

Thanks for joining us! The webinar will begin at the top of the hour!



# Use AI to Find Your Best Prospects

*Marketing AI Institute Webinar Series*

July 15, 2021



Presented by Jonathan Spier



# Use AI to Find Your Best Prospects

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How can AI help you find ideal prospects faster, and generate higher quality leads at scale?

## Your Host



Paul Roetzer  
Founder & CEO, Marketing AI Institute  
@paulroetzer

## Your Presenter



Jonathan Spier  
CEO, LeadCrunch

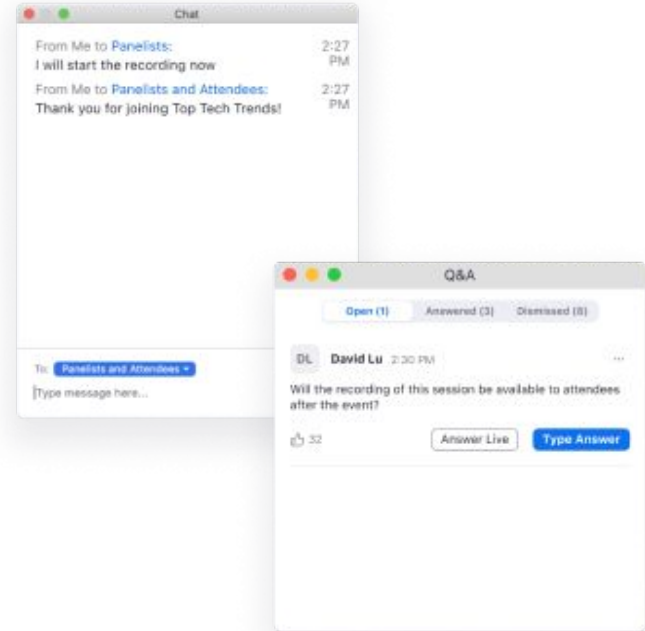


#MarketingAI



# The Agenda

- About Marketing AI Institute
- Presentation
- Q & A



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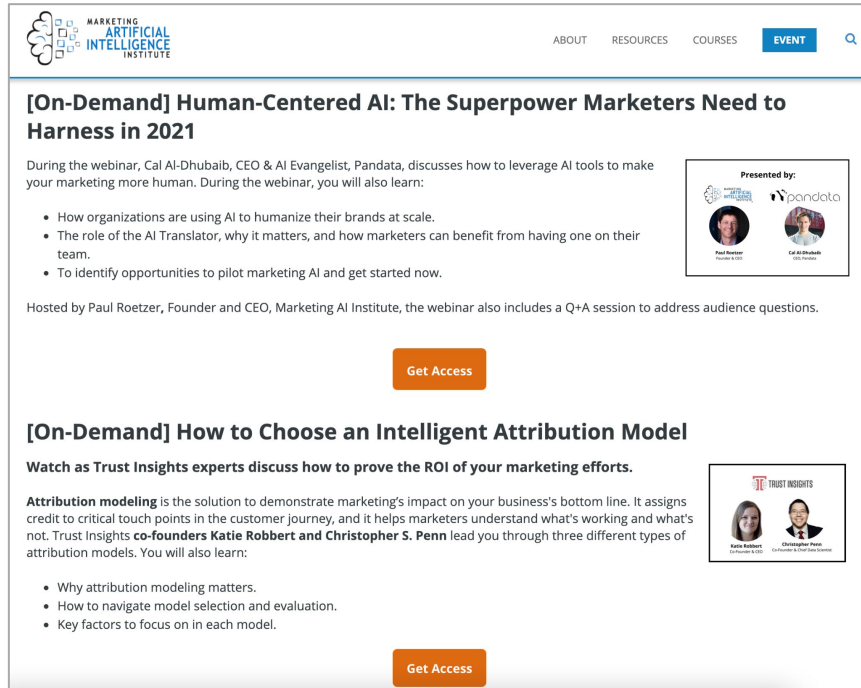
# Our Mission

Make AI **approachable and actionable** for marketers.

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



# The Monthly Webinar Series



The screenshot shows the Marketing AI Institute website. At the top left is the logo, and at the top right are navigation links: ABOUT, RESOURCES, COURSES, and an active EVENT button. The first webinar listing is titled "[On-Demand] Human-Centered AI: The Superpower Marketers Need to Harness in 2021". It features a description, a list of learning points, and a "Presented by:" section with photos of Paul Roetzer and Cal Al-Dhubaib. The second listing is "[On-Demand] How to Choose an Intelligent Attribution Model", featuring a description, a list of learning points, and a "Presented by:" section with photos of Katie Robbert and Christopher Penn. Both listings include an orange "Get Access" button.

