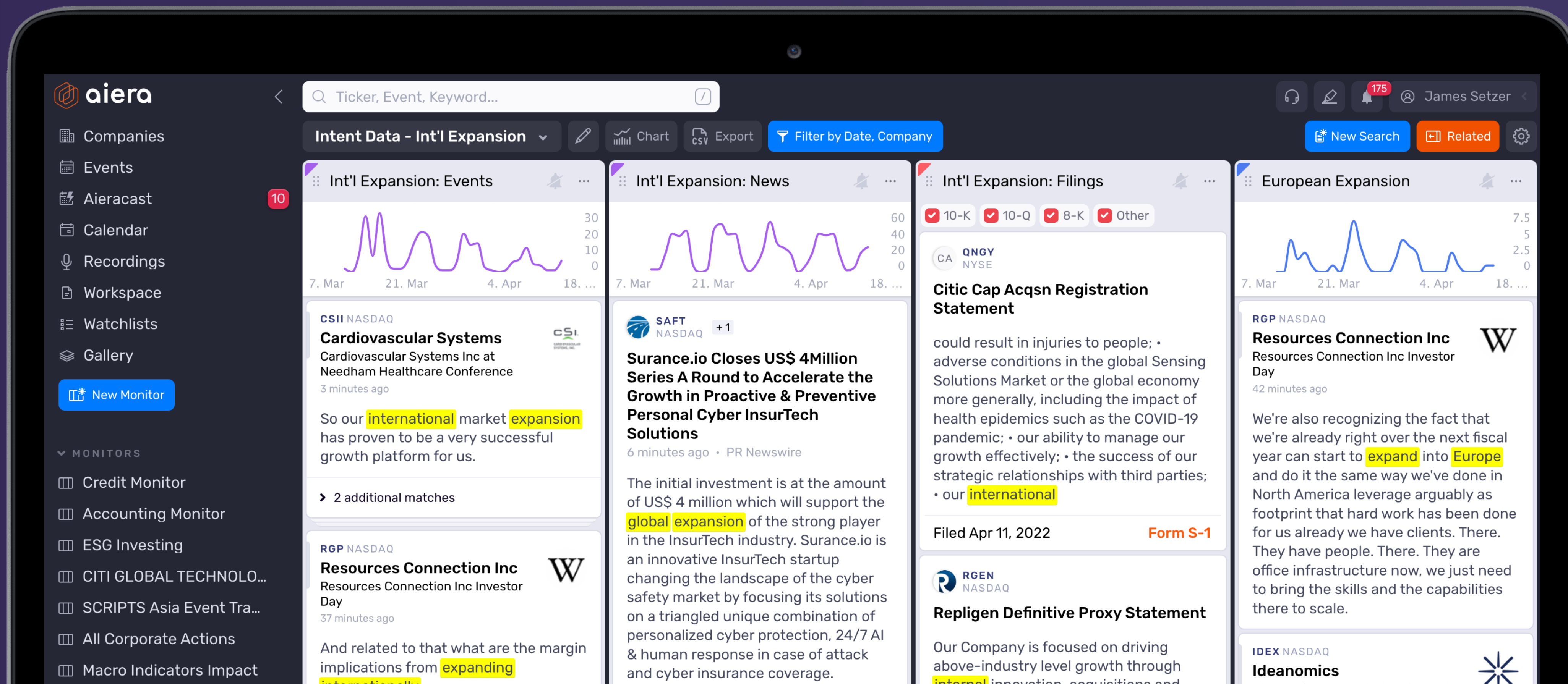




B2B INTENT DATA FOR LEAD GENERATION

From Event Transcripts, Financial News, and Regulatory Filings



"I can track tons of public companies and departments by keyword which is super helpful for formulating my business strategy. Having a quick understanding of multiple earnings calls helps me move fast, and our sales teams have booked many meetings because of Aiera."



