

## Neuralytics®

### KEY FEATURES

- Unique dataset of billions of sales data points powering predictive algorithms for sales
- Integrates directly with CRM to provide predictive and prescriptive insights
- Works with standard and custom objects in the CRM

### BENEFITS

- Up to 30% lift in sales
- 30% lift in contact rates
- 20% lift in conversion rates
- Up to 36% lift in pipeline
- 85% larger deals closed
- 80% forecast accuracy
- Up to 28% lift in closed deals

Neuralytics is the only Artificial Intelligence (A.I.) engine built for sales on 10 years of cross-company sales behavior data. The machine learning algorithms in Neuralytics process trillions of neural sales data points instantly to generate insights, which it serves directly to reps within InsideSales.com's predictive applications. Neuralytics enables greater sales efficiency and effectiveness so that teams can sell more.

### Revolutionize Your Data

Neuralytics is built on the largest sales behavior database in the world, with 6 trillion data points across 110 billion sales interactions and counting. Neuralytics securely and anonymously merges data from each customer's CRM into a proprietary cross-company data set. That data is then enriched by appended external data, and powers predictive algorithms that are built specifically for sales and go beyond any individual company's experience.

### Actual Results Scorecard

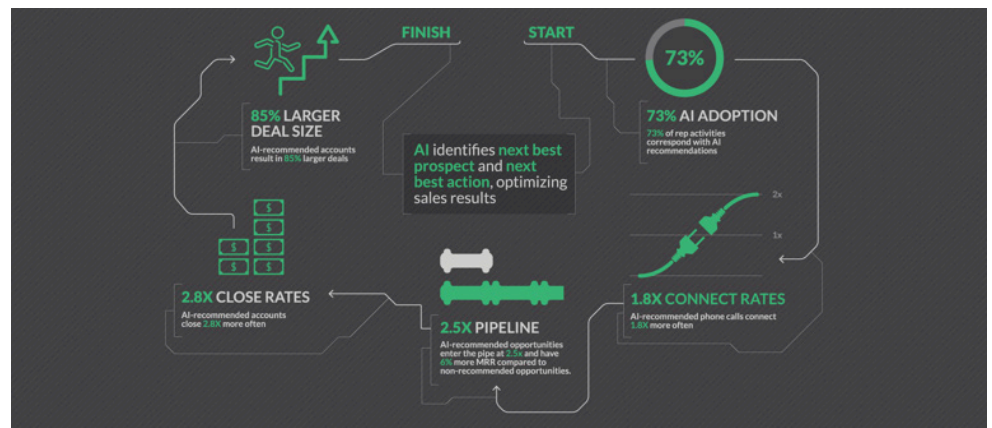


Figure 1: Neuralytics uses sales-specific algorithms and cross-company data to deliver insights across the customer lifecycle.

### Sales-Specific AI

Neuralytics uses sophisticated machine learning algorithms to regularly analyze all the data and update its predictive models. Neuralytics can help sales teams optimize their processes:

- **Leads:** Call on the leads who are most likely to answer and show interest
- **Contacts:** Call on the contacts who are most likely to answer and buy
- **Accounts:** Prioritize the accounts that will actually purchase
- **Opportunities:** Identify which opportunities are likely to push or close
- **Forecasting:** Predict attainment for reps, teams and orgs

## Continuous Machine Learning

Neuralytics uses persistent and asynchronous connectors to customer and external data sources to constantly evaluate and improve its predictive algorithms. In today's world, sales teams cannot wait to manually rebuild algorithms when markets and competitors move quickly. Neuralytics allows sales managers to focus on business process and rely on Neuralytics to learn and improve its predictions to continuously improve the effectiveness of sales reps.

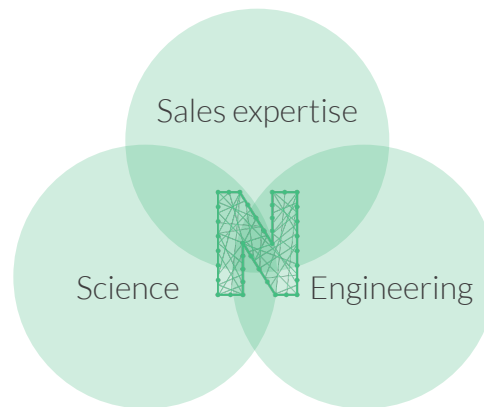


Figure 2: Neuralytics combines sophisticated statistical science with world-class engineering and deep domain expertise in sales.

## Integrated Directly into CRM

Neuralytics powers predictive and prescriptive features that are integrated throughout the CRM to increase sales reps' productivity and effectiveness. Lead scoring and prioritization keep reps focused on the leads most likely to close, while opportunity scoring and recommendations identify the most promising deals and potential risk factors. Neuralytics uses Artificial Intelligence, combined with the judgment of sales reps and managers, to build a predictive forecast that is 80% accurate on the first day of the quarter.

## Data Security and Reliability

Neuralytics offers reliable data security features:

- Anonymizes and protects data via cryptographic hashing
- Data is stored using private virtual clusters to manage and securitize data at rest
- External network and application scans are conducted weekly to ensure data integrity and service resilience

### CONTACT US

#### InsideSales.com Worldwide Headquarters

1712 South East Bay Boulevard,  
Suite #100

Provo, Utah 84606

United States of America

+1-385-207-7252

[www.insidesales.com](http://www.insidesales.com)

#### InsideSales.com Europe Regional Headquarters

One Valpy

20 Valpy Street

Reading

RG1 1AR

United Kingdom

+44 (0) 203 868 5133

[uk.insidesales.com](http://uk.insidesales.com)