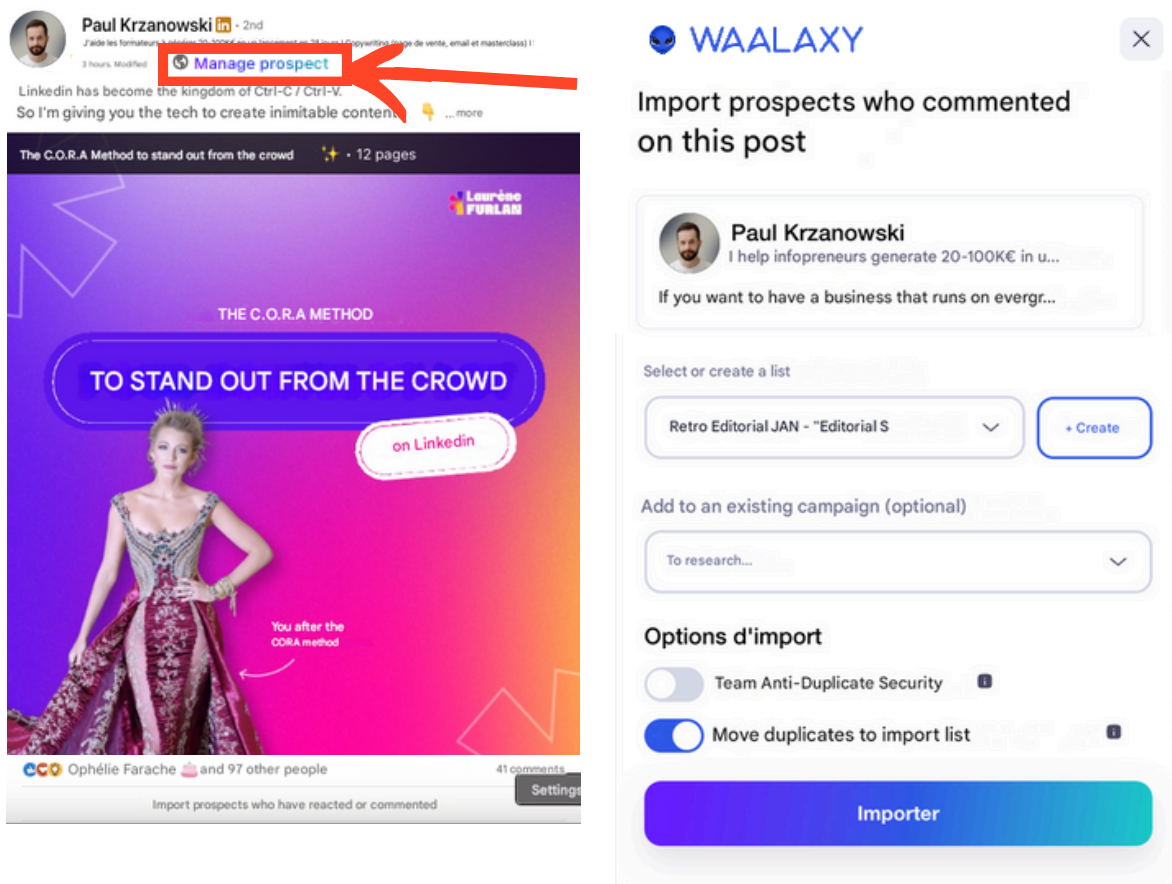


## Target new prospects and enrich your database from publications on your LinkedIn feed

Have you been seeing interesting publications from a profile that could be part of your prospect database?

You can import it in one click, into the list(s) you've chosen or directly into an existing campaign. 🔥

**Bonus** 🎁 – Waalaxy, will warn you if the prospect is already part of your database.

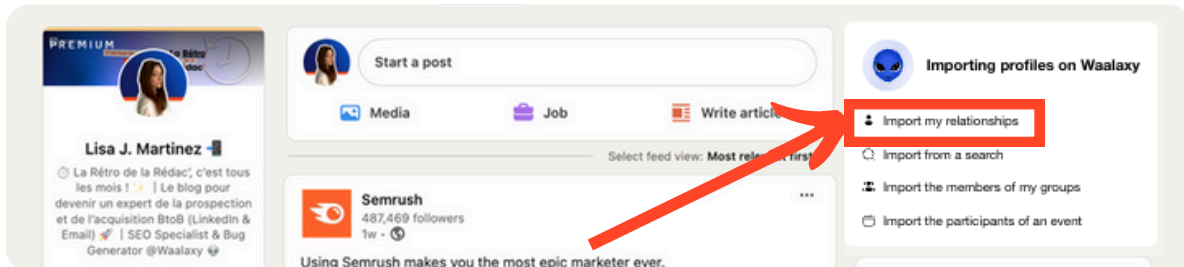


The image shows a LinkedIn post by Paul Krzanowski. A red arrow points to a button labeled "Manage prospect" which is highlighted with a red box. Below the post is a carousel slide titled "THE C.O.R.A METHOD" and "TO STAND OUT FROM THE CROWD on LinkedIn". To the right of the post, a Waalaxy interface is visible, showing the "Import prospects who commented on this post" panel. This panel includes a dropdown menu for "Select or create a list" (currently showing "Retro Editorial JAN - 'Editorial S'"), a "+ Create" button, a section for "Add to an existing campaign (optional)" with a "To research..." dropdown, and "Options d'import" with two toggle switches: "Team Anti-Duplicate Security" (off) and "Move duplicates to import list" (on). At the bottom of the panel is a large blue "Importer" button.

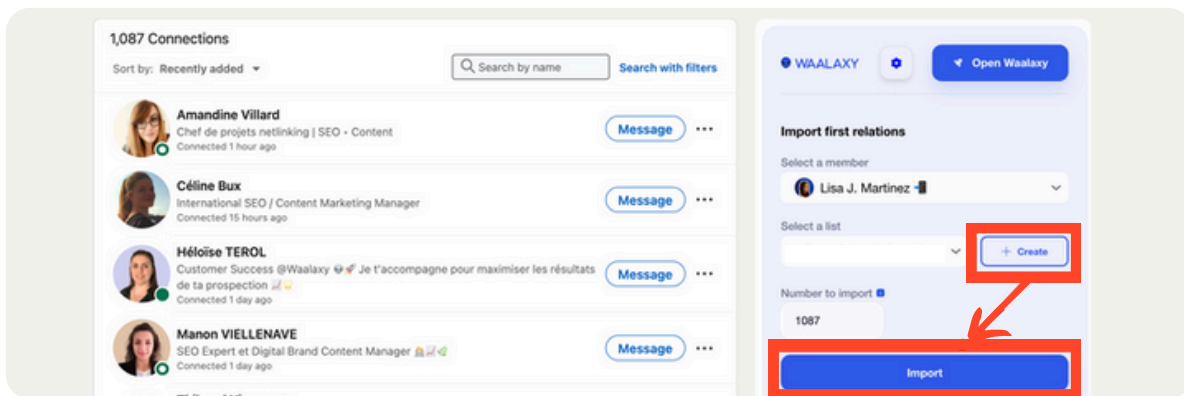
**NB** – The same shortcut button also appears on every LinkedIn profile.

## Mobilize existing networks and relationships

1. Go to LinkedIn and click on “Import my relationships” via the Waalaxy extension.

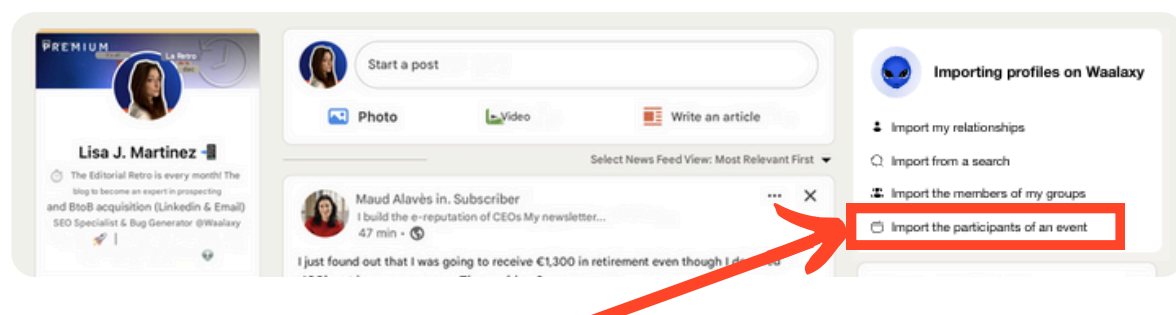


2. Next, create the list into which all your relationships will be imported and click on “Import”.



## Retrieve event participants and members of similar groups

The goal? Targeting an audience already engaged and interested in similar topics gives you a pool of qualified prospects. It makes prospecting & lead nurturing easier.



## Extract profiles that have reacted (like or comment) on your competitors' posts or your viral posts

Directly in LinkedIn feed and searches, thanks to the Waalaxy extension.

This hack will change the way you prospect.

Search for posts on linkedin and find those of your competitors using certain criteria and advanced filters: author's name, company, industry, keyword.

The screenshot shows a LinkedIn post by Jeremy Guillo, a subscriber and expert in ChatGPT and AI. The post is titled 'THE CHATGPT GUIDE TO JOB SEARCH' and contains a detailed guide with sections like CV WRITING, NETWORKING, CAREER TRANSITION, INTERVIEW PREPARATION, and SALARY NEGOTIATION. The post has 531 comments and 65 reposts. A red arrow points to the bottom of the post where the text 'Import prospects who have reacted or commented' is highlighted. The Waalaxy extension is overlaid on the right side of the post, showing the title 'Import prospects who commented on this post' and a list of prospects. The extension also includes options to 'Select or create a list', 'Add to an existing campaign (optional)', and 'Options d'import' (Team Anti-Duplicate Security, Move duplicates to import list). A large blue 'Importer' button is at the bottom of the extension.

Then select the posts that have reached you.

And, in 3 min, retrieve hundreds of prospects interested in your business and launch a campaign that automatically targets them with messages. 😎

If your competitors' leads aren't part of your network, you can also automate the sending of connection requests at the same time as the message is sent.



**Build your database  
with Waalaxy for \$0** 🛸

## **2 Best practices for finding companies with other scrapping tools**

Of course, LinkedIn isn't the only way to find and research prospects to enrich your BDD.

You can also use other scraping tools, especially if you want to target company data on the web. 🧑 🚺

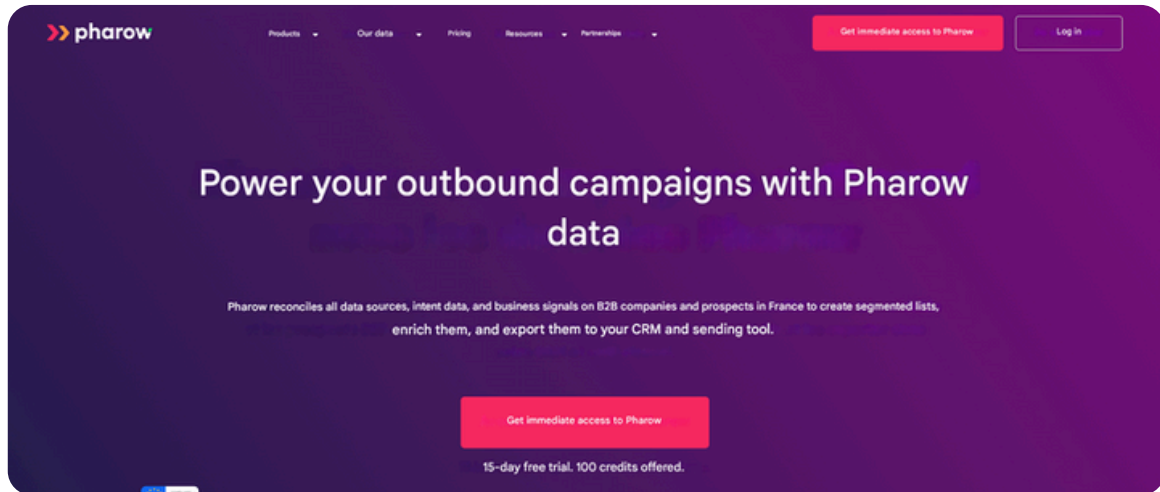
There are lots of them on the market, but we've chosen two for their ease of use:

- ✓ **Pharow** : Ideal for targeting large corporate data directly on the web.
- ✓ **Scrapio** : Good for targeting local businesses without a highly optimized website directly on Google Maps.

**To follow, the TUTO on Pharow for targeting  
business data directly on the web, and retrieving  
an enriched data file from Waalaxy!**

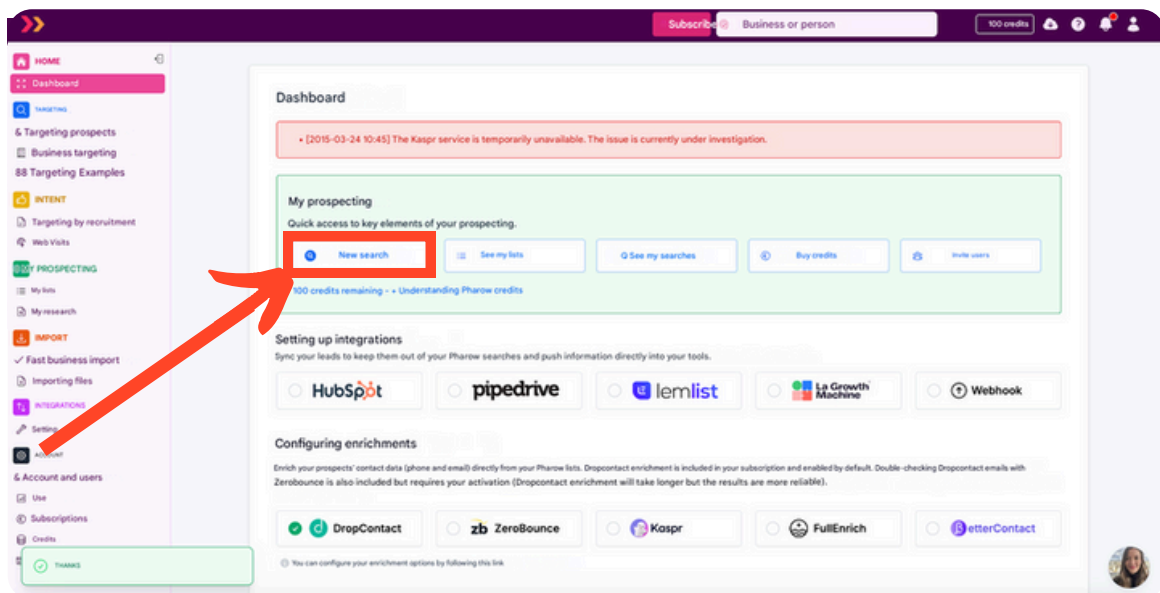
# Enriching data from the web with **Pharow**

## 1. Go to Pharow.



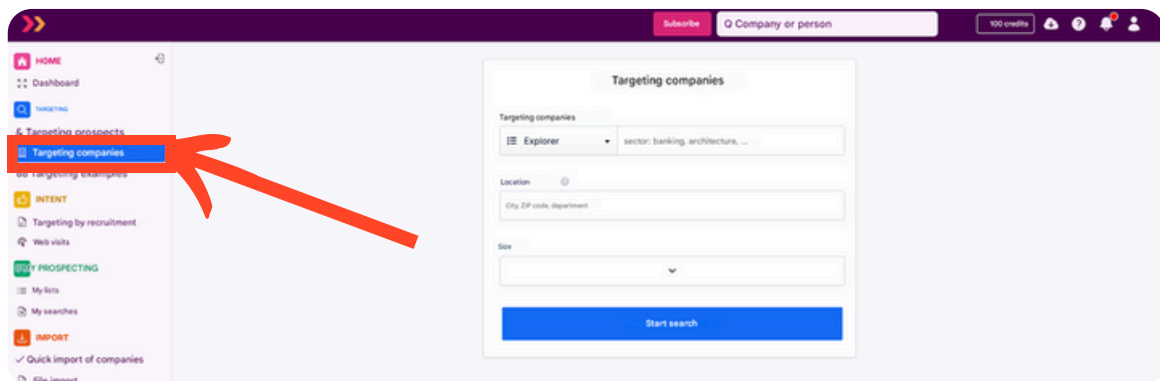
## 2. Create an account, it will be activated only a few minutes after your request.