**[On-Demand] Human-Centered AI: The Superpower Marketers Need to Harness in 2021**

During the webinar, Cal Al-Dhubaib, CEO & AI Evangelist, Pandata, discusses how to leverage AI tools to make your marketing more human. During the webinar, you will also learn:

- How organizations are using AI to humanize their brands at scale.
- The role of the AI Translator, why it matters, and how marketers can benefit from having one on their team.
- To identify opportunities to pilot marketing AI and get started now.

Hosted by Paul Roetzer, Founder and CEO, Marketing AI Institute, the webinar also includes a Q+A session to address audience questions.

[Get Access](#)

**[On-Demand] How to Choose an Intelligent Attribution Model**

Watch as Trust Insights experts discuss how to prove the ROI of your marketing efforts.

**Attribution modeling** is the solution to demonstrate marketing's impact on your business's bottom line. It assigns credit to critical touch points in the customer journey, and it helps marketers understand what's working and what's not. Trust Insights co-founders **Katie Robbert** and **Christopher S. Penn** lead you through three different types of attribution models. You will also learn:

- Why attribution modeling matters.
- How to navigate model selection and evaluation.
- Key factors to focus on in each model.

[Get Access](#)

Industry leaders help you understand, pilot and scale AI.

Learn more at [bit.ly/marketing-ai-webinars](https://bit.ly/marketing-ai-webinars)



# A Growth Story



- 23,000+ website users/month (+46% YOY)
- 24,000+ subscribers (+70% YOY)
- 300 attendees at the inaugural Marketing AI Conference (MAICON) in 2019
- 150+ members of AI Academy for Marketers online education platform
- \$1M in seed round funding

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





# MAICON

Marketing  
Artificial  
Intelligence  
Conference

More Intelligent. More Human.

*Sept. 13 - 14 Virtual Event*

- 500 attendees, 20+ speakers, 10+ AI tech solutions
- 2 days of keynotes, sessions and networking
- Marketing AI innovation and practical use cases
- Two pass options - Live and All-Access
- And an AI-powered virtual event platform!

[www.MAICON.ai](http://www.MAICON.ai)

WEBINAR20 saves 20%

# AI Can Be Your Competitive Advantage

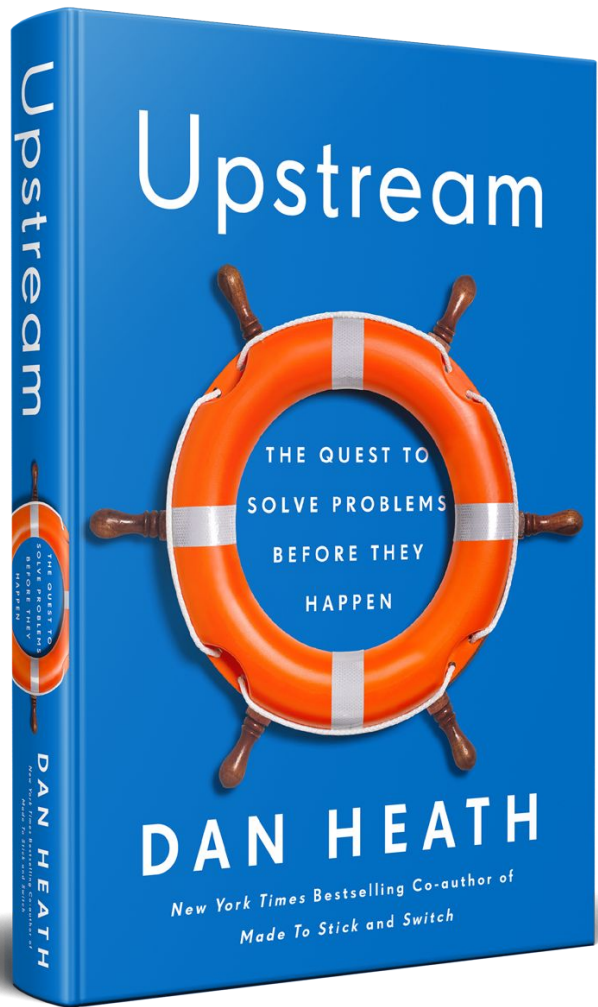
Artificial intelligence is forecasted to have **trillions of dollars in annual impact**, yet most marketers still struggle to understand what AI is and how to pilot it in their organizations.



