



Scale personalized outreach with better data enrichment

Clay overview

The 4 components of Clay



Integrations

Integrate all your providers in 1 place

Access 75+ other databases with just Clay



Waterfall Enrichments

Search multiple providers sequentially to maximize data quality and coverage



AI Research Agent

Use AI to search websites and find all the answers to our questions



Personalized Messaging

Use AI email builder to write & send personalized emails that convert

Use cases



TAM sourcing

Search multiple providers sequentially to maximize data quality and coverage



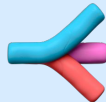
Customer expansion

Ask our agent to search websites and find all the answers to your questions



CRM enrichment & hygiene

Search multiple providers sequentially to maximize data quality and coverage



Inbound lead enrichment

Access 50+ databases to get the most comprehensive coverage of information



Intent data

Ask our agent to search websites and find all the answers to your questions



AI outbound

Access 50+ databases to get the most comprehensive coverage of information



Account & lead scoring

Ask our agent to search websites and find all the answers to your questions

What we heard from you



Data quality is lacking

Only 6% of people have phone numbers. Although total contact counts are healthy, having the right contact with valid info is not.



Account research is manual

Reps currently spend hours each week performing repetitive google queries to find information.



Enablement requires engineering effort

Recent projects (like PDL integration) required data engineering team + lengthy timelines.

Features



AI outbound

Access 50+ databases to get the most comprehensive coverage of information



AI formula generator

Use our AI email builder to write & send personalized emails that convert



Waterfall enrichment

Search multiple providers sequentially to maximize data quality and coverage



Personalized messaging

Use our AI email builder to write & send personalized emails that convert



AI research agent

Ask our agent to search websites and find all the answers to your questions

ANTHROPIC

3x

Enrichment coverage

4+

Hours saved/week in SFDC

Clay has helped Anthropic significantly improve their lead enrichment and sales data pipelines. The team has been able to consolidate their tech stack to core essentials, including tools like their CRM, Clay, and email tools

Read the full story at clay.com/blog



2x

Ad match rates

600

Manual ABM pages, automated

"Anytime we have an idea that would require mundane tasks, we wonder if we can use Clay. The growth team never has to wait on engineering timelines to accomplish creative campaign workflows."



Talia Schleifer
Growth at Verkada

Read the full story at clay.com/blog

"These last few years, the market dynamics have shifted. Scaling inefficient BDR work isn't possible anymore. A lot of CROs & CMOs are now rethinking this model and looking to automate their outbound. We found that was possible with Clay."



Kris Rudeegraap
CEO

Sendoso

Trusted by the best



Verkada

ramp 

meter

First
Round

 pave



INTERCOM

+ 50,000 other teams