## 3. Log in & create a project by launching a new search.



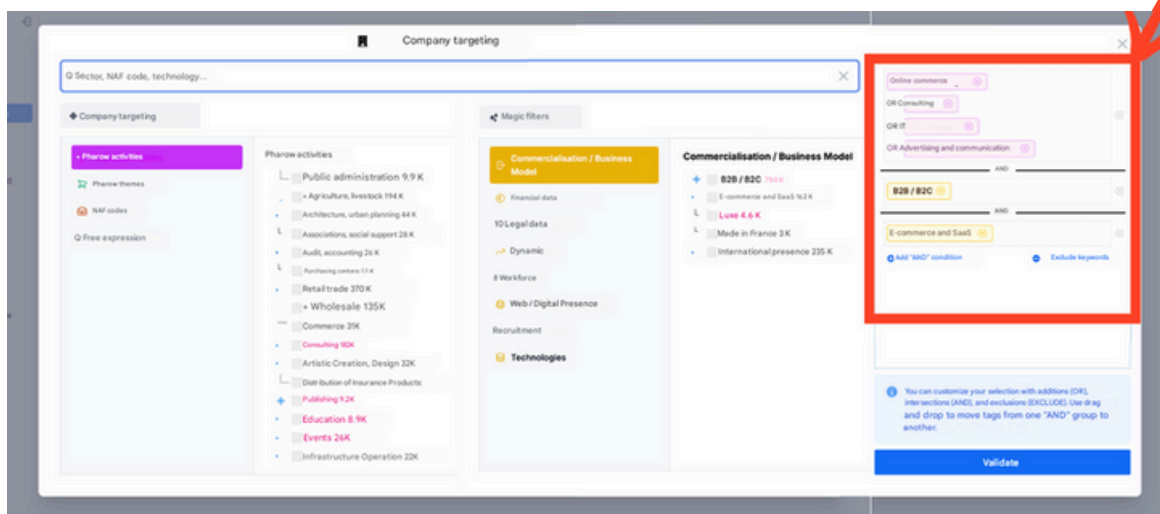


4. Choose the type of targeting (here companies) and launch a keyword search or click on explore.

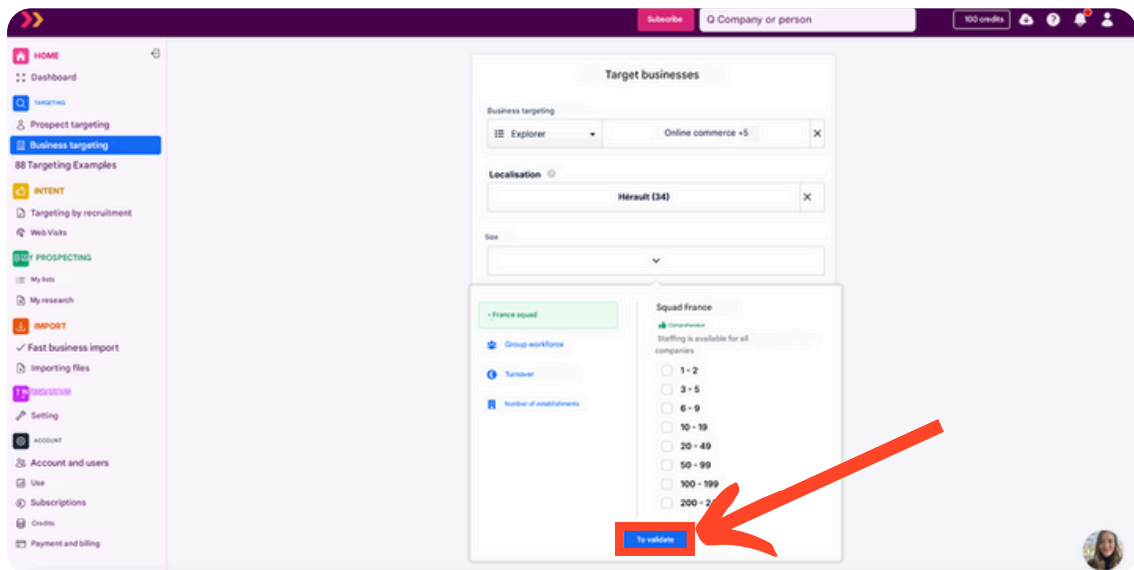


### ➡ On Pharow, you can filter your search:

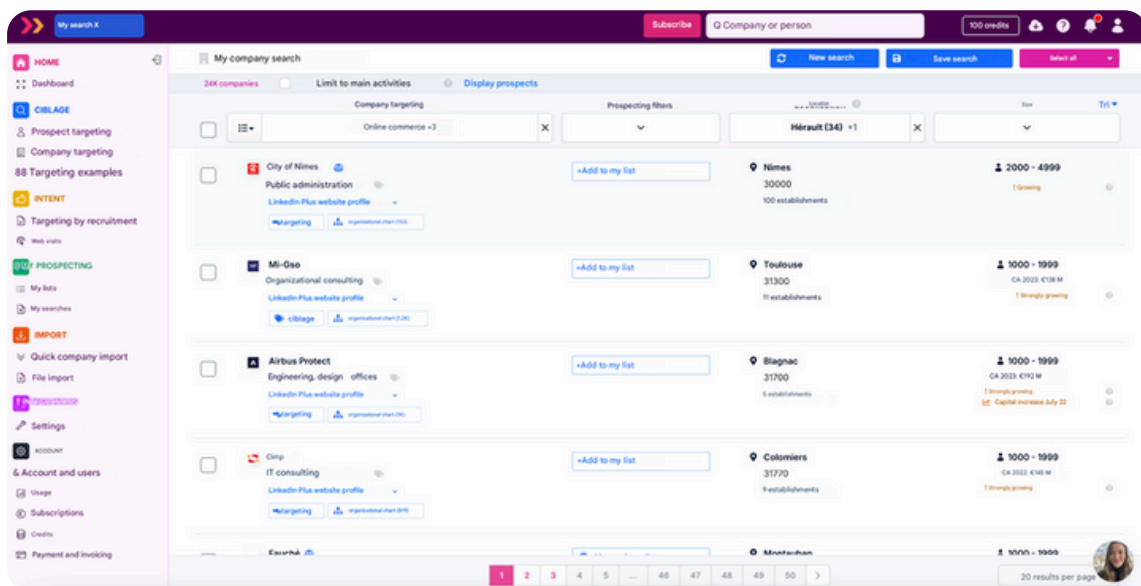
- ✓ By activity, by industry (called Pharow Themes) or by NAF code for greater precision, or by a precise search using the search bar.
- ✓ Add an "AND" condition (not just "OR") and exclude keywords.
- ✓ But also access to magical filters: marketing, business model, legal data, dynamics, workforce, web & digital presence, recruitment, technologies...



5. Once you've validated your criteria, choose the location & membership size to complete your targeting.

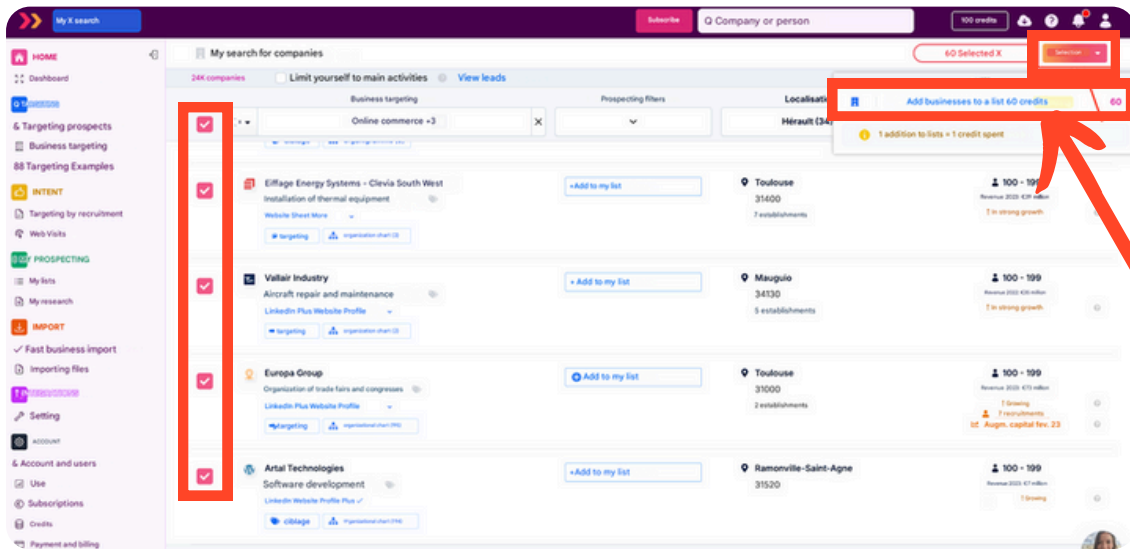


6. Click on confirm, then run the search, and you'll get a list of companies and all their contact details.



If necessary, refine your targeting criteria according to the results obtained and/or desired (more filters = more precision, but fewer results).

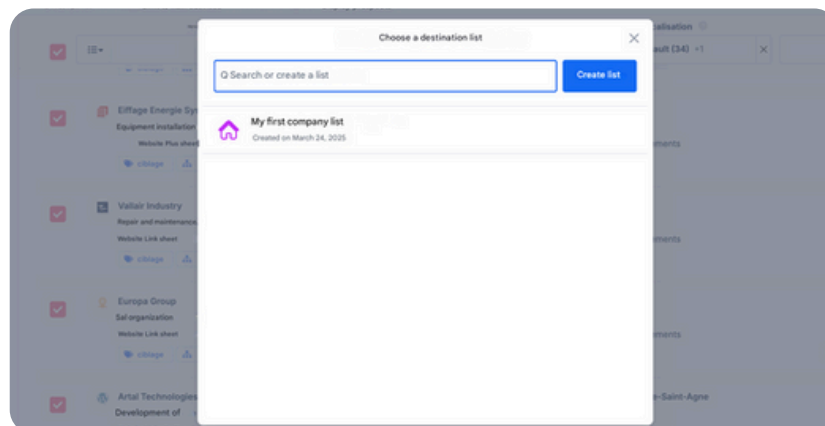
## 7. Select the number of prospects to add to your lists.



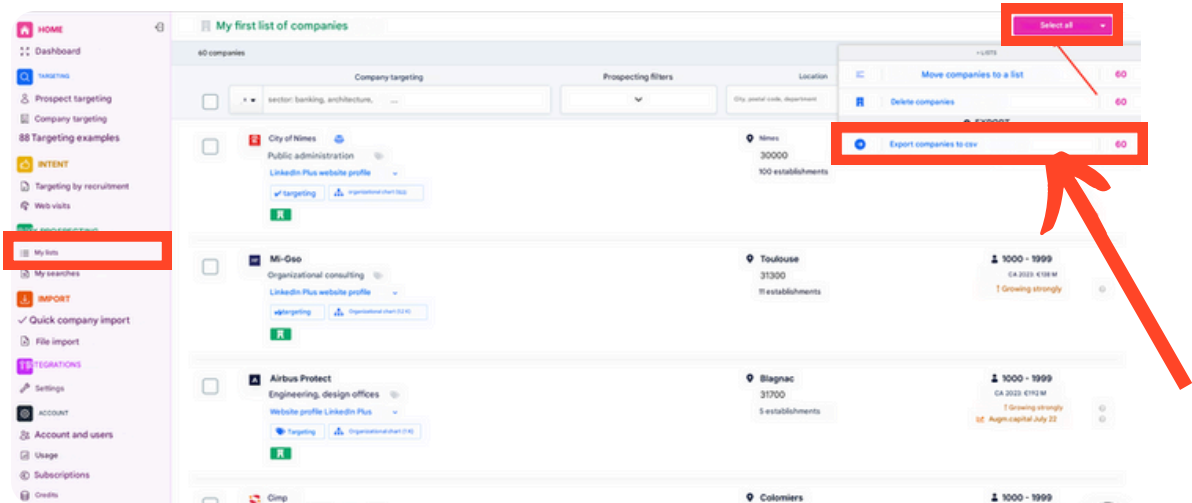
✗ We'll choose to import 60,  
the maximum limit with the free trial.

1 result imported into the lists = 1 credit,  
100 credits available with the free trial.  
But paid search results from p3 onwards  
(20 results per page, so 60 max).

## 8. Then name your list.



9. Finally, find it in the “my lists” tab in the left-hand side menu, to export it as a CSV file (costs no credit, limited to 10,000 contacts/results).