# Grow Smarter with AI

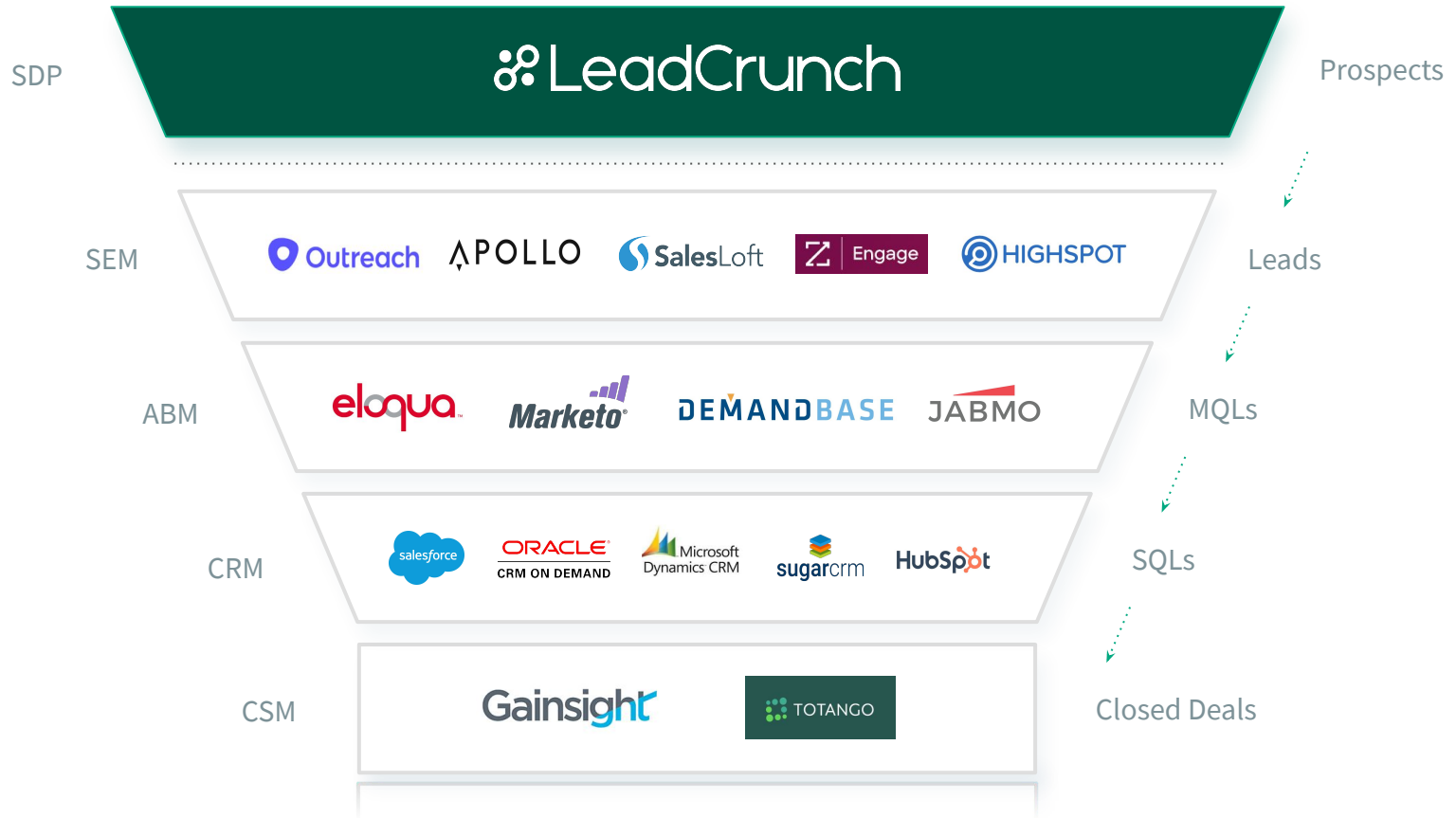
