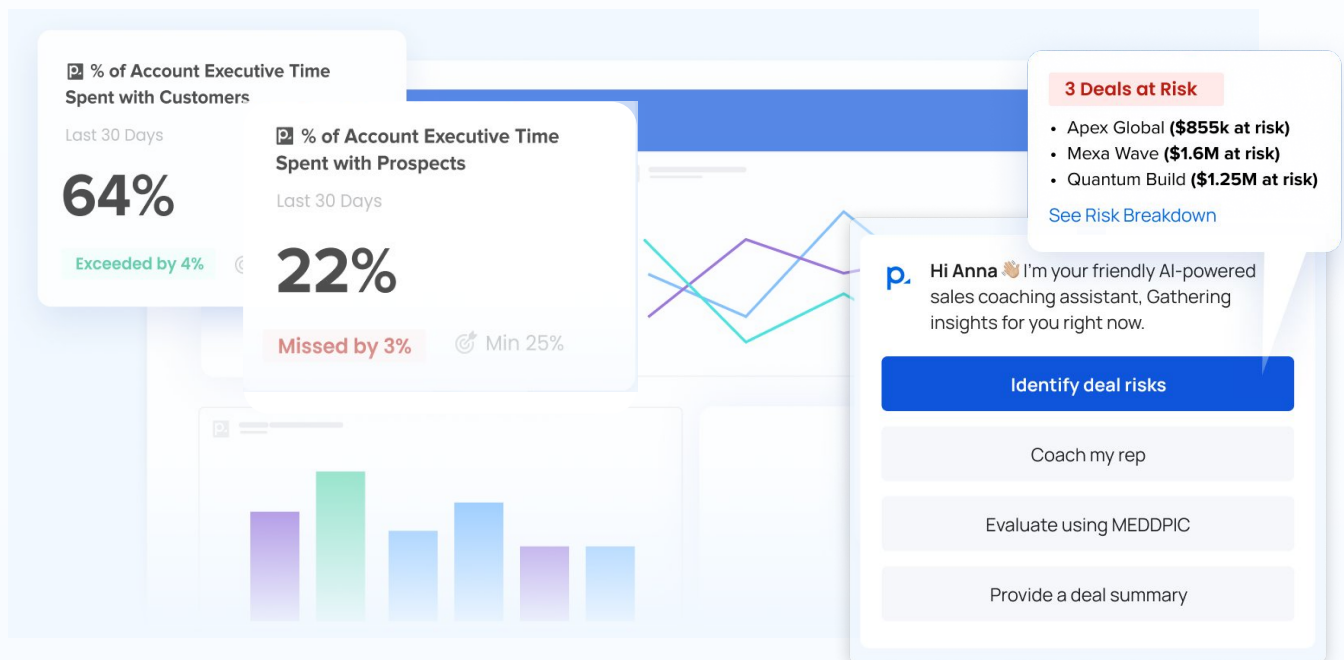# people.ai

Unlock your data. Give every seller the complete story.

Ready to stop guessing and start closing? Meet People.ai: the leading **AI data platform** that supercharges sales teams. Strategically leverage data to unlock the power of AI in your organization, providing insights and clear next steps to engage the right buyers in the right accounts at the right time.

People.ai is purposely built for:

Deal Forensics
Automatically **capture** and **filter** all GTM data. Accurately **match** all activities, opportunities, and contacts to your CRM, providing a trusted, single source of truth.

Deal Execution
Enrich the data with our billions of buyer and seller insights so sales teams can operate with more context, accuracy, and efficiency at every stage of the deal.
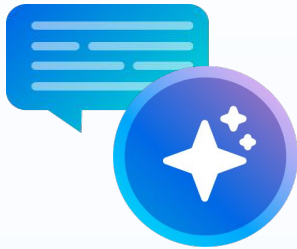
Deal Acceleration
Automate and modernize your sales process, layering on best-in-class AI insights so you can identify potential risk, provide clear summaries, and get detailed next best actions.

people.ai

Start your journey with People.ai today

Establish a data foundation you can trust

Automatically capture all GTM data and accurately match it to the correct records in your CRM. Enrich that data with our billions of buyer and seller insights and combine it with data aggregated from your various point solutions to fuel powerful AI and unlock the next level of success across your team.

The right information to win - when and where you need it

With billions of sales insights captured over nearly a decade, our purpose-built AI deeply understands the processes and behaviors of buyers and sellers. Automate workflows, identity potential risk, provide clear summaries, and get detailed next best actions.

Uplevel ever seller so you can scale

Optimize your GTM operations by introducing a standardized selling motion using automated and intelligent account plans, deal qualification, and dynamic org charts. Easily understand what's happening - and what's working - in every account and opportunity.

Data and AI you can trust, results you can see.

↑ **43%**
in pipeline, quarter over quarter

zoom

↓ **30%**
in sales cycle length

Unity

1,000+
hours saved on data entry annually

Five9