10. And that's it, you've got your ultra-complete enriched data file.

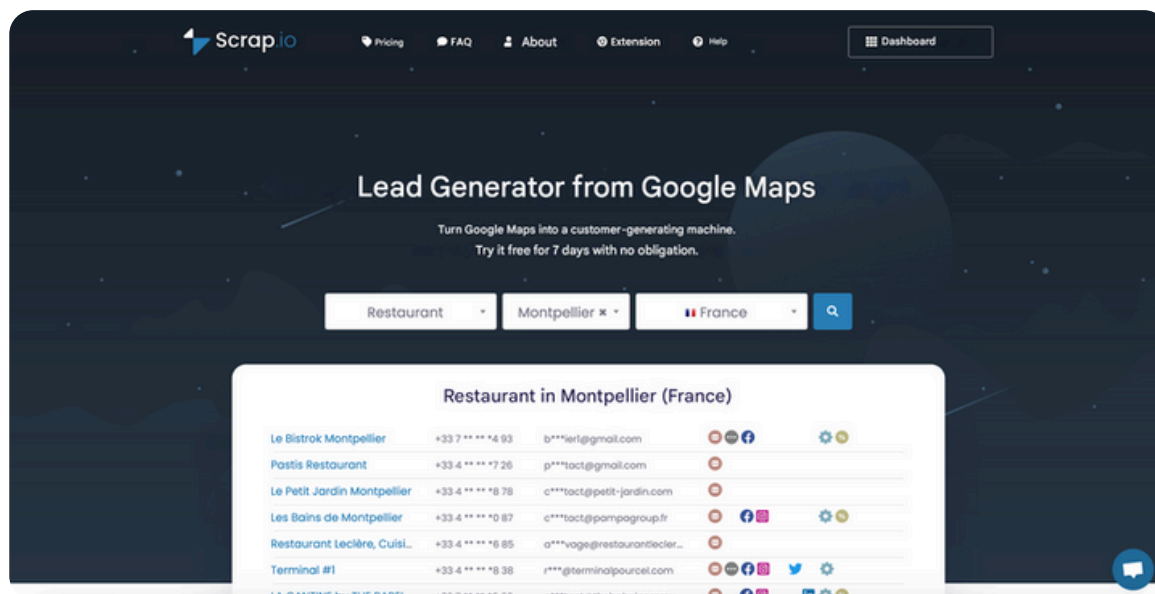
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	
1	Nom de la liste	SIREN	SIRET du siège	Nom légal	Nom de la page	Nom commerciale	Tel standard	Email générique	Secteur NAF	Activité source	Description issue	Année de création	Date de création	En croissance	Effectif réel	Tranche d'eff
2	Ma première list	213001894	2130018940001	Commune de Nîmes	Ville de Nîmes	Ma première list	+33 4 66 76 70 01		Administration p	Administration p	Les Croix au f	1982	1982-01-01	1	2000 - 4999	1
3	Ma première list	422883769	4228837690002	MI-GSO	MI-GSO	Ma première list	+33 5 34 42 73 00		Ingénierie, étude	Conseil en organ	We are the worl	1999	1999-04-12	1	1055 1000 - 1999	1
4	Ma première list	332252980	3322529800010	Airbus Protect	Airbus Protect	Ma première list	+33 5 61 30 99 00		Ingénierie, étude	Ingénierie, burea	Highlights - in g	1985	1985-04-01	1	393 1000 - 1999	1
5	Ma première list	393341540	3933415400015	CIMPA PLM Ser	CIMPA PLM Ser	Ma première list	+33 5 32 11 01 10		Conseil en systè	Conseil en infor	Welcome to our	1993	1993-12-17	1	844 1000 - 1999	1
6	Ma première list	306250570	3062505700108	Electrote Indust	FAUCHE	Ma première list	+33 5 63 65 65 65		Travaux d'install	Travaux d'électr	Quels que soit	1977	1977-01-01	1	1023 1000 - 1999	1
7	Ma première list	808695164	8086951640002	Financiere Eur	eurofincl	Ma première list	+33 5 61 00 79 79		Agences immobi	Agences immobi	Société de Ser	2015	2015-01-07	1	1000 - 1999	1
8	Ma première list	441338985	4413389850018	Capl	CAPIFRANCE	Ma première list	+33 4 99 61 61 61		Agences immobi	Agences immobi	Le réseau immo	2002	2002-02-08	1	1000 - 1999	1
9	Ma première list	824012173	8240121730004	Swile	Swile	Ma première list	+33 5 67 69 72 90		Autres activités	Informatique	Swile, la carte e	2016	2016-11-24	1	391 500 - 999	1
10	Ma première list	183100213	1831002130002	Mph	Mph	Ma première list	+33 5 67 69 72 90		Administration p	Administration p	MPH est facte	1993	1993-12-08	1	500 - 999	1
11	Ma première list	367837032	3678370320001	Celad	CELAD	Ma première list	+33 5 34 25 30 60		Conseil en systè	Conseil en infor	Nos Offres d'En	1992	1992-06-10	1	708 500 - 999	1
12	Ma première list	642030357	6420303570013	Excent France	eXcent - Ingénier	Excent France	+33 5 61 15 99 33		Ingénierie, étude	Ingénierie méca	Travailler chez	1982	1982-11-01	1	604 500 - 999	1
13	Ma première list	831790787	8317907870001	Newrest Group	Newrest	Ma première list	+33 5 62 89 39 88		Conseil pour les	Conseil	Vous êtes jeune	2017	2017-08-29	1	146 500 - 999	1
14	Ma première list	844406207	8444062070001	Imas	Imas	Ma première list	+33 4 74 45 99 78		Gestion d'install	Infogérance	Navigation - A.f	2019	2019-01-01	1	500 - 999	1
15	Ma première list	394451223	3944512230004	Infomil	Infomil	Ma première list	+33 5 67 76 20 00		Édition de logici	Ingénierie pour l	Depuis 1994, in	1994	1994-03-10	1	319 500 - 999	1
16	Ma première list	491698643	4916986430004	Optimhome	Optimhome	Ma première list	+33 4 94 39 90 54		Agences immobi	Agences immobi	Avec Optimhom	2006	2006-09-01	1	28 500 - 999	1
17	Ma première list	810652129	8106521290003	Prodemial	Prodemial	Ma première list	+33 5 67 73 33 00		Conseil pour les	Associations, so	Investir avec no	2015	2015-04-13	1	11 500 - 999	1
18	Ma première list	790675037	7906750370003	Septeo	SEPTIO	Ma première list	+33 4 67 15 44 00		Conseil en systè	Développement	Découvrez les s	2012	2012-12-19	1	200 250 - 499	1
19	Ma première list	808386148	8083861480001	Yooz	Yooz	Ma première list	+33 1 73 60 96 69		Édition de logici	Développement	Dématrialsiatic	2014	2014-12-09	1	250 - 499	1
20	Ma première list	789673340	7896733400003	Inside Group	Inside	Ma première list	+33 5 82 95 36 90		Conseil en systè	Développement	Chez Inside, no	2012	2012-11-29	1	193 250 - 499	1
21	Ma première list	397775305	3977753050001	Doxallo	DOXIO	Ma première list	+33 4 77 48 44 44		Travail de de	Travail de de	Intelligence doc	1994	1994-10-01	1	256 250 - 499	1
22	Ma première list	443158563	4431585630005	Pack Solutions	PACK Solutions	Ma première list	+33 4 90 87 80 00		Conseil pour les	Distribution de p	PACK Solutions	2002	2002-08-20	1	169 250 - 499	1
23	Ma première list	386739179	3867391790019	Effage Energy	Effage Energy	Ma première list	+33 5 62 16 60 60		Travaux d'install	Travaux d'électr	Effage Énergie	1992	1992-09-23	1	456 250 - 499	1
24	Ma première list	348065046	3480650460010	Septio Solution	Septio	Ma première list	+33 4 67 15 97 40		Édition de logici	Comptabilité	Septio Solution	1988	1988-09-01	1	527 250 - 499	1
25	Ma première list	390613610	3906136100011	Biotope	Biotope	Ma première list	+33 4 67 16 67 77		Ingénierie, étude	Ingénierie, burea	Bureau d'étude	1993	1993-03-18	1	380 250 - 499	1
26	Ma première list	424983724	4249837240003	Nouous	NOOUS	Ma première list	+33 5 62 47 92 20		Conseil pour les	Services de rest	NOOUS faisons	1999	1999-10-15	1	229 250 - 499	1
27	Ma première list	389257361	3892573610015	Epyl	EPSTL - ALCEA	Epyl	+33 5 61 00 19 19		Conseil en systè	Conseil en infor	QNDT Le contr	1992	1992-11-13	1	283 250 - 499	1
28	Ma première list	531140515	5311405150002	Megage	megAge	Ma première list	+33 5 32 09 49 29		Agences immobi	Agences immobi	Trouvez votre b	2011	2011-03-21	1	250 - 499	1
29	Ma première list	883981789	8839817890002	Bva	BVA	Ma première list	+33 5 67 20 28 00		Études de mar	Études de mar	Société d'étude	2020	2020-06-05	1	225 250 - 499	1
30	Ma première list	380303107	3803031070004	Cyclife	Cyclife	Ma première list	+33 4 66 50 58 00		Travail de de	Recyclage	Site officiel du k	1990	1990-10-11	1	225 250 - 499	1
31	Ma première list	333321636	3333216360058	Sharp Business	SHARP BUSINE	Sharp Business	+33 8 25 85 09 50		Commerce de g	Commerce de g	Sharp is one of	1985	1985-04-01	1	225 250 - 499	1

Then open it in Google Sheets, or import it directly into Waalaxy. 🐼

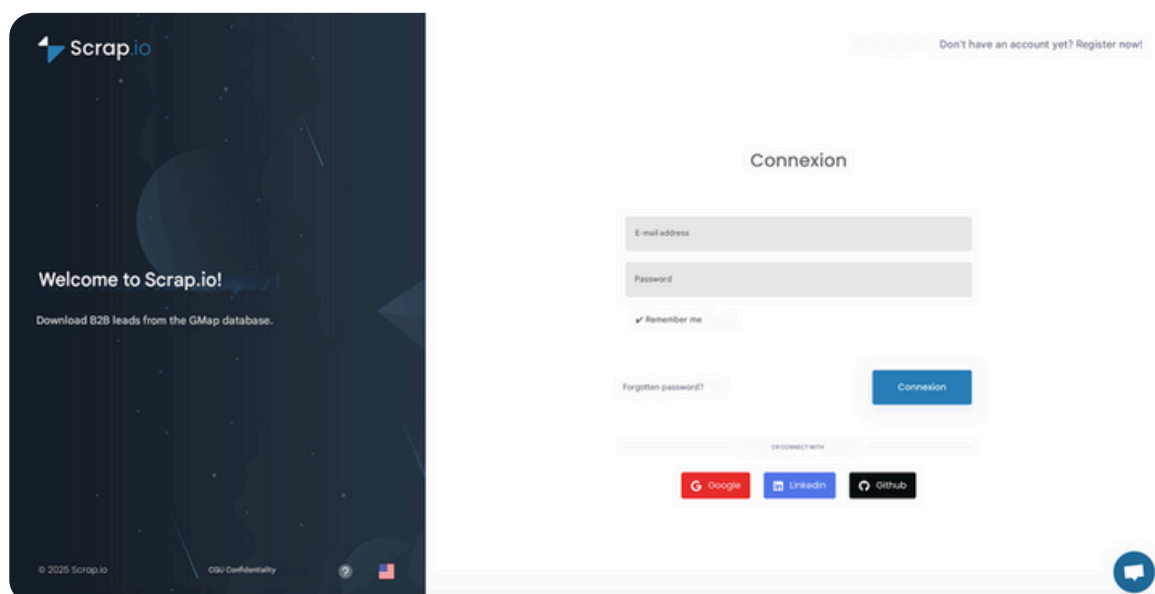
# Enrich data from Google Maps with Scrap.io

To target local businesses without highly optimized websites

## 1. Go to Scrap.io.

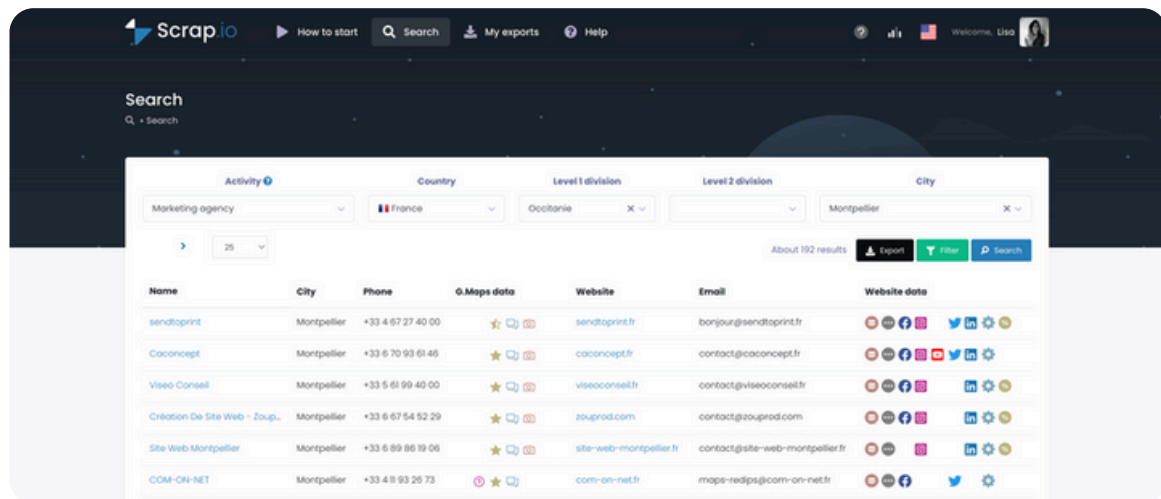


## 2. Log in or create an account on Scrapio.io (need to enter Credit Card).

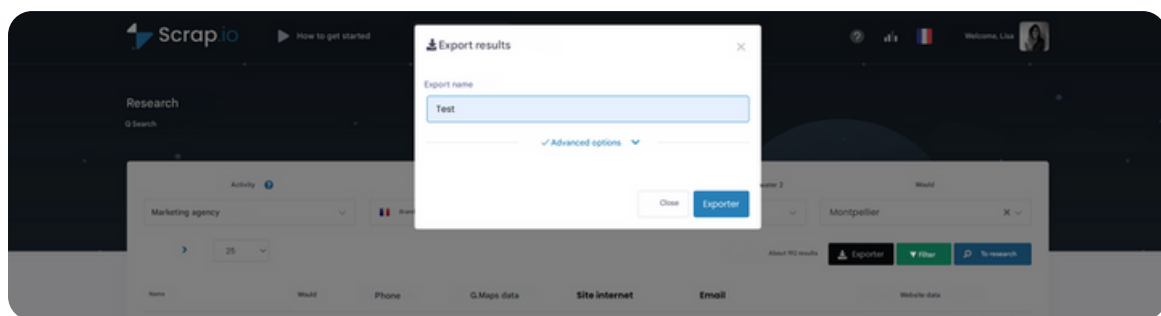




### 3. Start a data search on Google Maps.

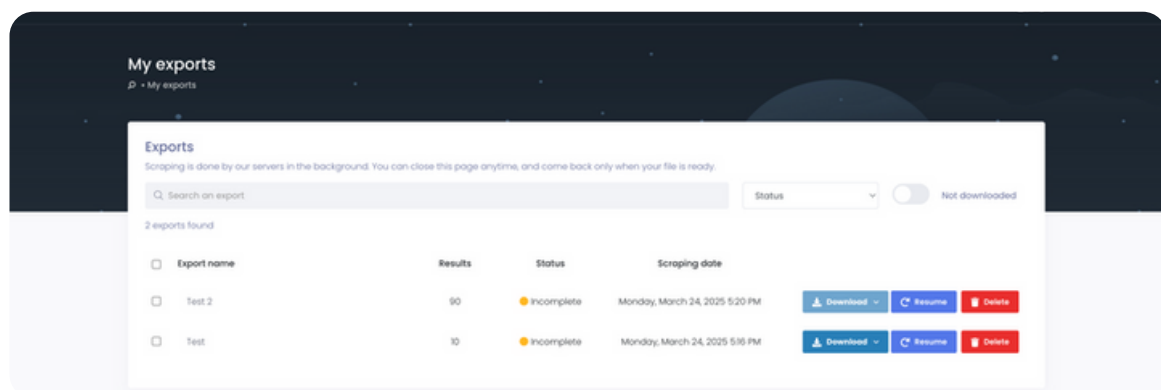


### 4. Click on export and name your list..



Scrap.io will crawl each site to find emails (even hidden in HTML) and identify contacts.