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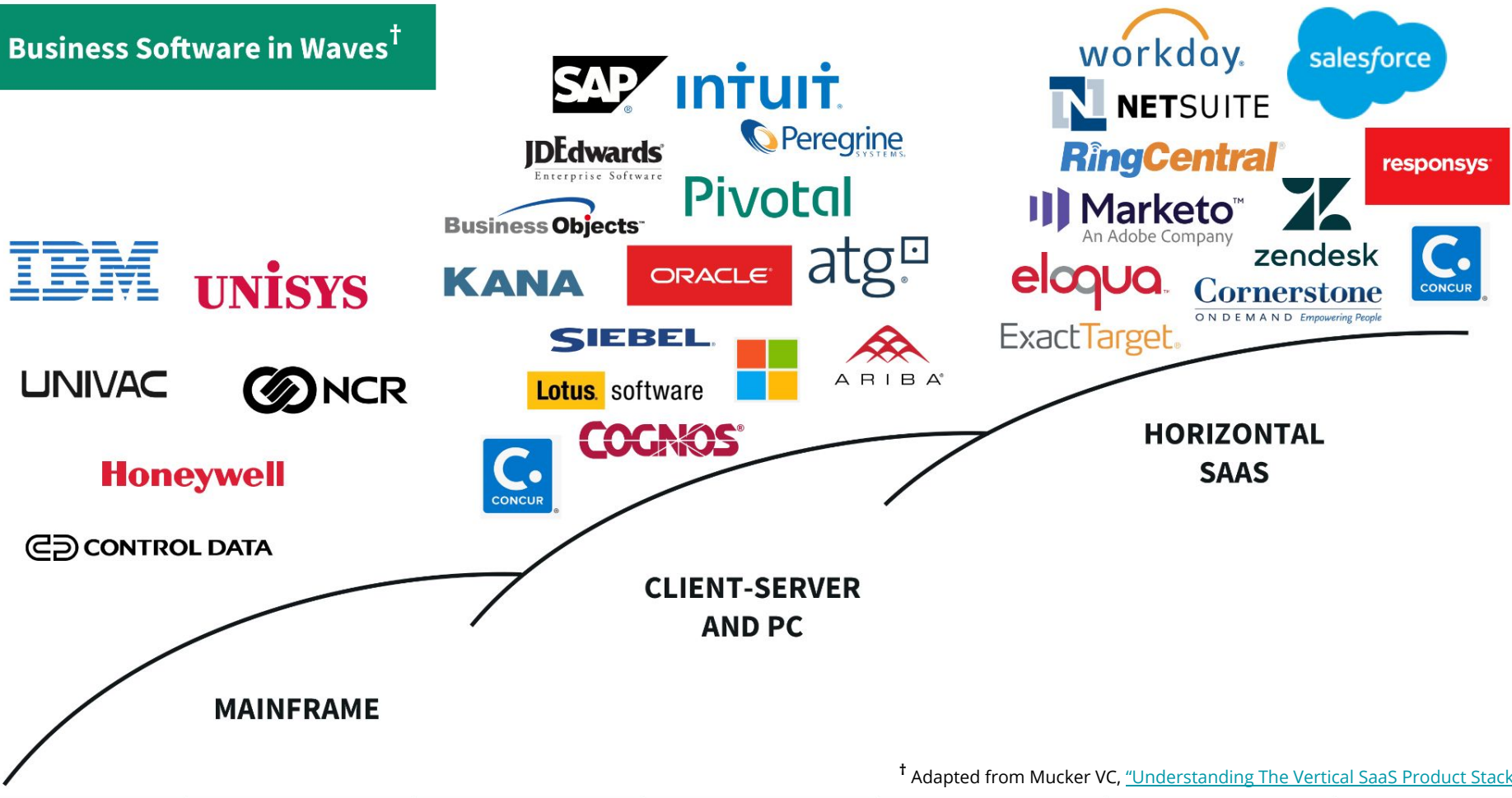




