IntelliPhi Adds LeadGnome's Reply Email Mining Capabilities To Best-Fit Clients To Improve ROI

The partnership provides IntelliPhi clients with reply email mining AI service that grows revenue and cleanses customer databases.

Reply Email Mining Service

BOSTON, MA, UNITED STATES, September 21, 2017 /EINPresswire.com/ -- LeadGnome, Inc., a leading reply email mining service provider, announced today it has partnered with marketing technology advisory and decision intelligence research firm, IntelliPhi, LLC. LeadGnome's AI SaaS solution will enable IntelliPhi clients to enrich and cleanse their customer database, grow pipeline, and accelerate sales velocity.

IntelliPhi is a research and advisory firm for enterprises, startups, investors and analysts foucsed in the marketing technology sector. From analyzing complex market data and acting as a liaison to guide Martech business and investment decisions, to assisting startups with growth strategies that include product fit, market guidance, talent identification and connections, IntelliPhi using meaningful insights to help businesses make smarter go-to-market decisions.

"We are excited to partner with such a strong MarTech firm as IntelliPhil. We are confident that LeadGnome's reply email mining service will provide IntelliPhi clients with a significant competitive advantage -- timely and actionable account intelligence," said Matt Benati, CEO and Co-founder of LeadGnome.

LeadGnome's automated reply email mining service leverages an organization's existing email marketing strategy to act as a continuous database cleansing solution, adding up to 36% net new contacts annually and updating existing contacts with new information. It also identifies sales opportunities that help organizations add new accounts, secure renewals, and increase revenue.

"With a significant sales and marketing operational background, I've experienced the necessary steps and recognized the valuable opportunities from these usually overlooked insights. LeadGnome streamlines and optimizes this process," said Anand Thaker, Founder and CEO of IntelliPhi.

To learn how your company can use LeadGnome to mine email replies, visit: http://www.leadgnome.com/.

To learn more about IntelliPhi's marketing technology advisory and decision intelligence research and development services, visit: http://intelliphi.com/.

About LeadGnome: LeadGnome, the category-defining Reply Email Mining web service company, generates new contacts, appends and cleanses existing leads, and provides actionable intelligence

that fuels sales acceleration. Named an Essential Data Intelligence Marketing Tool by Integrate and Heinz Marketing, and a Top Sales and a Top Marketing Tool by Smart Selling Tools, LeadGnome empowers sales and marketing teams to grow pipeline within new and existing accounts by uncovering trigger events, increasing connect rates, and identifying decision makers and influencers. LeadGnome is Privacy Shield certified by the U.S. Department of Commerce and the Better Business Bureau. Learn more at www.leadgnome.com.

About IntelliPhi: IntelliPhi is passionate about enabling growth marketers and leaders make smarter go-to-market decisions. The IntelliPhi team takes a multidisciplinary approach in our research and development using marketing, technology, human behavioral sciences, high-performance computing, advanced intelligent systems, and big data to deliver meaningful insights for smarter decisions options. Learn more at http://intelliphi.com/.

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