### 5. Wait for data scraping to finish (limited to 100 during free trial).





In short, to recover interested contacts, use scraping techniques and Waalaxy auto-import.🔥

After import, reorganize your contacts and divide the profiles into several lists.

Some methods recommend using several enrichment or automation tools (API, Make,...).

Here, we've chosen to show you the quickest and most efficient way : once your leads have been extracted, Waalaxy takes care of the rest.

All you have to do is clean up your database before launching a personalized campaign based on their characteristics. 🍪

**Waalaxy then automatically enriches your data with a combination of cascading enrichment services:**

- ✓ Integrated on LinkedIn to identify your prospects' professional emails, positions, and contact details.
- ✓ Scraping functionality with the best rates on the market (+60%) and available as a freemium version.
- ✓ And, above all, ultra-easy to use.

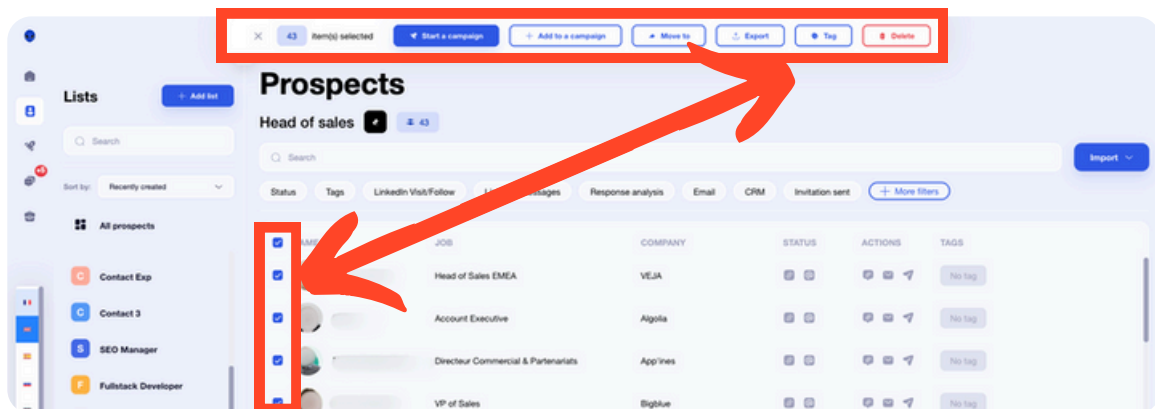
**One last thing to see, before we reveal our cascading enrichment and unstoppable email search method.👉**

# PART 2

## CLEAN AND SORT A DATABASE

[Your list](#) has been imported! ! 🎉

Go to Waalaxy and click on "Prospects" to access them, and to sort them before launching your campaign.



Here you have several options for cleaning and sorting your lists (useful whatever method you choose). 🙋

### 1. Re-sort your list

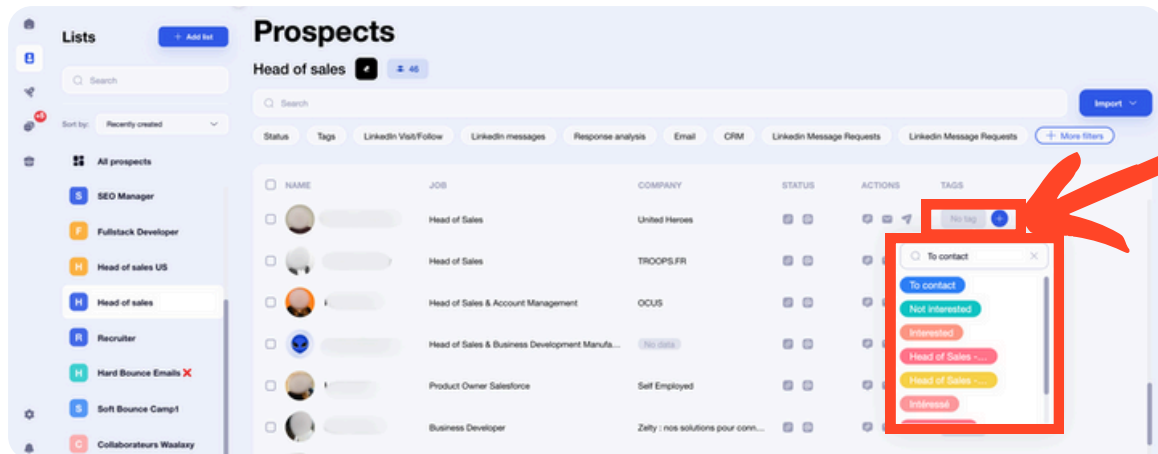
✓ Of contacts imported from a search to eliminate irrelevant profiles.



✓ Relationships, group members, event participants or company contacts...

To select those who might be interested and divide them into several lists according to their profile.

## 2. Create tags to organize your contact lists. 🏷️



### Example to exclude certain irrelevant (or not interested) profiles from your database:

- ✓ Search by title in the list.
- ✓ Tag the results.
- ✓ Clear search filters for all who don't have a tag.
- ✓ Choose "Exclude" to blacklist results.

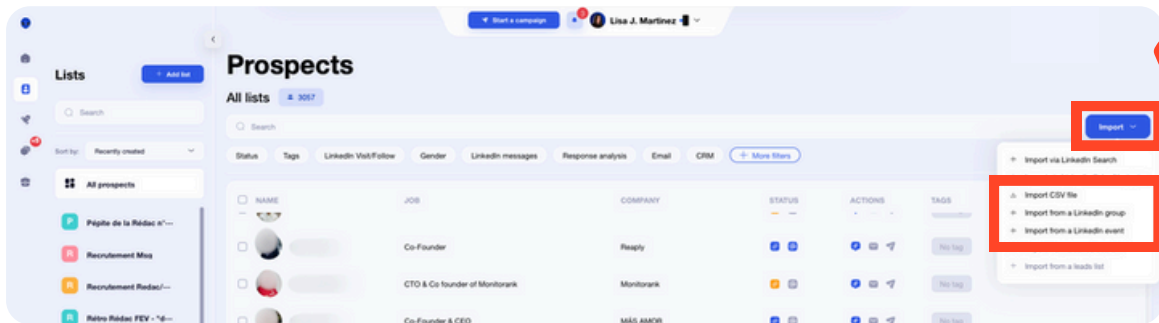
### Example to follow up prospects who haven't replied/accepted or seen your messages...

And, therefore, are not yet qualified.. 🤖

- ✓ Find those who are pending and e-mail them.
- ✓ Start a new campaign, & choose a sequence with Email Finder to find their email address and send them one if found (new point of contact for a new possibility).



### 3. Import new profiles via CSV files, a group or event.



### 4. Use our new feature that helps you identify interested contacts by analyzing message sentiment.

Based on your prospect's response, we try to qualify whether he's interested or not. This way, you can target only those prospects who have replied and are interested in your message or offer.

**Your CRM won't be polluted by all those who weren't interested, and won't have to re-sort everything. 🤗**

**That's it! We're getting to the heart of the matter, with our cascading data enrichment method via a combination of tools to find your prospects' pro emails. 📧**

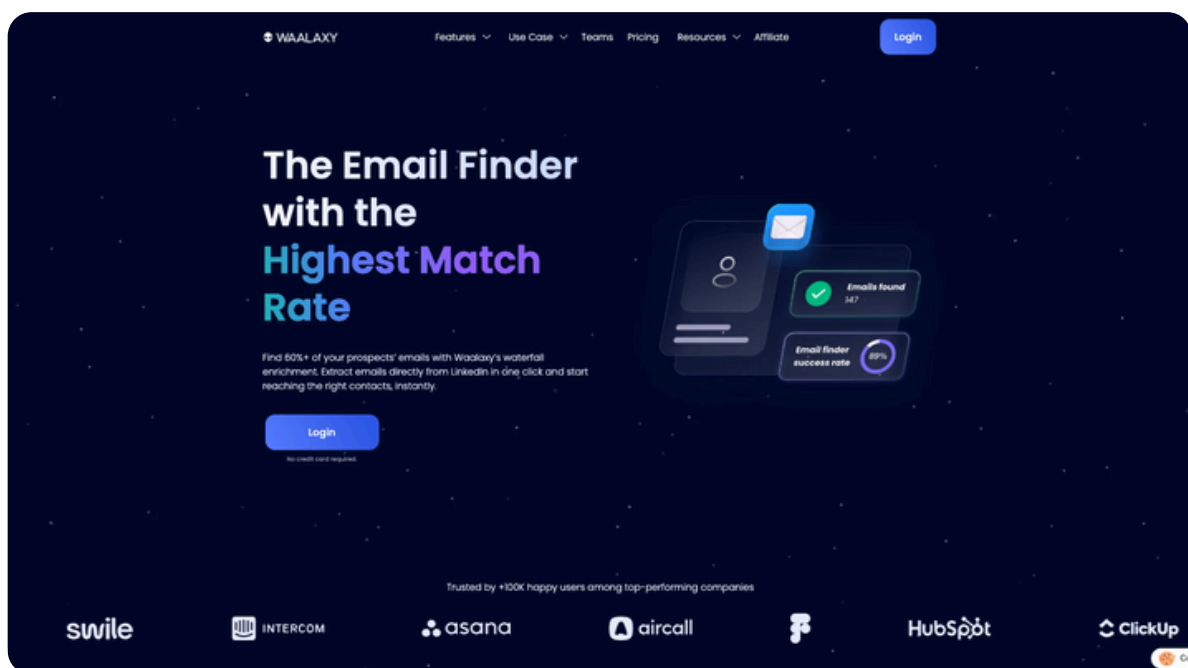
*Instead of using just one data provider, we'll use 15. If the first fails to find the professional email, we'll ask a second, then a third, etc. until we get the email. By using this technique, we can offer you the best rates on the market. - **Guillaume Portulier***



## PART 3

### ENRICH YOUR DATABASE WITH YOUR PROSPECTS' E-MAILS

Waalaxy has the best rates on the market for enriching your database. 📊 Thanks to Waalaxy, you'll never again be short of data on your contacts and/or prospects:



- ✓ +60% of pro emails found on average.
- ✓ 15 data sources in 1.
- ✓ <1% bounce rate with triple verification.
  - Dropcontact for RGPD-compliant enrichment directly via professional emails.
  - Bettercontact to find opt-in emails from LinkedIn profiles.
  - Fullenrich to retrieve a maximum number of B2B signals (telephone, emails, networks, technology stacks, etc.).

 **With Waalaxy, finding professional emails is ultra-simple and secure:**

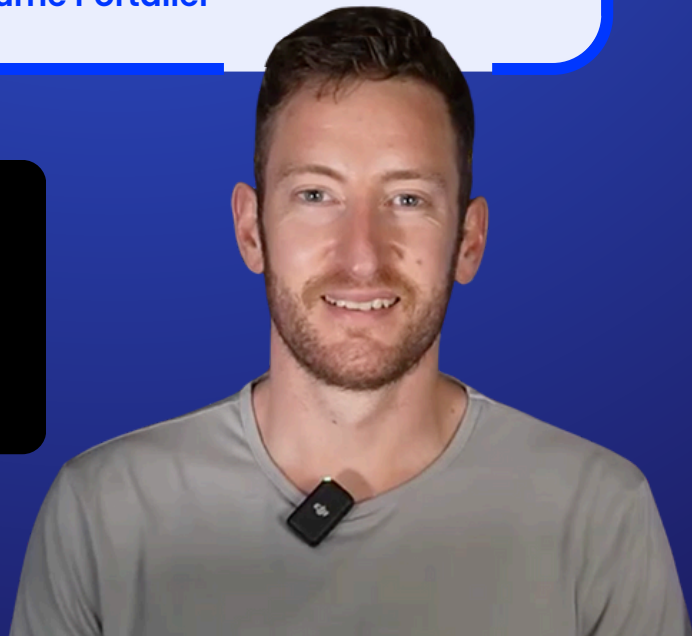
- ✓ Directly from a LinkedIn profile in 1 click,
- ✓ Import from Standard Search, Sales Navigator, Recruiter Lite and via CSV file,
- ✓ Instant access to 500M+ profiles in our database (100% GDPR)
- ✓ Launch multi-channel prospecting campaigns (LinkedIn & Email) from Waalaxy in just a few clicks.
- ✓ Export complete profiles to Hubspot, Salesforce, Pipedrive and 2000+ apps (via Zapier/Make)



**Enrich your database**  
**with Waalaxy for \$0** 

*We aggregate the world's top 15 email search tools.  
If we can't find your prospects' professional email,  
no one can. - [Guillaume Portalier](#)*

To follow, a bit of  
background and  
our entire method  
explained.





## Know the difference between business email and personal email

Email addresses can be divided into two broad categories:

### Personal

- ✓ Created on free platforms such as Gmail, Yahoo, Outlook.
- ✓ Used for private communications, online services and social networking.
- ✓ Lightly controlled by security policies..