# Evolution of Sales Force Automation



# Business Software in Waves<sup>†</sup>



<sup>†</sup> Adapted from Mucker VC, ["Understanding The Vertical SaaS Product Stack"](#)

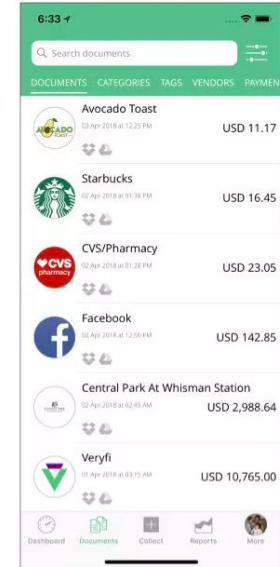
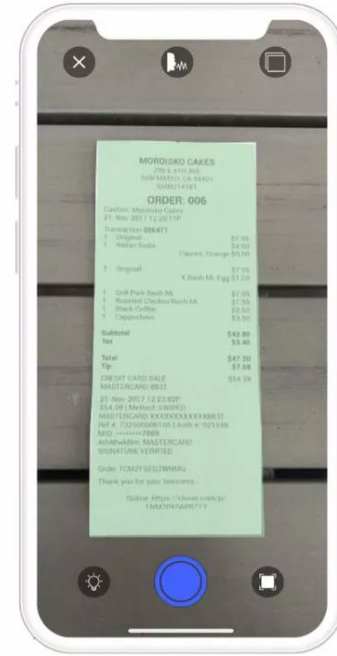




1 Efficiency (faster / cheaper)

2 Visibility (insights & history)

3 Control (consistent process)



3 seconds

# The 4th Wave



$$\int -x^2 dx = \frac{\pi a^2}{4}$$

$$f(x) \pm g(x) = l \pm m$$

$$f(x) \cdot g(x) = l \cdot m$$

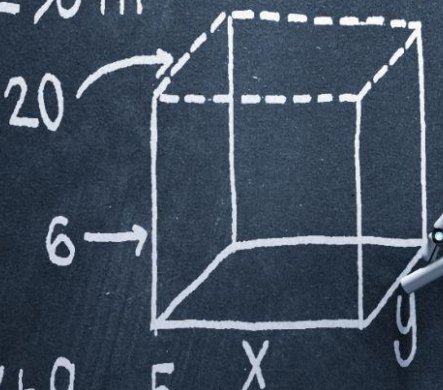
$$\frac{1}{f(x)} = \frac{1}{l}$$

$$\frac{+3+3+6+8+9}{6} = 5$$

$$\frac{+4+4+8+12}{6} = 30$$



$$f(x) \leq 5$$
$$x^2 - 4x + 5 \leq 5$$
$$x^2 - 4x \leq 0$$



$$126 = 6xy$$

$$7x + 2y = 20$$

$$h(C) = 84$$

$$h(BUC) = h(B) + h(C)$$

$$\sqrt[n]{a^m} = a^{\frac{m}{n}}$$

$$\sqrt[3]{a^3} = \sqrt[3]{a \cdot a^2}$$
$$= \sqrt[3]{a^3 \cdot a^0}$$

$$\sqrt[24]{5} = \sqrt{5 + \sqrt{4 \cdot 6}}$$

$$a_n = \frac{1}{2^{n-1}}$$

$$= \frac{1}{2} = \frac{1}{2}$$



$$z_1 = a \begin{vmatrix} D_1 & B_1 \\ D_2 & B_2 \end{vmatrix} - b \begin{vmatrix} D_1 & A_1 \\ D_2 & A_2 \end{vmatrix}$$
$$\frac{a^2 + b^2 + c^2}{25}$$



$$\frac{g_1}{g_2} = \left(\frac{R_2}{R_1}\right)^2 = \left(\frac{R_1 + h}{R_1}\right)^2$$

$$E = mc^2$$





S/



Clubhouse

1



Instagram



Facebook

4



Twitter



TikTok



WeChat

6



# AI Above the Funnel





# Exeographics



Fortune 100  
Industrial Machinery  
70k - 102k employees

Firmographic

*Twins*



Fortune 100  
Industrial Machinery  
70k - 102k employees

**Mid/late adopter** of new tech  
**Low** cloud adoption  
**High** B2C Focus

Exegraphic

*Differences*

**Early adopter** of new tech  
**High** cloud adoption  
**Low** B2C Focus

# Mathematically Modeling Ideal Customers

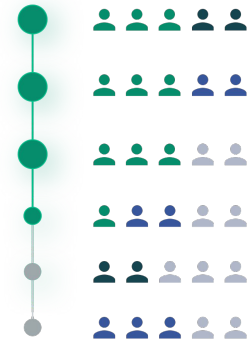
Select company types of interest

- Ideal Customers
- Happiest Customers
- Churned Customers
- Active Customers
- Recent Customers
- Other Type
- Other Type
- Other Type

