

# TRADING AI

Unfreeze customer acquisition with confidence

## B2B marketers are faced with the prospect of life in an uncertain world

CRM data that was useful yesterday is now obsolete. It doesn't reflect the current state of the market. And even after the lockdown ends, it will be difficult to know at scale, which businesses remain temporarily closed or won't reopen at all.

If you approach a business that has stopped trading it will:

1. DAMAGE YOUR BRAND
2. WASTE TIME, MONEY AND IMPACT STAFF MORALE
3. CREATE POOR-QUALITY CUSTOMERS

## Yet, there are many businesses that want to hear from you

Lack of visibility has halted customer acquisition. Businesses that continue to trade and in many cases are actively trying to switch providers, especially to save costs, have been left under-supported.



## But identifying them at scale is difficult

In an ideal world, marketers would be able to focus on active businesses that require their products or services the most. To do that, a clear view of who is trading and who isn't across the entire economy is needed.

## And traditional data doesn't help



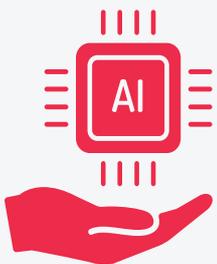
Most businesses will not immediately declare bankruptcies if they are pausing trade or have furloughed their staff. In cases where they have stopped trading, it will take months before it's reflected in official filings such as Companies House. And many more months before such information reaches traditional business data sources due to lag in data refresh cycles.

# INTRODUCING TRADING AI

Growth Intelligence monitors every businesses' trading activity in real-time using nuanced insights derived from open-source data such as:

- **Self-reported trading statuses (e.g. via website & social media)**
- **C-19 response statements**
- **Off-line to on-line business model changes**
- **Sophistication of e-commerce offering**
- **Online payment methods**

By combining these insights with your CRM data, the Trading AI surfaces businesses that are trading whilst also flagging those that aren't. It enables marketers to safely **resume acquisition marketing activity without reputational and financial risks.**



Growth Intelligence is offering the **Trading AI for FREE** for a limited time to businesses whose acquisition activity has been impacted by Covid-19.

Qualifying criteria apply. Speak to your account representative for more information.