### Professional

- ✓ Linked to a corporate domain (e.g. prenom.nom@entreprise.com).
- ✓ Managed via a secure mail server administered by the IT department.
- ✓ Professional exchanges, communication with customers or partners and project management.
- ✓ Subject to strict data retention/protection rules.
- ✓ Each has different specificities for companies, particularly in terms of data management and RGPD compliance.



**Your data enrichment technique must be GDPR, i.e. respect the standards around the collection, storage and use of personal data in the European Union. 🇪🇺**

- ✓ All data collection must be justified by a legal basis (e.g. consent, legitimate interest).
- ✓ Users must be clearly informed of how their data will be used and must be able to exercise their rights easily.
- ✓ Only strictly necessary data must be collected and processed, for a specific purpose and not used for any other purpose.
- ✓ Information collected must be accurate and up-to-date, but must not be kept longer than necessary.
- ✓ Data must be protected by measures against unauthorized access, loss, leakage or non-compliant security breaches.

**And, if you don't respect these principles, you can expose yourself to serious legal and reputational consequences: 🚨**

- ✗ Financial penalties of up to €20 million or 4% of annual sales, whichever is greater.
- ✗ Criminal liability in cases of gross negligence.
- ✗ Formal notice or suspension of activity by the CNIL (or other supervisory authority).
- ✗ Damage to reputation, with loss of confidence on the part of customers, partners and investors, possibly leading to class action suits or individual complaints.



**In a nutshell?** A company that wants to find and retrieve the emails of prospects, whether professional or personal, is bound to comply with the RGPD.

**How?** 🤔 By collecting only what's strictly necessary and guaranteeing protection as well as transparency on data usage.



**2**

## **Find and retrieve your prospects' e-mails**

Finding and retrieving your prospects' e-mails is an essential step in enriching your database to feed your sales pipeline and optimize your prospecting campaigns.

But you still need to know how to do it right (whether it's finding the LinkedIn e-mails of your contacts or finding the professional e-mails of your prospects with Waalaxy).

**We explain why it's best to search for and collect the professional e-mails of your prospects in order to enrich your database.**

## Your contacts' "LinkedIn" E-mails

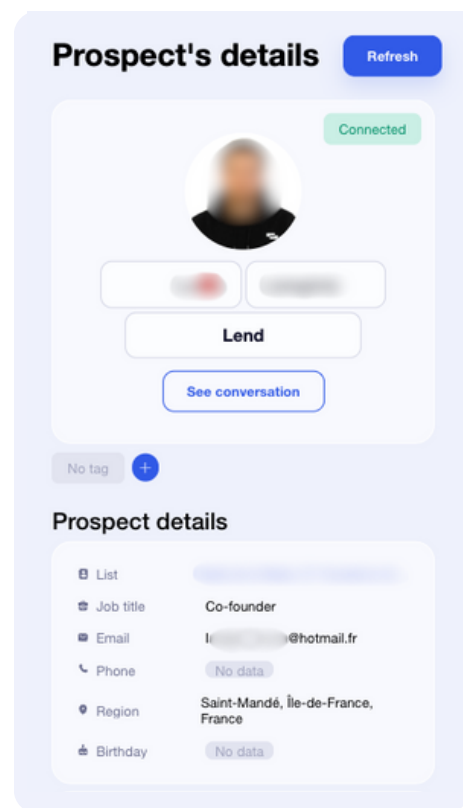
When importing, you can scrape the e-mails associated with your contacts' LinkedIn profiles. 👤

These addresses, often personal e-mails, are entered by users when they create their account and can be accessed according to their privacy settings..

They can also be supplied via a form (e.g. via your site in exchange for registration or exclusive resources).

You must always comply with the RGPD, obtaining consent from the people concerned before any use or canvassing.

Contacting someone without their consent via their personal email can be considered a violation of their privacy and lead to sanctions..



**And, in addition to not being legal, personal e-mails convert much less well. 👎**

**So it's best to use professional addresses or LinkedIn to establish a first legal contact.**

An ethical approach builds trust and improves the effectiveness of your sales approach..

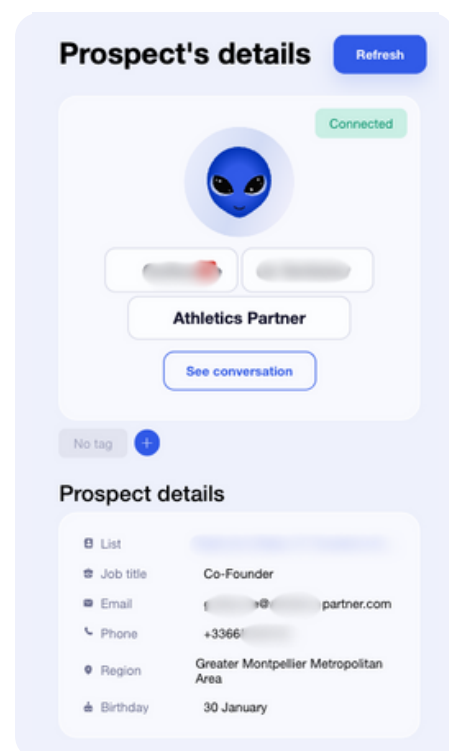
## Professional e-mail with Waalaxy

Waalaxy's tool automates data collection and enrichment while remaining RGPD compliant (thanks to integrations Dropcontact + Fullenrich + Bettercontact).

**How does it work?** ⚙️ An algorithm will combine the various possible formats.

For example, email based on a prospect's first name, last name or even company... And, then, it tests whether these emails are valid. 📧

💡 For John Smith, who works at IBM, he'll look for combinations like: john@ibm.com; j.smith@ibm.com; johns@ibm.com; jsmith@ibm.com; etc. Until he finds a valid email address that matches. 😎



### Email Search, Made (Super) Simple

Tap into LinkedIn's database by retrieving your prospects' professional emails in seconds. Find anyone's email directly on their profile. Send it to your CRM and start multi-channel prospecting campaigns in minutes.

### A high success rate yields high results

Achieve the highest email match rates with industry-leading data enrichment. Waalaxy leverages over 20 data sources and triple-checking to ensure unparalleled accuracy.

### Get the most out of your prospecting

Waalaxy makes multi-channel prospecting easy by integrating everything you need, directly into LinkedIn. Launch campaigns, extract emails, and more, all from the comfort of your own fingertips.

## Find pro emails with the email finder

Waalaxy integrate an email finder for you  
to retrieve your prospect's professional emails

### Advantages of the Waalaxy method: ✓

- ✓ RGPD compliance and no legal risk..
- ✓ Saves time compared with manual or contact-based searches.
- ✓ Reliable, up-to-date results, with systematic verification that the email exists (avoids invalid emails and high bounce rates).
- ✓ Use of different sources of information updated by the users themselves (for example, [LinkedIn](#) remains the simplest solution for finding e-mail addresses).
- ✓ More effective prospecting and better conversion rates on professional emails.
- ✓ Automate contact-gathering process to quickly obtain contact details, improving the scope & effectiveness of sales initiatives.

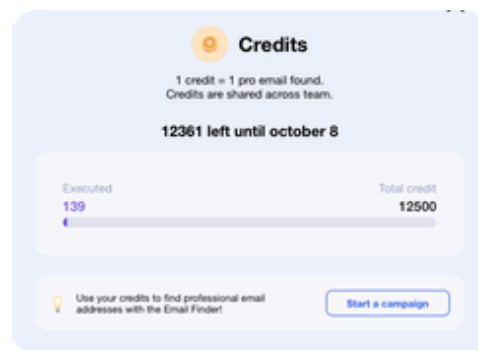
In short, enrichment functionalities have become a must-have for all automation and scrapping solutions on the market.

Waalaxy's allows you to find your prospects' professional emails on LinkedIn, so you can contact them directly afterwards. 📢

- ✓ Scraping data from LinkedIn,
- ✓ Contact enrichment with integrated import,
- ✓ Automation of multi-channel and CRM campaigns,
- ✓ API and business intelligence,
- ✓ [Email Finder](#) features for professional emails.

### At Waalaxy 🛸

- ✓ 1 search = 1 credit, debited only for emails actually found, never for those searched for.



- ✓ With our new combination of enrichment tools, the average number of emails found is +50%.
- ✓ You don't need a subscription to all our tools to enrich with Waalaxy. We've simplified everything for you: everything is automatically managed and integrated into your subscription.



But, today, many tools offer this type of functionality, integrated into their platform. 📧

As we absolutely had to prove to you that we really do have the best rates on the market, we tested them all and here are the results. 🙌

### 3 Comparison of enrichment tools

Tool	Rate of emails found (average)	Catch all rate	Cost per email found (excluding catch all)
<a href="#">Waalaxy</a>	60–80%	46,5 %	~1,5 à 2,5 cts (for additional credit purchases excluding subscription).
Apollo	50–65%	30–40%	~1 à 2 cts
Surfe	40–50%	25–35%	~3–5 cts
Clay	45–55%	30%	~3–4 cts
Pharow	40%	25%	~2,6 cts
Waterfall	35–45%	20–30%	~6–7 cts

Now, let's move on to the tutorial to teach you how to enrich your databases automatically on Waalaxy.

*The purpose of the Email Finder is to maximize the number of people you can contact, and to get the professional email of your prospects to send them an email... Even if they don't accept your invitations and even if you haven't managed to get a response from them on LinkedIn. – Guillaume Portalier*

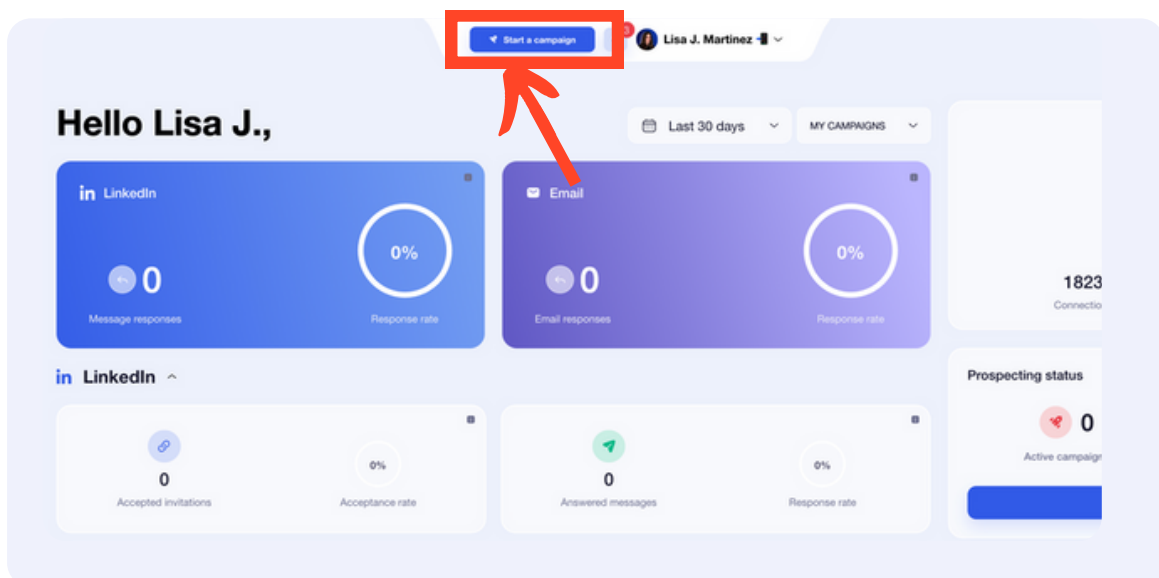


4

## TUTO to enrich your databases automatically on Waalaxy

👉 2 ways to enrich your databases and find your prospects' professional emails on Waalaxy:

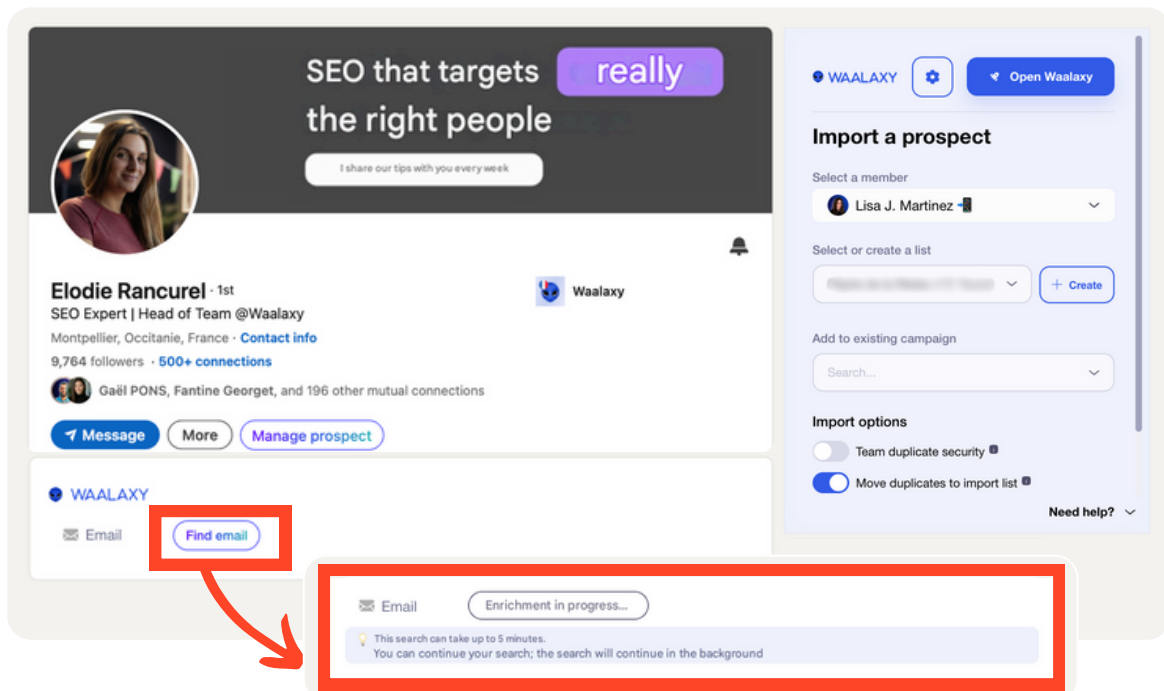
1. From a targeted LinkedIn profile in your LinkedIn feed, in just a few clicks.
2. From the Waalaxy app by launching an automated campaign, to find the email of dozens of profiles at once.



## LinkedIn profile & Waalaxy Email Finder

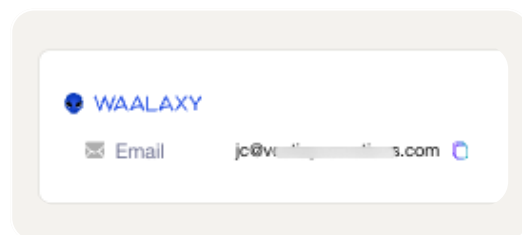
**Go straight to the profile of the person  
you want to contact by e-mail. 😊**

Add their profile to your database/list on Waalaxy (if you haven't already done so), and retrieve their professional email in just a few clicks.



