



See Into the Future and Rescue Dormant Deals with the People.ai Revenue Command Center™

Harness the Power of AI to Ensure Pipeline Performance Is More Predictable Than Ever

By 2023, 79% of organizations said they will be using AI-powered automation to enable easier customer or prospect engagement. Meanwhile, 78% plan to use such capabilities to relieve employees from mundane, day-to-day processes.¹

Go-to-market (GTM) teams now have more data and information than ever before at their fingertips. But are they able to easily harness and trust that data, and then turn it into AI-driven, predictable insights to improve decision-making and results?

With the People.ai Revenue Command Center™, GTM teams can leverage the combined power of Data Foundation and Revenue Solutions to optimize AI-driven insights with people-driven engagement. Now sellers, sales leaders, and RevOps can detect – at a moment's notice – things like:

- *Is your target account engagement trending down?* Time to alert marketing teams to deploy new ABM efforts.
- *Have critical stakeholders gone dormant?* Pull in sales executives immediately to reawaken at-risk revenue.
- *Is the entire deal sitting with one individual?* Ensure your team gets more stakeholders involved to eliminate single-threading.

By putting accurate data at the foundation of decision-making – and by harnessing AI to help determine insights and action – sellers will have a bird's eye view of all their activities as their desks become command centers.

1. Forrester, 2022



“Our sales leaders now have additional intelligence and insight into the health of our client accounts and their engagement with prospects and customers. People.ai really helped us through its analytics.”



Terry Bird
Vice President, Vonage

TRUSTED BY THE WORLD'S MOST INNOVATIVE ENTERPRISES



Combine AI-Powered Insights with People-Driven Sales Execution Tools to Bolster Your Revenue Results

Named the #1 leader in Customer Revenue Optimization by G2, People.ai helps enterprises drive more revenue predictability by transforming the performance of their pipeline. As the only native Salesforce software that enables all GTM teams, customers can easily validate account and opportunity engagement where they already work – within their CRM system.



Fuel your CRM with data on every account engagement and contact relationship

Connect the dots from data to actionable, AI-driven insights with automated activity capture, contact creation and enrichment, and intelligent data matching built for the enterprise.



Validate engagement of key accounts and key personas within the accounts

Gain visibility into the activities, connections, and personas that drive pipeline. Have confidence that the personas and stakeholders your teams are engaging with have the potential to positively impact revenue.



Measure the execution of your standardized sales qualification methodology

Validate pipeline maturity through a measurable, operationalized sales qualification methodology. Correlate measurable scores with sales activity to ensure consistent, efficient processes and increase pipeline conversion.

About People.ai

People.ai is the leader in guiding enterprise sales teams on the proven path to pipeline and revenue generation. The People.ai enterprise revenue intelligence platform ensures organizations speed up complex sales cycles by engaging the right people in the right accounts. Through our patented AI technology, People.ai enables sales teams to clearly see whom to engage within each of their accounts and exactly what to do to deliver the highest yielding deals. Enterprises such as AppDynamics, DataRobot, Okta, and Zoom know that people buy from people, that's why people buy from People.ai.

