



Data That You Can Trust

Clearbit for Marketing Operations

Feel confident with your marketing efforts by backing them with data you can trust. Clearbit enriches your entire database with complete person and company data - all within the tools you know and love.



Shorten Web Forms

Having lots of form fields is bad for user experience and means fewer people fill them in, reducing leads. Yet you may need specific fields for lead routing or personalizing follow-up content. What do you do?

Enrichment lets you do both. You can ask for an email address or domain name, and Clearbit enhances it with up to 85 data points. Information like job title, industry, and company name are appended straight to your Salesforce records. By removing unnecessary fields, our customers have seen an average 35% increase in form conversions.

The image shows a long web form with the following fields:

- Email:** Input field containing "you@your-company.com".
- Password:** Input field with masked characters "*****".
- Full name:** Two input fields for "Harlow" and "Ward", followed by a small profile picture icon.
- Title:** Input field containing "Co-founder, CTO".
- Company:** Input field containing "Clearbit" with a small blue logo icon to its right.
- Company size:** Dropdown menu with "11-50" selected.
- Checkbox:** A checked checkbox labeled "Occasionally email product updates and news?".
- Next:** A blue button at the bottom.

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“The integration with Marketo is so straightforward and you can capture so much lead data without having to clog your lead forms.”

Gany Rodriguez, Demand Generation Manager, Curata



Data-driven Campaigns

Segmenting your leads is a given, but good marketers use personalization to increase conversion rates and lead volume. The challenge is that full-on personalization can be time consuming and requires a lots of data to scale.

Enrichment is the magic bullet to scaling personalized campaigns. It automatically backfills your Salesforce records, so you have the data to scale personalized nurture & triggered campaigns with simple 'if, then' logic. For example, you could personalize email content based on the technology the recipient uses, highlighting your relevant product integrations.

The diagram illustrates an email composition interface with several personalization tags highlighted in colored boxes:

- From/To:** Variation/Titles, Authority, Dynamic CC
- Opening Hook:** Recency, Relevance, External Signals, Trends / Zagging
- Subject:** Specific & Authentic, Neutral or Better Specificity, Action Oriented + Helpful
- Ask:** Open Ended, Firm, Goal Oriented
- Offer Type:** Offer Type

The email content shown is:

Compose New Message

To: decisionmaker@prospect.com

Cc: influencer@prospect.com evaluator@prospect.com

Helping {{Company Name}} {{Verb}} {{Operator}}

Hi First Name

Prospect App is only in Language and Language

We'd love to share some ideas for Offer Type

Custom Ask

Your Name

“Our emails and app notifications aren't one-size-fits-all. We can strike up a direct line of communication with just the customers who need to hear about a new feature or tip, keeping our messaging clean and relevant.”