**The result of the enrichment will appear  
directly on the profile**

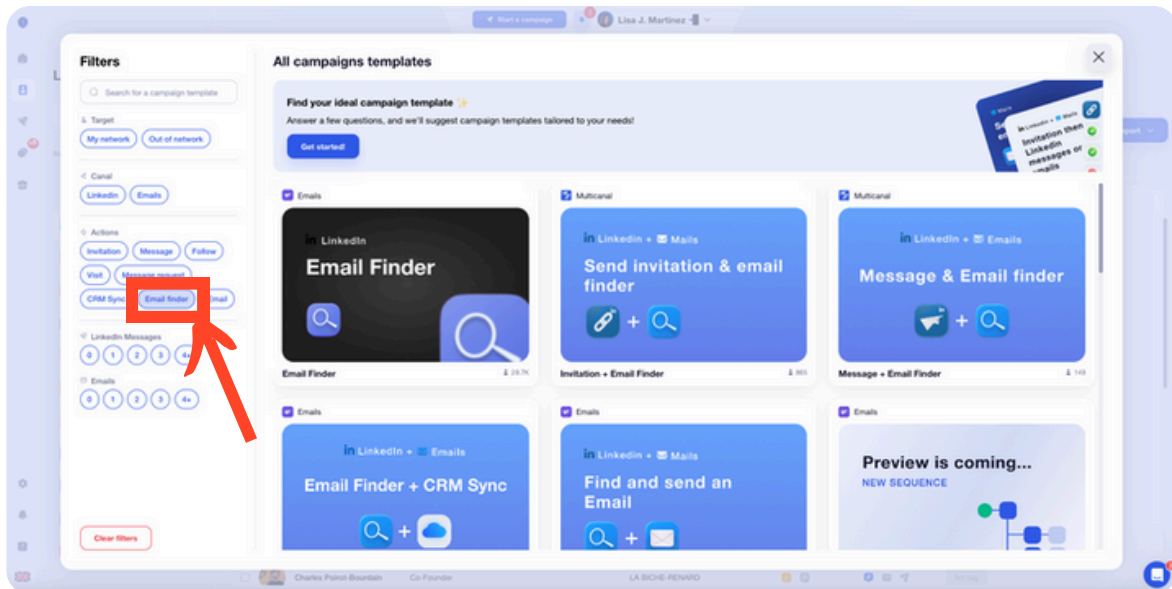
- ✗ Either with a red "Email not found" button,
- ✓ Or by directly displaying the professional email ready to be copied to send an email to your prospect (without necessarily using a campaign).



## Waalaxy Email Finder campaign templates to use

Creating an Email Finder campaign to collect contacts from dozens of prospects at once couldn't be easier with Waalaxy!

Click on “Start a campaign” and “Email Finder”, to easily enrich your [prospect list](#).



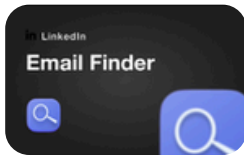
You can choose from over 80 other ready-to-use automated action sequences in the library that include this functionality. 🌟

We recommend a few for you to use, when, how and why...

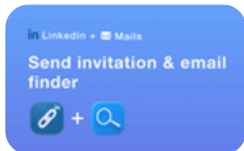
On the next slide! 🙋



## Basic Email Finder campaigns 🧱



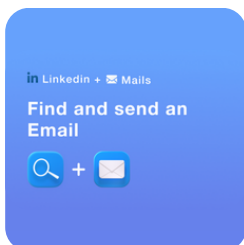
If you already have a **base of targeted** profiles (LinkedIn, names + companies) and want to quickly get their emails.



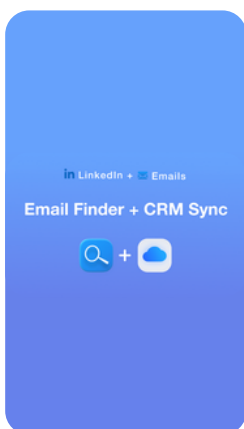
If you're starting from 0, combine a LinkedIn connection request with email retrieval (1st "soft" link by enriching your base.)



To **start an exchange** by securing the prospect's email and having a double channel of engagement: if he doesn't respond on LinkedIn, you can follow up later by email, by changing your approach.



If you've **already validated your ICP**, your email is ready, and you're looking to scale, find the address, then trigger an email campaign right away. ROI-friendly, time-saving and immediate impact.



Keep your **base clean and activatable**: found emails are automatically injected into your CRM\* with the right tags and status. Practical for teams: everyone has access to leads that are enriched, up-to-date and ready to be engaged.

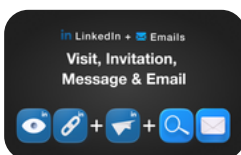
\*The last section shows you how to synchronize your data with your CRM.



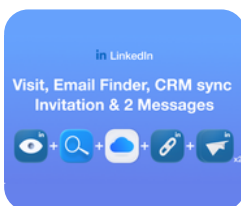
Of course, you can also choose complex multi-channel sequences with Email Finder, depending on the level of relationship with your prospects and your objectives.

 **To help you make your choice,**  
**we recommend a few of these too.** 

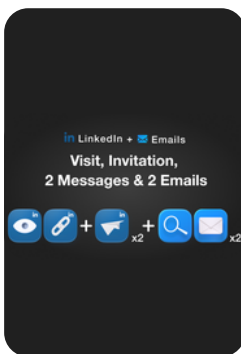
## Complex multi-channel sequences 🤔



For **premium targets** or decision-makers who shouldn't be spammed on a single channel.



For long conversion cycles or **hard-to-reach** prospects: start by “warming up” the contact on LinkedIn, then retrieve the email to follow up with a series of well-targeted follow-ups.



For **sales teams** who want to enrich and structure their database right from the 1st interaction. The advantage is automation + organization: each enriched profile is immediately ready to be nurtured on several channels, without double entry or loss of information.

The winning combo is to alternate sequences according to your targets and channels! 

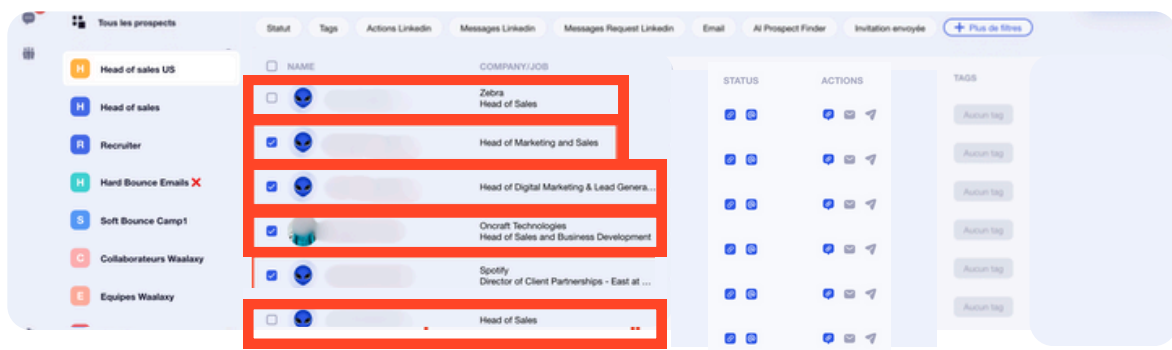
**To convince you of the power of enrichment, we show you the difference between a database WITH and WITH enrichment (via Waalaxy).**

Database enrichment keeps your CRM reliable and relevant, full of qualified contacts ready for use! 🙌

**WITHOUT** enrichment, you'll get a database with :

- ✗ Job titles that don't match.
- ✗ Titles and company mixed up.
- ✗ No contact information, website, email or phone....

**WITH** enrichment, your DB in Waalaxy will look like this 🤖



- ✓ [LinkedIn titles](#) perfectly matching the target (whatever the language).
- ✓ Complete contact info: website, e-mail, and well-identified company names (if available).
- ✓ 🔗 and @ icons to access enriched data details per contact (record with pro email, phone, address, and LinkedIn profile URL present by default...).

**Automate enrichment  
with Waalaxy for \$0** 🤖

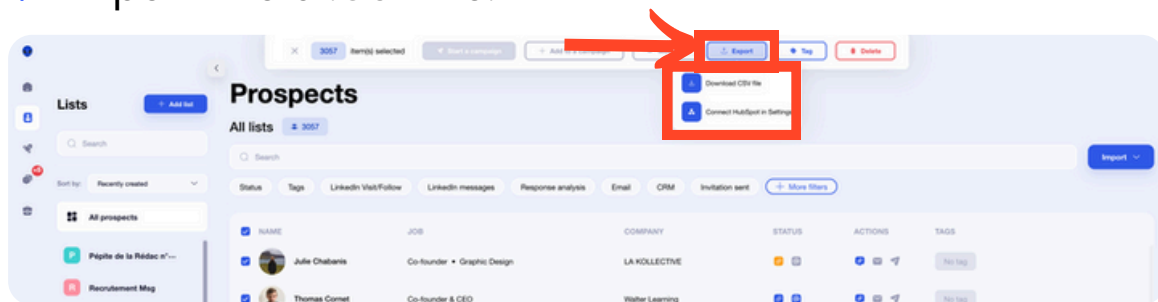
## Extract data to CSV or synchronize them

Integrating with several tools allows us to have the best rates on the market. As soon as you have a contact you're interested in, you can find it in your flow and enrich it with lots of legal data: email, address, telephone number, SIRET,... And plug it into your CRM. – [Toinon Georget](#)



💡 **Last step – Once your enriched file/database is ready, you have 2 options:**

✓ Export it to a .CSV file.



✓ Better still, synchronize certain lists or entire Waalaxy database with your CRM (Google Sheet, Pipedrive, Hubspot, Zoho...) directly by launching your campaign.

### 💡 List of all data that can be synchronized

- Waalaxy ID
- Sales Navigator ID
- First Name
- Last Name
- Job Title
- Location
- LinkedIn Email
- Professional email with Email Finder
- Phone Number
- Waalaxy List Name
- LinkedIn profile URL
- LinkedIn Premium member (Yes/No)
- Looking for a job (Yes/No)
- Connection status
- Business sector
- Waalaxy Tags
- Message or Email sent via Waalaxy (Yes/No)
- Date de connexion
- Reply to a message/mail sent by Waalaxy (Yes/No)
- Date of first message sent
- Company Name
- Company page LinkedIn URL
- Company website
- ...

## PARTIE 4

### AUTOMATICALLY SYNCHRONIZE ENRICHED PROFILE DATA WITH YOUR CRM [TUTO]

Enriching your database is good. Synchronizing and automatically sending campaign data to your CRM is better. - [Guillaume Portalier](#)



On Waalaxy, you can send enriched prospect data to any external tool (included in Advanced, Business and Pro subscriptions): ➡️ :

✓ **With Zapier** : Google Sheet, Salesforce, PipeDrive, Zoho (+2000 other applications with which you can integrate Waalaxy).

✓ **Without Zapier** : Hubspot and NoCRM.

Zapier is a tool for connecting lots of applications together in an automated way via workflows: a major time and energy saver!

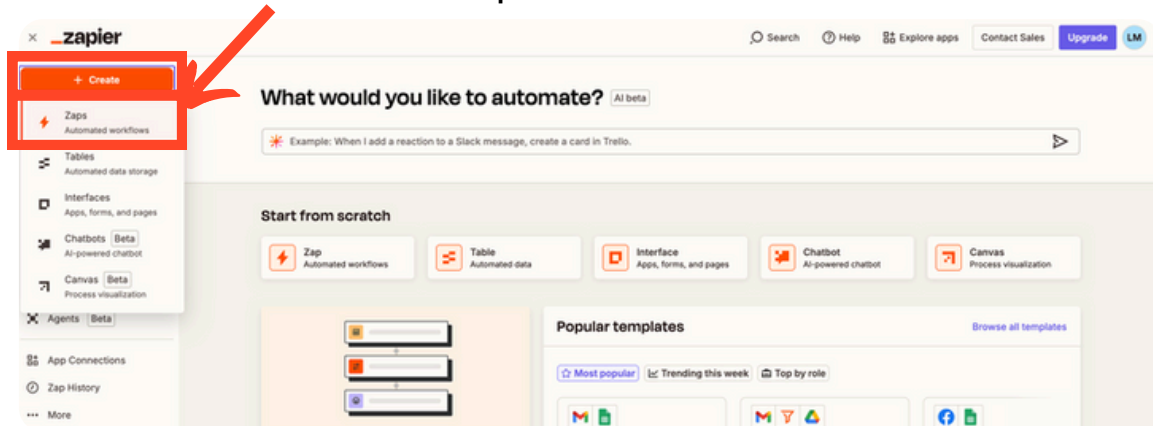
You no longer need to have a paid subscription to Zapier to make zaps. The Freemium version lets you make unlimited zaps, but with just two steps.