DAN SLAGEN

Chief Marketing Officer
Tomorrow.io

Discover Ideal Customer Personas & Business Opportunities by Knowing *Exactly* What Your Prospects are Saying

1

ALT DATA-DRIVEN SALES

Develop New Relationships Faster with Event-Derived Intent Data



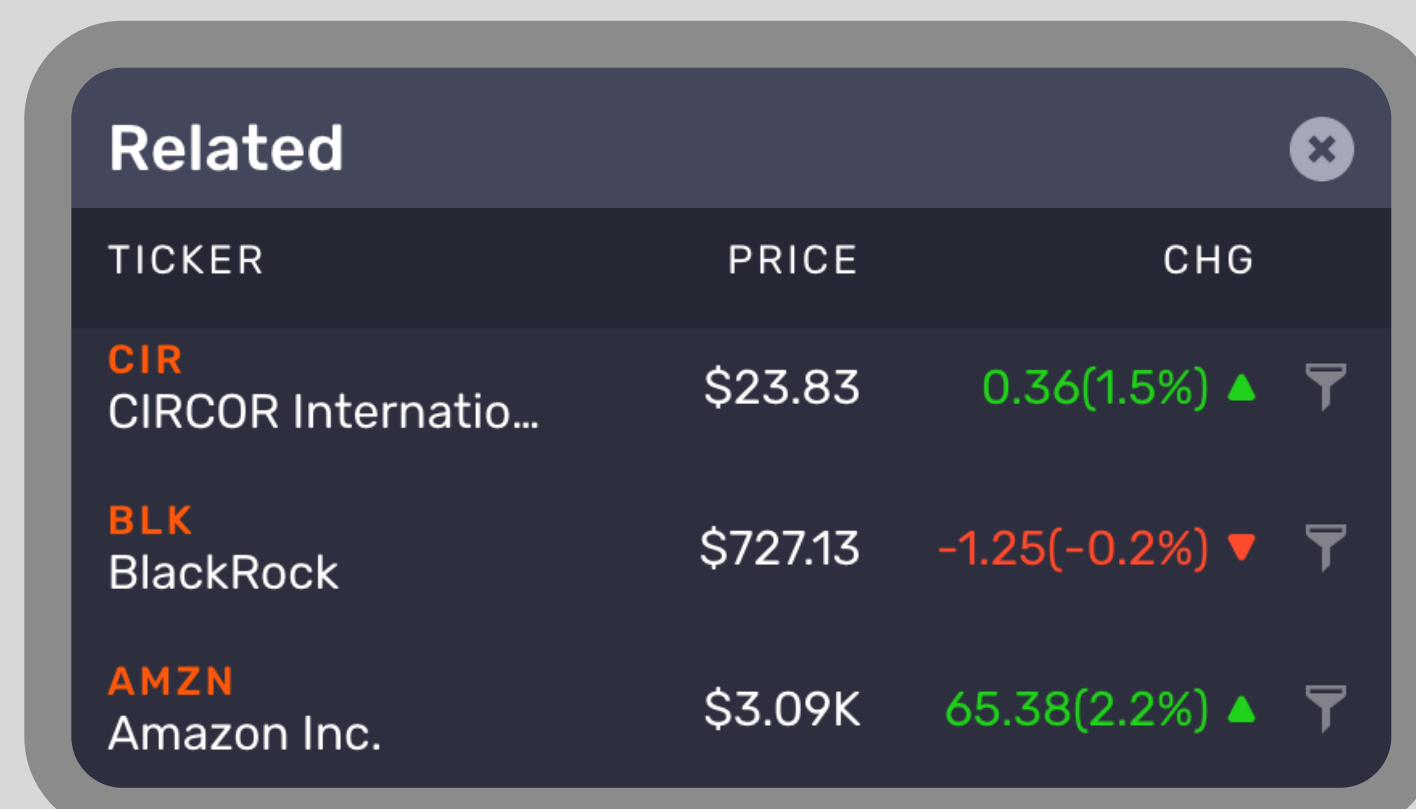
With Aiera's smart document search and model-identified topic monitoring capabilities, sales & business development professionals can automatically source new public company prospects within their TAM.

[Example] You sell translation services to growing companies. With Aiera, you could surface each time a company announces international expansion initiatives during company events and across news/PR & SEC filings.

2

TARGETED OUTREACH

Discover Exactly Who is Discussing a Need for the Solution *YOU* Provide



Customers can track mentions of any search terms, themes, strategies, competitors, etc. across the following authoritative text data sets:

- (1) Live & past event transcripts
- (2) Financial news
- (3) SEC filings

Discover which equities have seen a recent spike in references, and follow which companies are "trending" in those areas over time.

