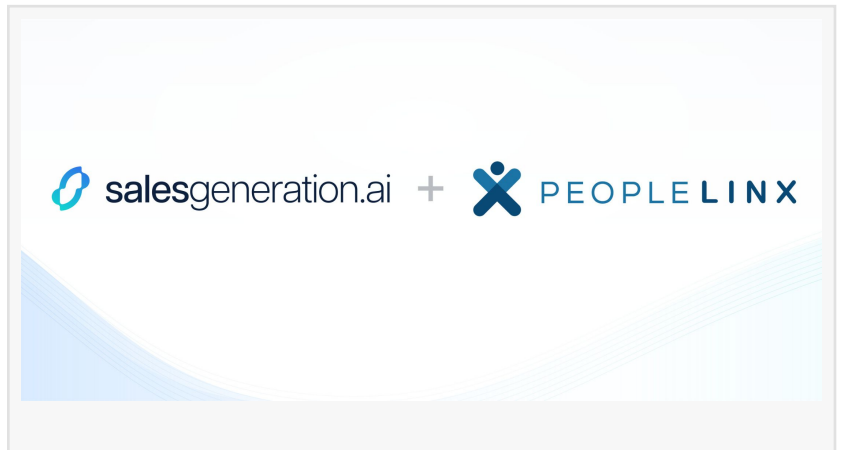


PeopleLinx Completes First Acquisition in Company History with SalesGeneration.ai

MIAMI, FL, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- PeopleLinx, a revenue orchestration platform that helps companies activate revenue at scale through data, AI-powered automation, and managed go-to-market execution, today announced that it has completed its acquisition of the outbound email business of SalesGeneration.ai, a sales technology company focused on helping

businesses create more engaging, personalized prospecting experiences at scale.

SalesGeneration.ai continues to operate independently, focused on its personalized video technology.



The transaction marks the first acquisition in PeopleLinx's history and brings together two organizations with a shared mission: helping sales and marketing teams create more meaningful prospect interactions while eliminating the manual work traditionally required to execute highly personalized outbound programs.

Through the acquisition, PeopleLinx clients will gain the team, expertise, and client programs behind SalesGeneration.ai's outbound email business. Separately, the companies have entered a partnership under which PeopleLinx clients will be able to access SalesGeneration.ai's personalized video technology. The capability enables companies to incorporate unique, personalized videos directly into prospect outreach at scale without adding significant manual work for sales teams.

"SalesGeneration.ai has built technology that addresses one of the biggest challenges in modern outbound sales: how do you make outreach feel genuinely personal when you need to reach hundreds or thousands of prospects?" said Patrick Baynes, CEO of PeopleLinx. "Their personalized video capabilities, technology and expertise are an incredibly natural extension of what we're building at PeopleLinx. This acquisition allows us to give our clients another powerful way to stand out, start conversations and generate revenue while continuing to automate the work required to do it at scale."

Expanded Capabilities for SalesGeneration.ai Clients

As part of PeopleLinx, SalesGeneration.ai clients will gain access to the broader PeopleLinx revenue orchestration platform and go-to-market ecosystem. That includes sales automation technology, AI-powered outreach capabilities, scalable prospecting infrastructure, data resources, human research, and premium business intelligence sources, including ZoomInfo. Clients will also have access to PeopleLinx's go-to-market expertise and managed services.

Combined, these capabilities give SalesGeneration.ai clients access to significantly more of the infrastructure required to build and execute sophisticated outbound revenue programs—from determining which companies and decision-makers to target to developing campaigns, automating outreach, managing prospect engagement and measuring results.

The platform is particularly well suited to organizations that need to coordinate revenue generation across multiple markets, territories, locations or sales teams.

"PeopleLinx has built the data, automation and go-to-market infrastructure our outbound clients need, and it's the right home for that side of the business," said Trevor Breininger, CEO of SalesGeneration.ai.

Building a More Complete Revenue Orchestration Platform

The acquisition represents another step in PeopleLinx's evolution into a more comprehensive revenue orchestration platform. The addition of SalesGeneration.ai expands the ways companies can personalize prospect interactions.

"This isn't about adding another feature to a sales technology stack," Baynes added. "It's about continuing to build the infrastructure companies need to orchestrate revenue from beginning to end. Data, strategy, automation, AI, human expertise and now personalized video can work together as one coordinated system."

One Team, Shared Mission

PeopleLinx plans to retain and integrate the SalesGeneration.ai outbound team while maintaining a remote-first operating model. Existing clients of both organizations will continue to receive support while gaining access to expanded capabilities. The transition begins immediately, with additional product integrations and expanded client programs to be announced in the coming months.

"We're incredibly excited about what this means for the next chapter of PeopleLinx," said Baynes. "This is our first acquisition, but more importantly, it's an example of the kind of company we want to continue building—one that brings together exceptional people, differentiated

technology and practical go-to-market expertise to help our clients grow.”

[About PeopleLinx](#)

PeopleLinx is a revenue orchestration platform helping companies activate revenue at scale. PeopleLinx combines high-quality prospect data, AI-powered automation, sales automation, human expertise and managed go-to-market execution to help businesses identify opportunities, engage prospects and turn conversations into measurable revenue.

[About SalesGeneration.ai](#)

SalesGeneration.ai develops technology designed to make outbound sales more personalized, engaging and effective. Its technology enables businesses to incorporate personalized video into prospecting and cold outreach at scale. Following PeopleLinx’s acquisition of its outbound email business, SalesGeneration.ai continues to operate independently and partner with PeopleLinx.

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