**We show you how to connect everything with Waalaxy in 2min (with Zapier to Google Sheet and Pipedrive, then, to Hubspot without Zapier).**

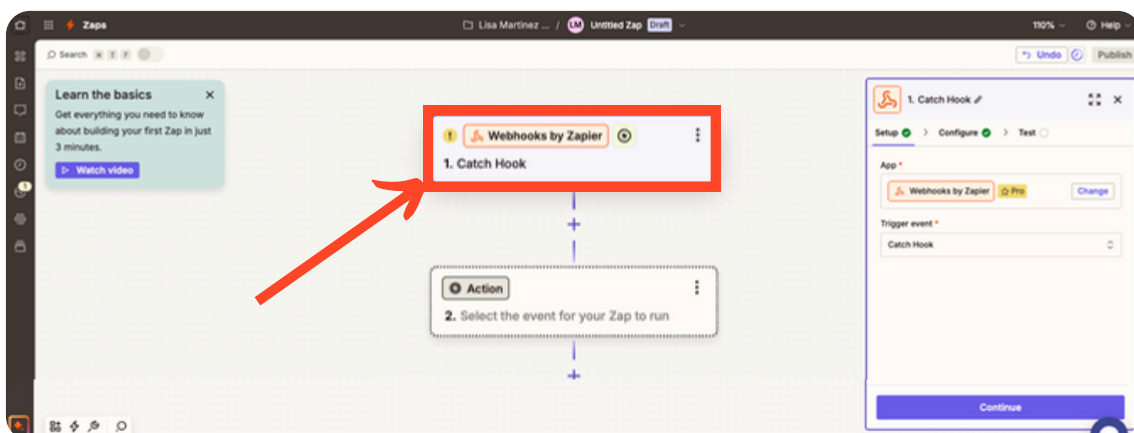
# Synchronize via Zapier to Google Sheet

## STEP 1. Go to Zapier

1. Click on « Create a Zap »,

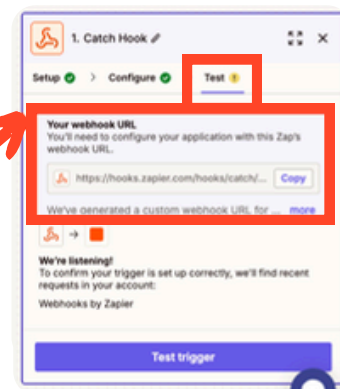


2. In “Trigger”, select “Webhook by Zapier”, then click on the insert to add the “Catch Hook” event..



3. Click on “Continue” twice, skipping to the “Configure/Pick off a Child Key” section.

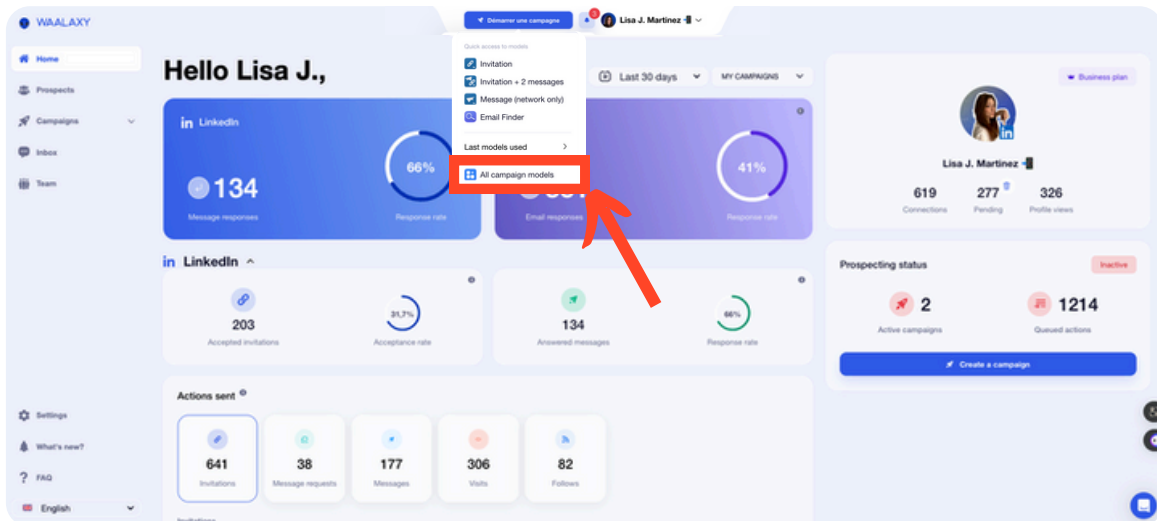
4. Copy the webhook URL that appears in the “Test” tab.



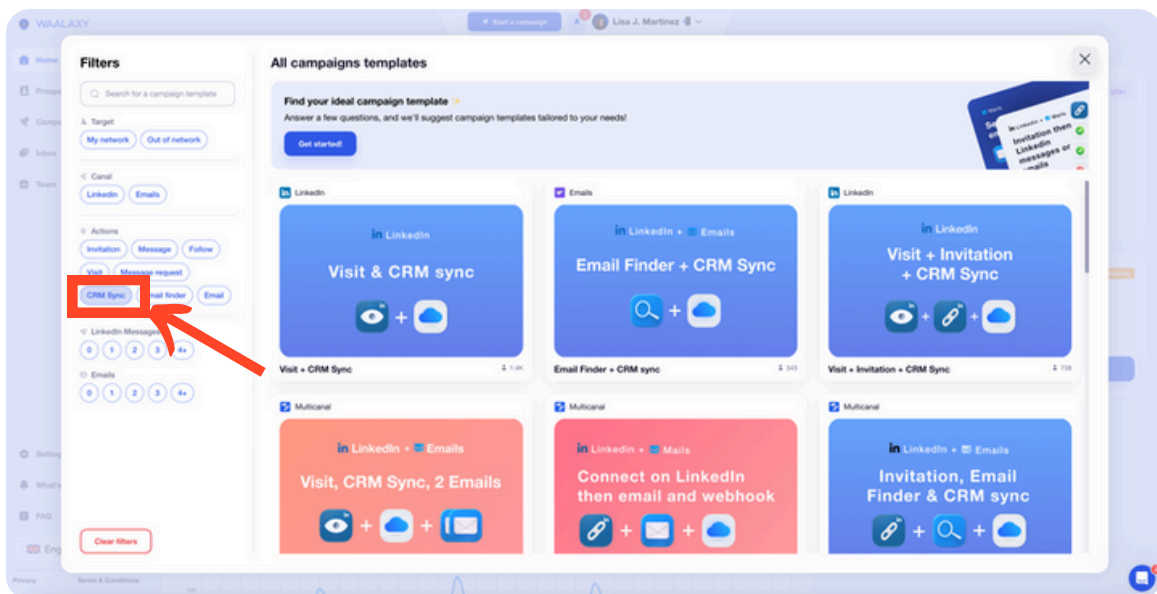


## STEP 2. Go to Waalaxy

1. Click on "Start a campaign", then on "Select more sequences".



2. Filter by "Synchro CRM" action to access [all sequences](#) that include this action.



3. Then select and set the desired sequence (action, delay, message content, etc.).

#### 4. In the "Synchro CRM" section:

- ✓ Select the CRM you wish to configure,

The screenshot shows a 'CRM sync' interface with a header 'CAMPAIGN CREATION : Visit + CRM Sync'. Below the header, there's a section titled 'CRM sync' with a subtitle 'Send information about your prospects to Zapier to synchronize with other apps (ex: another CRM, spreadsheets, etc.)'. A row of app icons is displayed: Hubspot, noCRM.io, Pipedrive, Salesforce, Zoho, Google Sheets (highlighted with a red box), and Webhook. Below this, the 'Google Sheets' app is selected, and the interface shows 'STEP 1: Open our Zapier template (or make your own Webhook on any app)' with a button 'Open in Zapier'. Below that, 'STEP 2: Paste the Webhook URL' is shown with a text input field labeled 'Paste URL' and a 'Test' button (highlighted with a red box). A red arrow points from the 'Google Sheets' icon to the 'Test' button. A 'Next' button is at the bottom right.

- ✓ Paste the previously copied Webhook link,
- ✓ Click on "Test", then "Next",
- ✓ Launch the campaign. 🚀

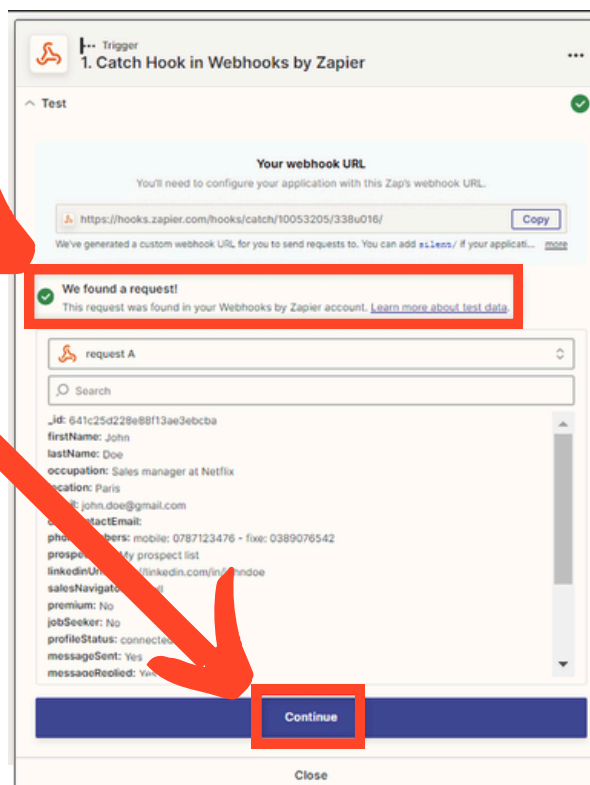
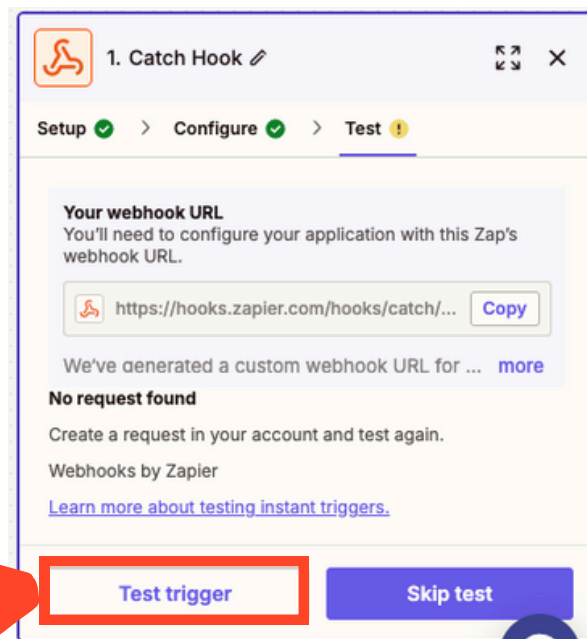
In campaigns that include sending a message or email, you can also set a synchronization as soon as the prospect replies to you 📧.

You're halfway there! 📌



### STEP 3. Launch the Webhook

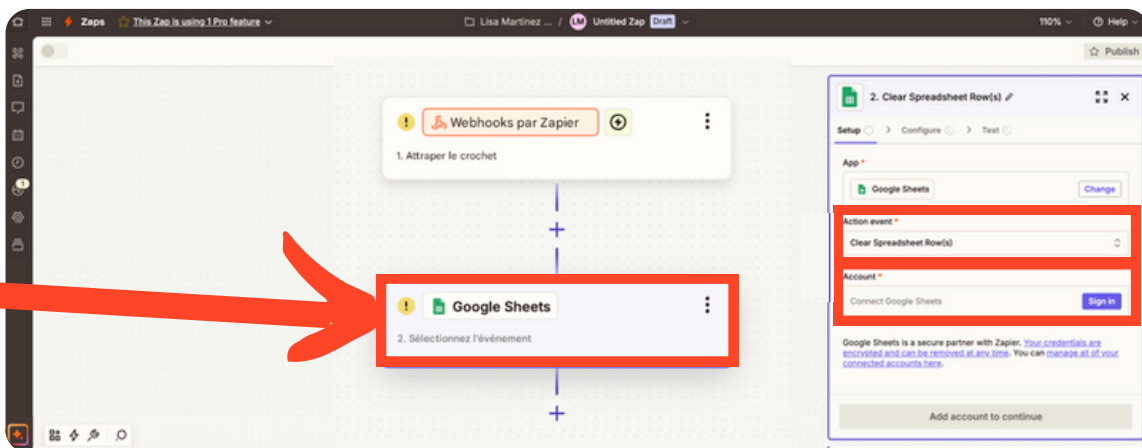
Return to Zapier, and pick up where you left off.  
Now that the campaign has been launched, you can  
“Test the trigger” and validate it on Zapier. 📱



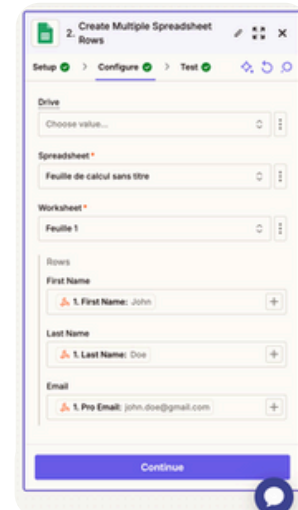
## STEP 4. File/CRM synchronization

From here, you can complete the “Action event” insert in your sequence, to add any other Google Sheet file to which to synchronize your data. 🚀

1. Choose the “Multiple Spreadsheet Rows” action from the drop-down list.
2. Then connect your Google account and your Google Sheet file in the “Account” box.



3. Then select the worksheet and fields you want to retrieve. 🖱️
4. Once you've made your selection, you can run a test to check that your prospects' data is actually sent to your Google Sheet when they reach the trigger action in a campaign (with no response condition).

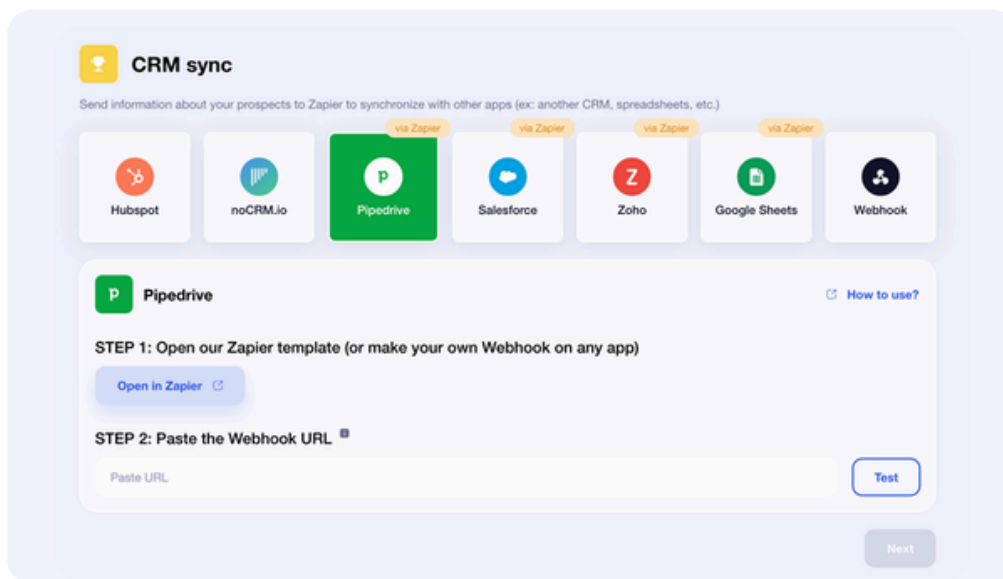


**That's it for Google Sheets,  
now it's Pipedrive!**

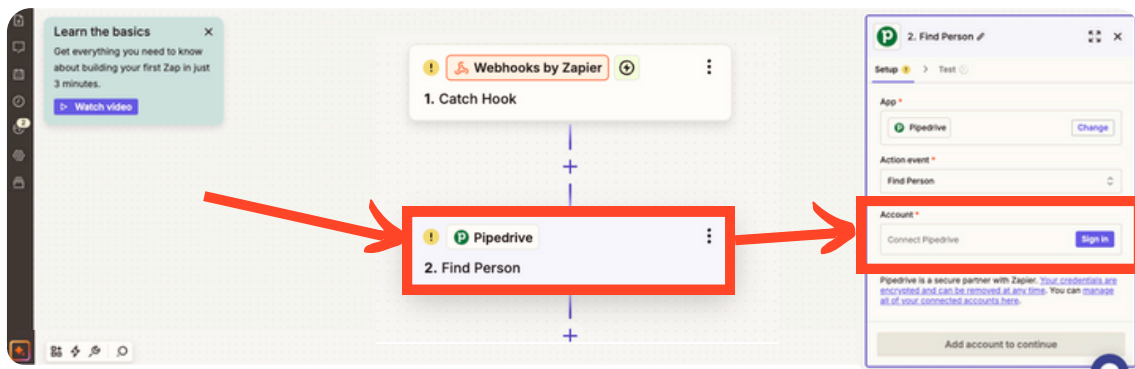
## Synchronize via Zapier to Pipedrive

### STEP 4. Synchronize Pipedrive in Zapier

The first steps (1-2-3) are the same as those we showed you for Google Sheet.



