

Skills-Based Targeting powered by AI

B2B Leads for the AI Generation

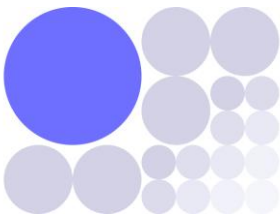
Skills-based targeting gets you the right person, at the right account, with the right experience to be receptive to your offer.

It is a genuinely ground-breaking and transformative approach to B2B lead generation for sales and marketing teams that goes well beyond what can be achieved using job titles, technographics and account-level intent alone.

Build an audience of your Ideal Customers at scale in a minute.

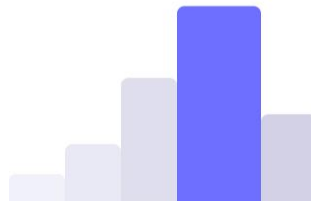


**Sell more,
search less**



Expand your TAM with 1000's of high propensity B2B leads in seconds

**Exceed your
revenue targets**

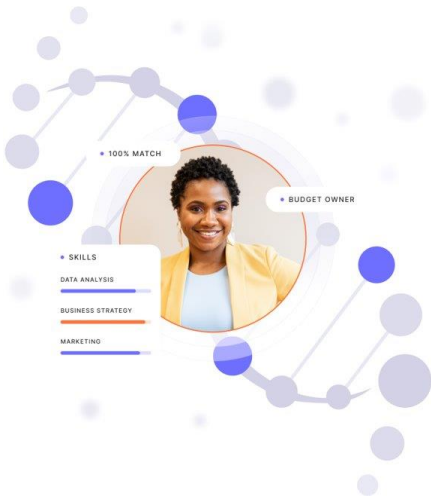


Uncover previously hidden leads that your current data providers can't find based on job title alone

**Find more high
propensity buyers**



Skills-based, contact-level propensity to buy amplifies and improves account-level intent signals



Our customized AI solution based on Rhetorik's proprietary "Skill Stack" surfaces new B2B leads and accounts tuned specifically for your product from a 360-degree profile of a person's skills, professional experiences and responsibilities.

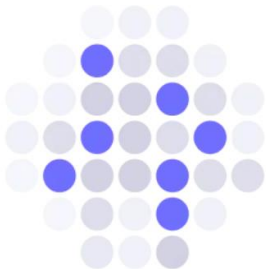
Skills based targeting: How it works

1) Model inputs

We analyze your desired target audience and input the list of accounts and/or job titles into the model.



2) Data processing



From a database of 800M+ professional profiles, the AI model processes the keywords and job titles, and identifies the high-propensity signals – marking the accounts and leads as positive matches for your company.

3) Model Outputs

The AI model gives you detailed and precise information of the high-propensity leads it marked in Step 2. Prioritizing those with relevant experience in your tech category and the likelihood for conversion.