Build and tune mathematical models of your Ideal Customers (aiCPs) to match your industry, product or geography focus



Selling teams find lookalike prospects self service, or use LC Services to provide MQLs



Inputs



Public Web Data  
Crawled Monthly  
10M pages



People Data &  
Contact Info  
100M people



Company  
Information  
6M companies



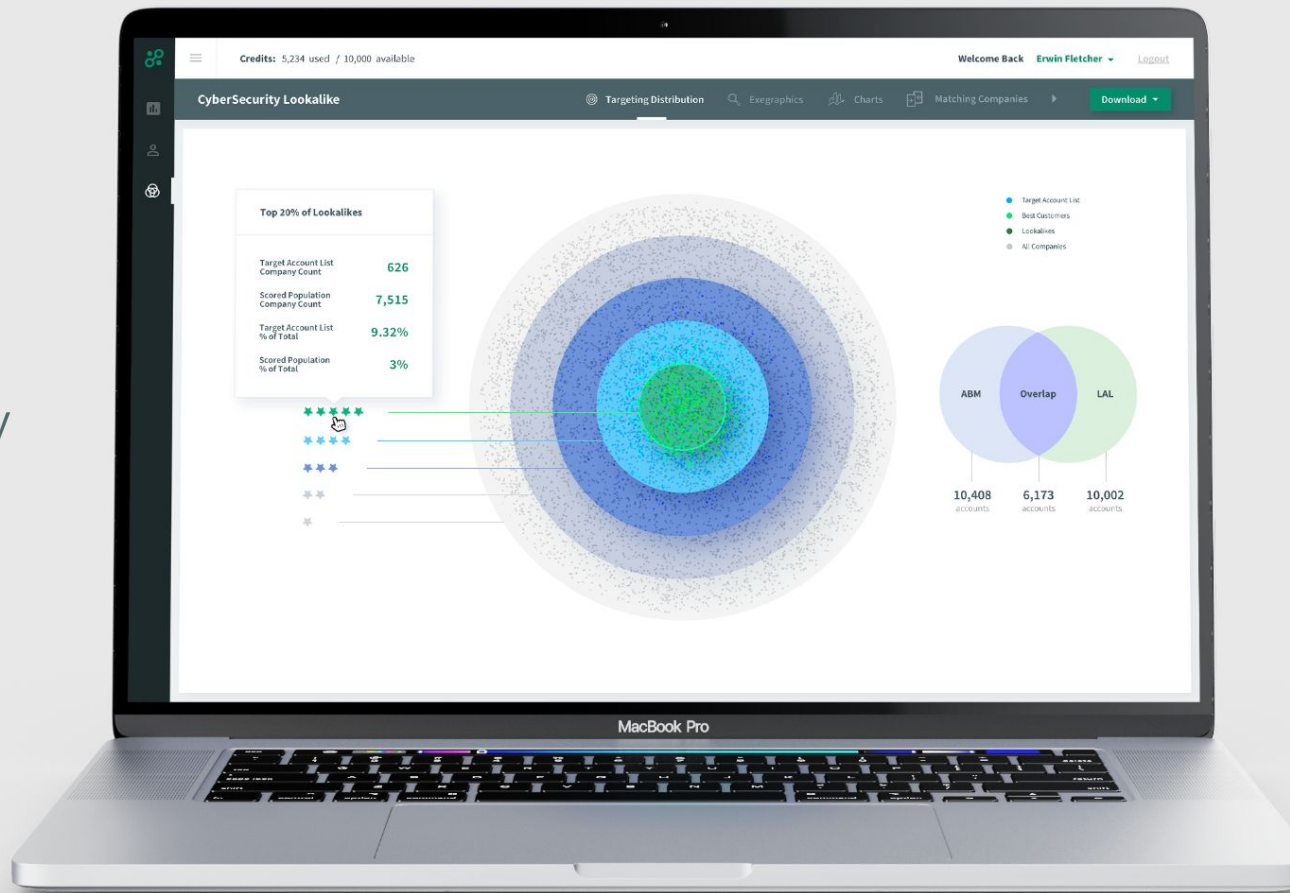
Premium Data  
Marketplace  
X M records



Your Custom  
Data

# AI Targeting

Prioritize existing ABM lists and identify entirely new targets





# The World's Best B2B Sales and Marketing Organizations Trust LeadCrunch

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# Q & A