1. Click on the "Action" insert in your sequence, to add any other tool to which to synchronize your data (here Pipedrive). 🚀
2. In "Event" search for and select "Find Person"...
3. Then connect your Pipedrive account in "Account" and click on "Continue"...





4. Go to "Configure". Then, in "Field to search by", select "Name".

5. In "Name", click on the "FirstName" and "LastName" variables.

6. Next, add the variables to be synchronized:

✓ First Name, Last Name, Email, Phone, Job Title.

✓ Check "Create Pipedrive Person if it doesn't exist yet?".

✓ And so on....

7. Click on "Continue" and then on "Test Step".

8. When you see the success message, publish the Zap.

The screenshot shows the '2. Find Person' configuration step in Zapier. The 'Field to search by' is set to 'Name'. Under 'Name', the variables '1. First name: [Sample] Benjamin' and '1. Last name: Leo' are selected. The 'Search type' section shows '1. First name: [Sample] Benjamin', '1. Last name: Leo', '1. Phone: 785-202-7824', '1. Email: benjamin.leon@gmail.com', and '1. Job Title: No data'. The 'If no search results are found' section has 'Mark "safely halted" and skip steps that use search result' selected. The 'Create Pipedrive Person if it doesn't exist yet?' checkbox is checked. A 'Continue' button is at the bottom.

The screenshot shows the '2. Find Person' test step in Zapier. The 'Data in' section has a search bar with 'Search item data...'. Below it, the test results are displayed: 'isExactMatch' is '[Sample] BenjaminLeon785-202-7824benjamin.leon@gmail.com', '\_zap\_search\_success\_on\_miss' is 'False', 'searchByField' is '1.Name:vvarchar:name', and 'term' is '[Sample] BenjaminLeon'. The 'Empty fields' section shows 'empty (optional)'. At the bottom, there are 'Skip test' and 'Test step' buttons.

**That's it for Pipedrive, now we will syncing to Hubspot WITHOUT Zapier, and ultra-simplified by Waalaxy.**

*Waalaxy is compatible with almost everything. Our teams are working hard to ensure that native integrations with other CRMs (Pipedrive, Salesforce, Zoho, Sheets...) will soon be available. So that it's much simpler to map data fields and send them automatically to any CRM (as with Hubspot and NoCRM at present)... - Toinon Georget*

## Synchronize to **Hubspot** without Zapier

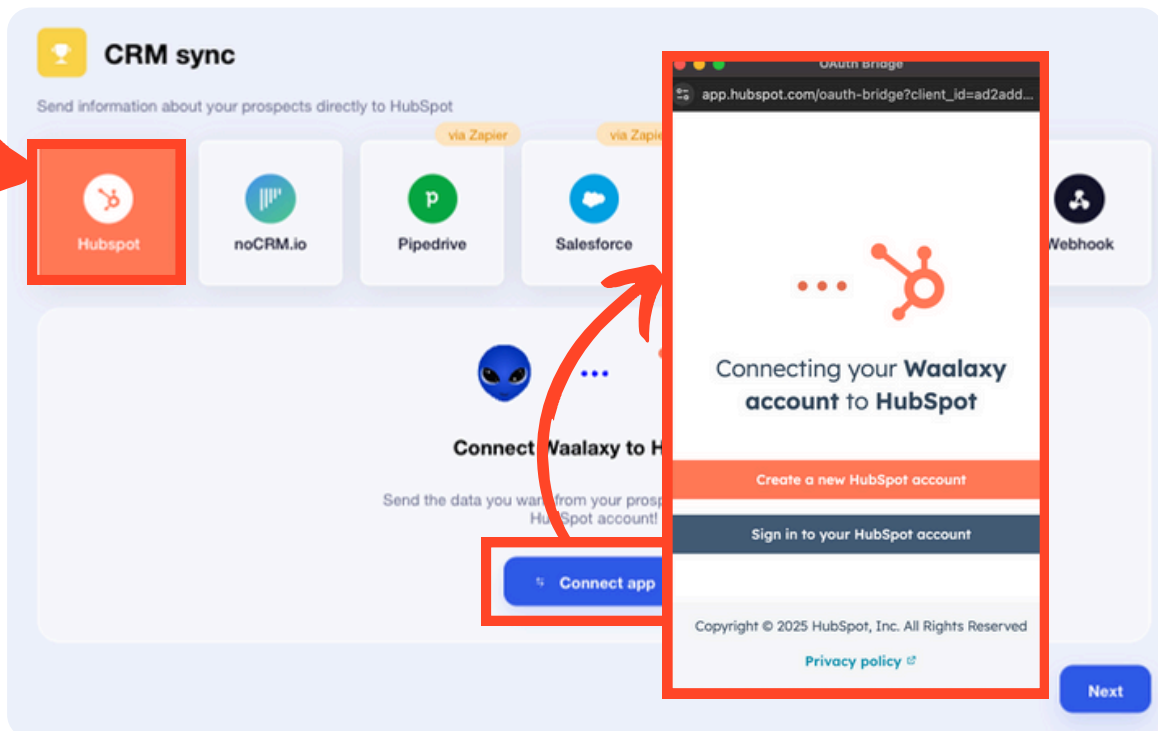
**You've been waiting for this?** 🌟

**Native Waalaxy synchronization with HubSpot is now available (and also with NoCRM). 😊**

Now you don't have to go through webhook/zap creation to send your prospects' data to this CRM.

### By launching a campaign

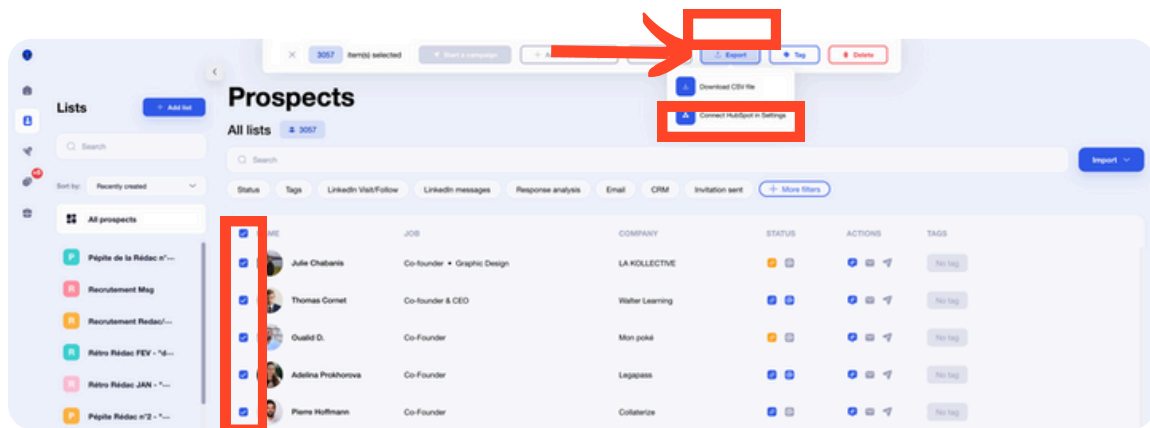
When you get to the Synchro CRM step in your Waalaxy campaign sequence, you'll just need to log in to your Hubspot account.



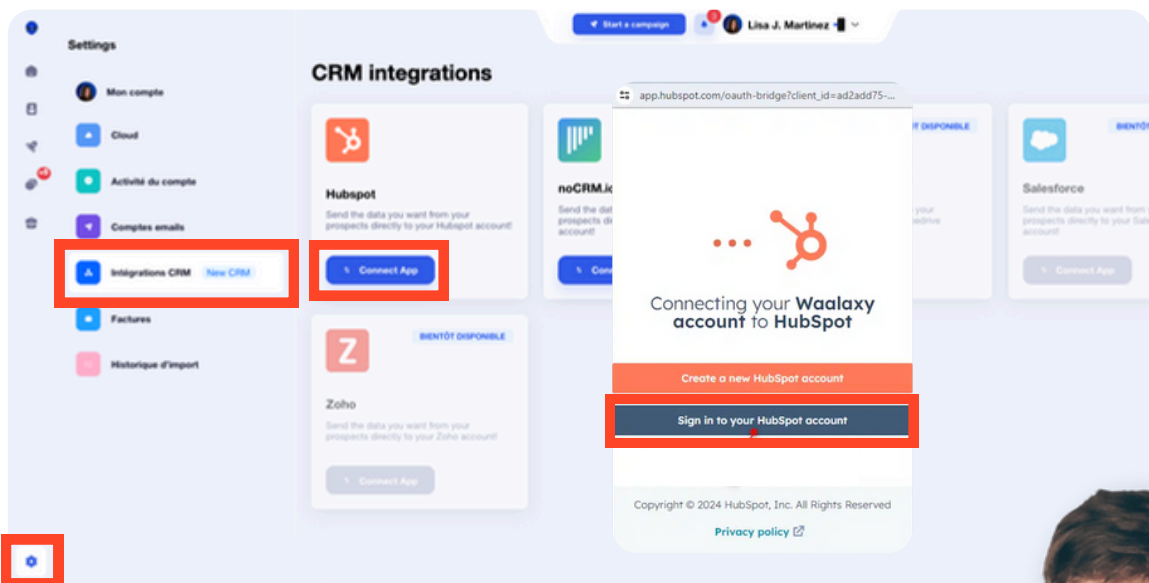
## Without launching a campaign

It happens directly from your prospect lists.

Select the ones you want to export to a CRM, then click on "Export" and then on Connect Hubspot in the settings.



Or go to Settings > CRM Sync > HubSpot > Connect App.



It's (already) almost over! 🎬

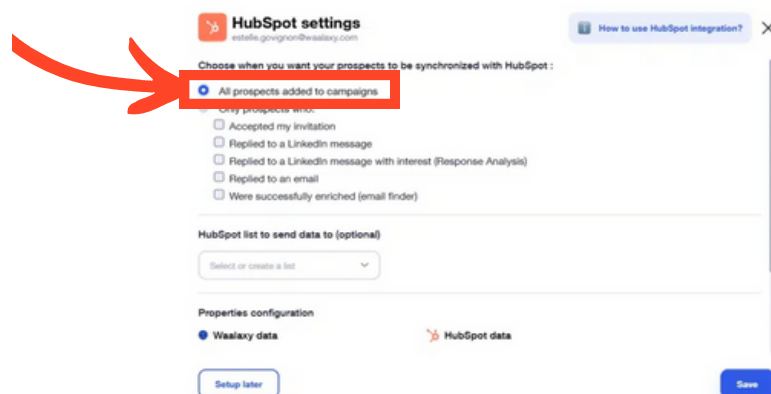
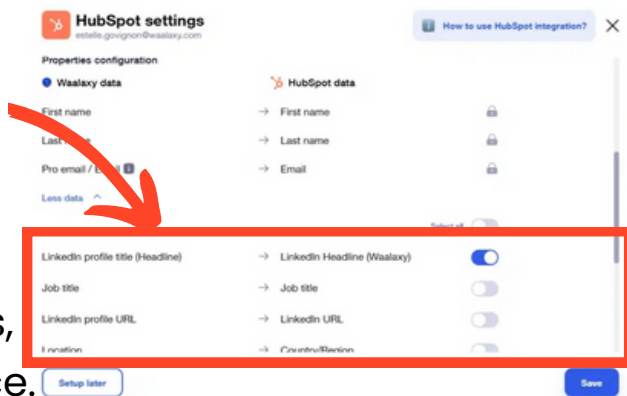
🔗 Once you've logged in to your account, you'll be able to access the CRM synchronization settings to:

1. Specify a destination list (if you don't select one, the synchronized leads will be in the "My contacts" tab of your CRM).

2. Decide which Waalaxy data you wish to send to your CRM.

3. Synchronize all leads added to your campaigns, regardless of the sequence.

Simple, basique.



Once in place, you'll be able to launch the best enriched, automated prospecting strategy on the market. 🚀

To follow, a recap of our promises! ✨

*We receive hundreds of unqualified prospecting messages, each one worse than the last. That's how you burn up cartridges and reduce your prospecting performance. Enriching is one way to avoid it* – **Toinon Georget**



🔥 **With personalization, you'll save time, money and perform better\***

- ✓ +6,7% acceptance rate.
- ✓ +52% [LinkedIn response rate](#).
- ✓ +32% e-mail response rate.

\*Average  
before/after from  
our users.

**And even better, if you use Waalaxy.**

👽 **It's the tool you need to enrich your databases:**

- ✓ The best rates on the market for finding your prospects' professional emails,
- ✓ The largest number of reliable results, the fastest & most readable.
- ✓ Sorting and [marketing segmentation](#) of lists thanks to the data collected.
- ✓ All integrated scraping & enrichment functionalities to facilitate prospecting, available in freemium version.
- ✓ Synchronization of enriched data with CRMs.

Waalaxy works for you, you really can't miss it! 🔥 Try it now. 👉

**Try Waalaxy for \$0** 💰💰





# BUILD & ENRICH YOUR PROSPECT DATABASE

**It's over !**

Well almost... 😏



## Frequently Asked Questions

**How Much Does  
Waalaxy Cost?**

🌟 Explore ALL  
[Waalaxy subscriptions](#)  
options 👾:

- ✓ Freemium, Pro & Advanced (25 credits/month),
- ✓ Business (500 credits/month),
- ✓ Élite (10 000 credits/month).

**Try Waalaxy for \$0 🚀**

**More hacks on  
data enrichment and  
Waalaxy Email Finder**

👉 We explain why we're better  
than the others tools in video.