3

SEAMLESS DELIVERY

Streamline Your Prospecting Workflow & Save Time Every Day



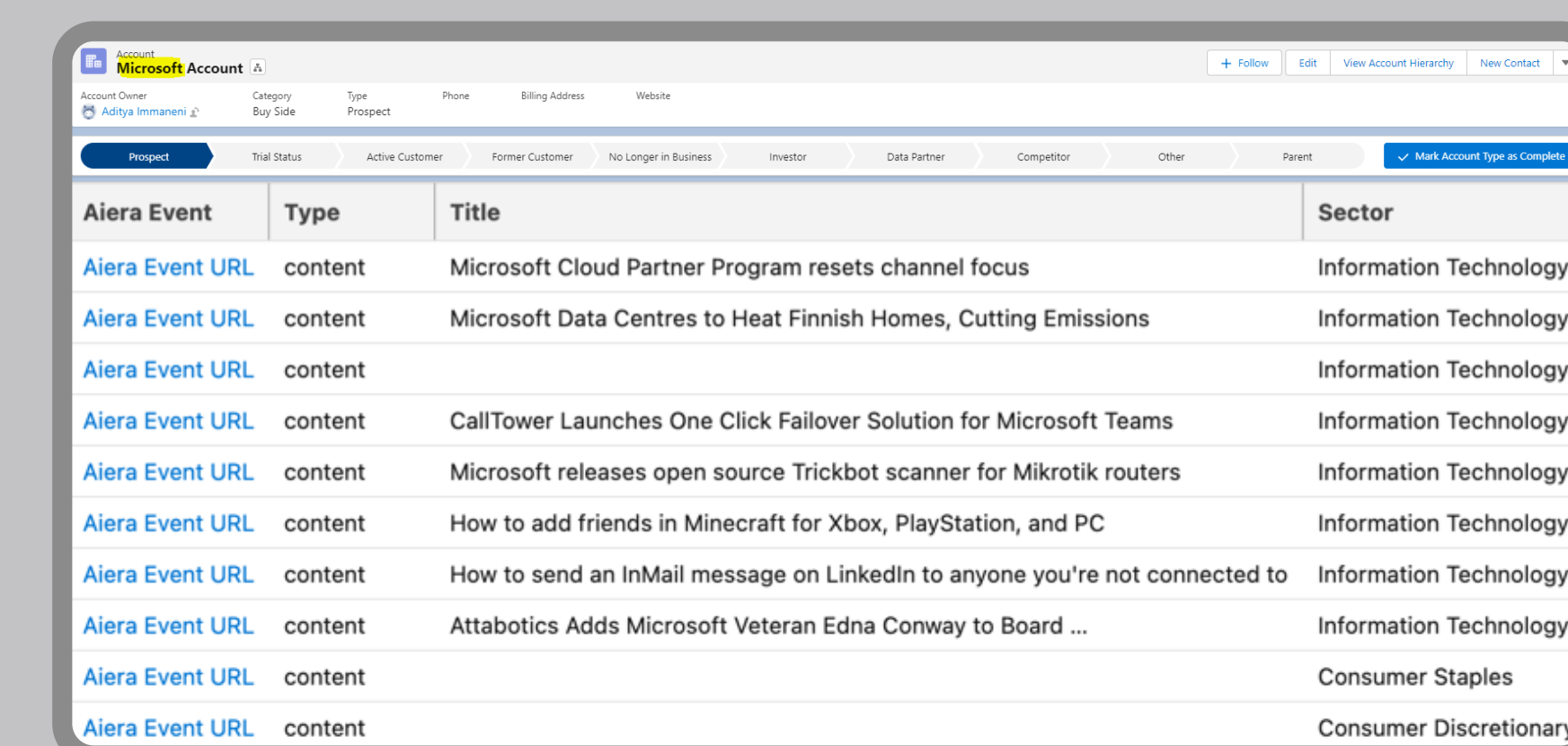
Results of thematic mentions can be delivered to you in 3 different ways:

- (1) Emailed alerts
- (2) Through Aiera's standard web dashboard (in browser on desktop and/or in iOS app on mobile)
- (3) Programmatically via API to your internal system or Salesforce

4

SALESFORCE INTEGRATION

Automatically Create Opportunities When Companies Meet Your Criteria



With Aiera's direct Salesforce integration, your results can be mapped directly to the accounts or other records in your CRM, allowing all users across your organization to access the insights they need all in one place.

Users can view the results as related lists on the account layout, or even build out custom reports to slice and dice the content in many ways.

Source New Leads, Eliminate Blind Spots, and Close More Deals - With Intent Data From Earnings Calls, News, and Filings



B2B INTENT DATA

Request a Demo

PLATFORM STATS

- 10,000+ Companies Tracked
- 77,000+ Annual Events
- 130,000+ Topics Tracked
- 10M+ Searchable Documents