



Cognism for RevOps

RevOps teams are responsible for turning data into reliable revenue outcomes.

Cognism gives revenue operations teams the data required to power modern revenue engines.

By combining verified data, intelligent signals and configurable workflows, Cognism enables RevOps teams to align their entire revenue organisation around accurate, actionable intelligence.



How RevOps teams use Cognism

RevOps teams rely on Cognism's sales prospecting tool to ensure their revenue organisation operates with trusted data, aligned processes and predictable pipeline generation.

Optimise lead scoring and routing

Cognism enriches CRM data with verified contact, company and technology-usage.

1 Predictable pipeline starts with the right data

Revenue operations depend on accurate data across the entire tech stack.

Cognism enables teams to maintain data quality through scheduled and trigger-based enrichment workflows, ensuring records remain complete and actionable over time.

This allows RevOps teams to:

Improve lead scoring accuracy

Route opportunities to the right sellers faster

Reduce internal disputes around lead ownership

Ensure high-value opportunities are prioritised

2 Enrich your CRM data with control and consistency

RevOps teams are responsible for maintaining accurate, usable data across the CRM.

Cognism enables teams to improve data quality through controlled enrichment workflows, ensuring records remain complete and up to date over time.

Consistent, governed data ensures every team operates with greater confidence and accuracy.

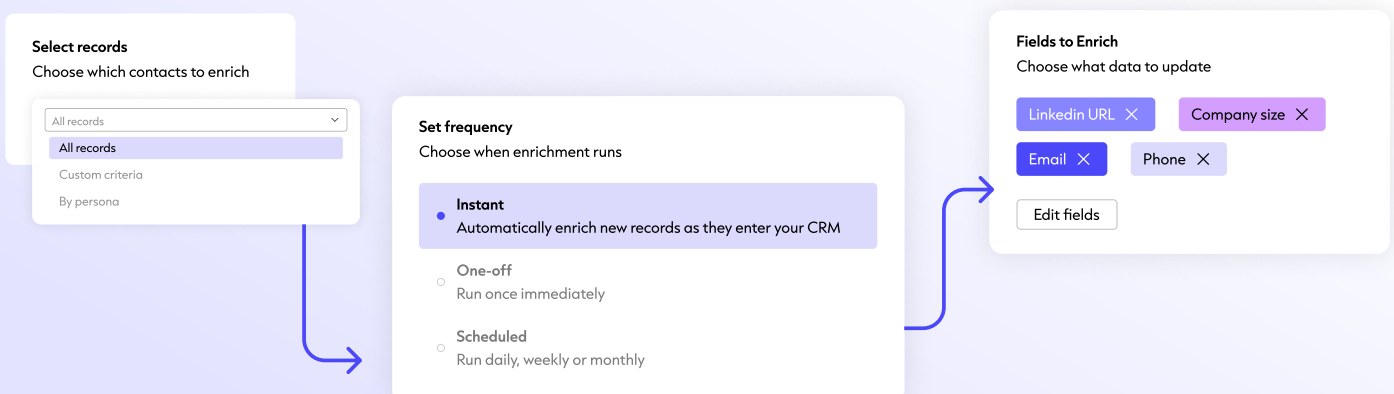
This allows RevOps teams to:

Identify incomplete or outdated CRM records

Enrich leads and contacts with verified, compliant data

Run one-off, scheduled or trigger-based enrichment jobs

Control which fields are updated and when



3 Streamline territory planning

Cognism gives RevOps teams full visibility into account coverage and seller activity across regions and segments.

The result is a structured, scalable territory model that supports predictable pipeline generation.

The intelligence layer behind your revenue engine

Our platform provides the signals and insights RevOps teams need to guide sellers toward the right opportunities.

Signals such as leadership changes, funding rounds and company expansion highlight accounts that may be ready to buy.

RevOps teams can configure these signals to align with:

- Ideal customer profiles
- Territories and verticals
- Account strategies

This ensures sellers reach out with the right message at the right moment, improving pipeline conversion and forecasting confidence.

This enables organisations to:

Align sellers to territories or verticals

Adjust account assignments as teams scale

Balance rep workloads across markets

Ensure consistent coverage across ICP accounts

Latest Signals ⓘ



Helix Systems

Funding

Secured £1.2Bn Series D Funding

1d ago



Celsior Dynamics

Acquisition

Announced Acquisition of Ionis Technologies

2d ago



Cognism

Job Change

David Roberts joined Cognism as Director of Product Marketing

5d ago

Personalise the seller experience

RevOps teams configure Cognism Sales Intelligence to deliver tailored prospecting experiences across the organisation.

These insights reduce manual research and ensure sellers focus on the opportunities most likely to generate pipeline.

Smart personas By Cognism AI

Persona's name

Sales Champions in Retail

Job Title

CTO X

Head of Marketing X

Head of Sales X

VP of Sales X

Sales Director X

Create Persona

Describe your business

Type your description here

Defining ideal customer profiles and target personas

Delivering prioritised account lists aligned to seller territories

Surfacing signals and insights relevant to each seller's accounts



Fluent in European data

European markets demand accuracy, compliance and context.

Cognism is the only sales intelligence platform truly fluent in Europe, legally, culturally and operationally.

Revenue teams rely on Cognism to support growth across European markets with:

- Verified contact data
- Regional market intelligence
- Enterprise-grade compliance
- Account team and data researchers based in Europe

Compliance-first data you can trust

Cognism enables global prospecting while maintaining strict regulatory standards.

We comply with key frameworks including:



Our platform also cross-checks contact data against 15 global Do Not Call lists, helping organisations avoid regulatory risk and maintain compliant outreach.



Signals, such as C-suite changes and funding rounds, are **incredibly useful**.

They serve as great prompts for when to reach out and **help us secure new business**.

Having all those insights in one place in **Cognism has been a game-changer**.



Cameron Bayliss

Operation Supervisor at Televerde

Build a revenue engine powered by data fluency

Cognism gives RevOps teams the data, signals and workflows required to power enterprise revenue growth. By replacing guesswork with accuracy, context and confidence, Cognism helps revenue teams identify opportunities earlier, prioritise the right accounts and generate pipeline more predictably.

Get in touch

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