

Advanced Client Targeting (ACT)

Transforming Sales Success

How ACT Works

- ⚙️ Always-on blend of big data and trained AI (Aptia-specific)
- 🎯 Precision Targeting: Identify decision-makers, pain points and opportunities before competitors
- 🔍 Lead Indicators: a DAILY FEED spotting buying signals earlier than tenders.
- 💛 Relationship Advantage: Build credibility and trust early by addressing forward-looking issues today.

Business Impact

- 🚀 Competitive Edge: lead with insights and position evidence-based solutions when prospects are shaping needs.
- 📊 10-20% Higher Conversion Rates
- 🕒 50% Shorter Sales Cycles
- 🛡️ Reduced Cost of Client Acquisition: protect margins by 5%-10%
- 💰 Significant Revenue Uplift

ACT = Evidence-based intelligence that drives measurable success