AI LEAD GENERATION

EXPERT LED, AI LEAD GENERATION

Have you purchased a data list and struggled to find value in it? Have lots of internal data but it's not yielding the results you want? Use our talents and proprietary tools to get insights from your data that actually have impact –– **and find your next customer.**

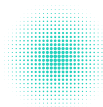## THE REL8ED DIFFERENCE: NOT YOUR AVERAGE AI

We know AI is over-hyped and often underperforms. That's why our AI isn't just about machines and algorithms, it's also about the Human team behind it.

Our human-powered AI combines the best of today's advanced modeling systems with the irreplaceable intuition and rationalization of the human mind. Combining the two creates smarter systems that uncover new curiosities, business intelligence, and lead opportunities for you to explore.
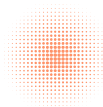
You get expert-led lead generation.

Our lists are curated with human eyes and our talented team. This means you get unique information on your prospects, so that you can make a smarter, more informed sale.

You get more than a list, you get unexpected insights.

We connect the dots between your data, our Advanced Business Database, and expert led AI to find insights your sales team can immediately implement in their prospecting.

You finally uncover what's useful in your data.

Too much data and not enough clarity about what it means? Our proprietary algorithms filter what's useful and what's not in your data, fill in the gaps, and augment what you have so you can finally uncover stronger leads, new customer segments, and hidden markets.

SIGNALS
THAT DRIVE RESULTS

2X

A financial institution was struggling to convert their list of leads to customers. Our team cleaned up their list and used our AI lead generation process to deliver **double the amount of qualified leads** they needed.

85%

Sometimes it's not just about getting more data -- it's also about what you should get rid of. A parcel delivery service needed help reaching more customers for an installation project. We dug through their data, eliminated the 85% that wasn't helpful, and delivered a new list based on key traits of their most relevant leads. Using our expert led AI lead generation, **they booked double their targeted prospect goal.**

16.5b

A global media and research company needed to host an event with qualified leads/registrants for their sponsors. Using our proprietary algorithms, we curated a list of new contacts to increase registration, and helped them deliver an event with a **predicted 16.5 billion dollars of technology spend** in the virtual room for sponsors.

USE OUR DATA TO

- **Target and segment data** lists based on your ideal customer profile.
- **Arm your sales team** with all the business insights they need to really know their customer.
- **Turn stale data into fresh insights** with our unique Advanced Business Database.

DELIVERY OPTIONS

- Data delivered in batch, real-time API, or monitoring through our online portal
- Data is self-sourced and available globally with a simple license
- 135+ million companies in our own global database

ABOUT US

Rel8ed processes and curates global open, public, and alternative data about businesses and consumers, focusing on SME/midsize enterprises and their owners. Our clients leverage our self-sourced datasets, unlimited connection technology, and predictive modeling to bring a new level of insight to their business.