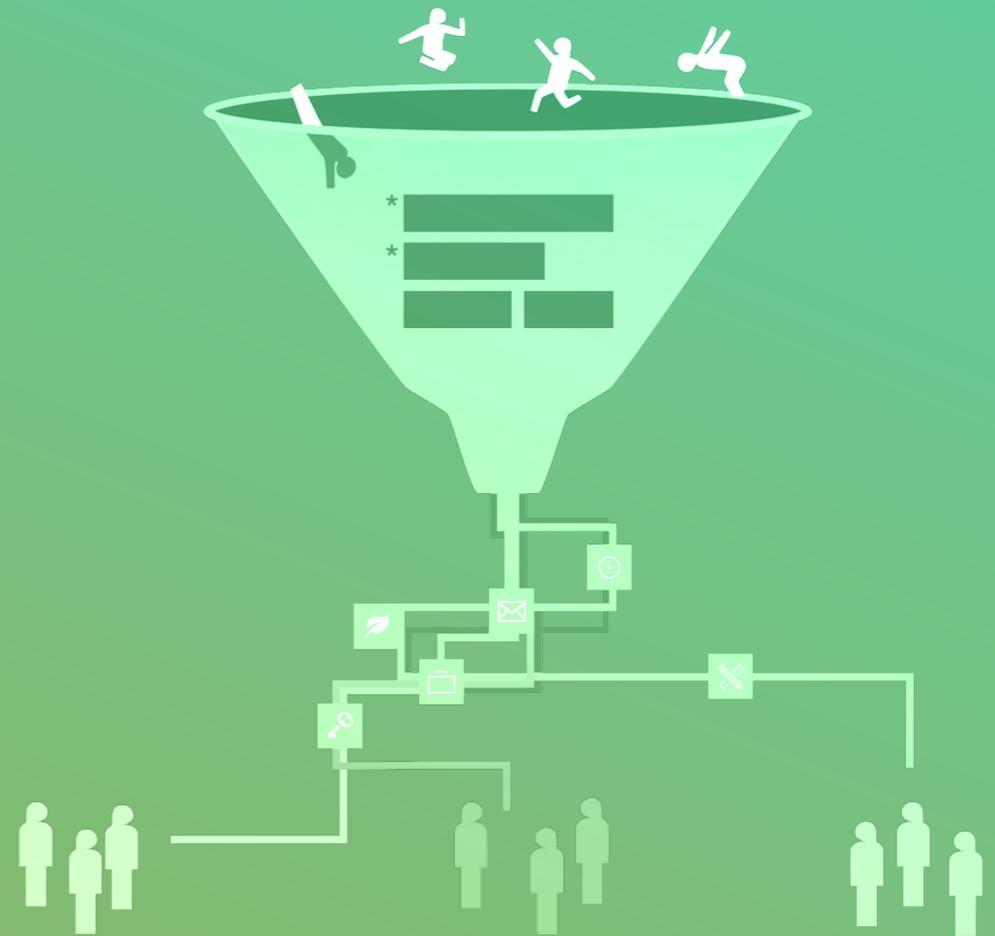
Peter Clark, Director of Growth, AdRoll



Advanced MQL Scoring

A lead's interaction with your marketing campaigns and website only shows part of their value to your business. Person and company data can provide important information about a lead's potential deal size or probability to buy.

With Enrichment you can build or improve your own MQL scoring system. Clearbit will take a lead's email address and build a company and person profile around it, right in Salesforce. Then you can score inbound leads based on your target tags, prioritizing the most valuable prospects for your sales team. For example if you know B2B SaaS companies close 3x faster with double the deal value, you can use Clearbit's tags to reach out to them first.





Data-driven Personas

Buyer personas help you understand what your ideal customer looks like, so you can focus on marketing to leads with a greater lifetime value. Yet personas based on limited data or anecdotal evidence can do more harm than good. You could be targeting the wrong companies or missing traits that show a good customer fit.

Clearbit will backfill all the records in your CRM, giving you data on everything from business model to social influence, and enable you to run reports on who your best (and worst) buyers are. You'll know who you should target and what to do to engage them, massively increasing lead volume and conversion rates.



Lead Detail Edit Delete Convert Clone Find Duplicates

Clearbit Social Links  [f](#) [t](#) [in](#) [cat](#)  [f](#) [t](#) [in](#) Lead Owner  Richard MacCaw [change]

Lead Status	New	Website	http://segment.com
Name	Mr. Peter Reinhardt	Company	Segment
Title	Mr	Industry	Internet Software & Services
Email	peter@segment.com	No. of Employees	180
Phone	+1 206-333-3062	Lead Source	Website
Location	San Francisco	Role	CEO, Co-founder
Rating	Hot	Seniority	Executive
Company Model	SAAS, B2B	Company Tech	Slack, Zendesk, Drift, SFDC



Actionable Insights

Knowing which of your marketing channels brings in the most leads is a good way to double down and run optimization tests. A strong marketing team can tell which types of leads engage best with which channel, and allows for customized messaging that turns engagement into conversions.

Clearbit gives you the data you need to run analysis on the types of people and businesses who are interacting with your marketing. All data pulled by Enrichment is stored in a custom object in Salesforce, allowing you to use any Clearbit attribute to run reports and build insightful dashboards.



“The quality of the insights is outstanding. Plus, it is super easy to integrate with any of our tools or stack via the API.”

Gilles Bertaux, CEO, Livestorm