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Similarweb Dials Up Sales Intelligence Solution with Integration of Comprehensive Professional-Contacts Database

Offering now combines 400M+ contacts with leading traffic and engagement insights, technographics data, and CRM integration to support the entire sales lifecycle, from account targeting to consultative selling

TEL AVIV, Israel--(BUSINESS WIRE)-- [Similarweb](#) (NYSE: SMWB), a leading digital intelligence company, today announced that it has enhanced its Sales Intelligence solution with the launch of Contacts, a world-wide database of professional-contacts' information. The addition of Contacts is the latest in a series of updates to Similarweb [Sales Intelligence](#), and enables sales teams to quickly and easily discover and connect with their prospects.

Similarweb Sales Intelligence helps sales teams sell smarter. It integrates directly into existing sales workflows and enables sales representatives to identify qualified accounts, connect with the right decision makers and influencers, and engage those prospects with a persuasive pitch, leveraging Similarweb's proprietary digital insights. Contacts allows users to segment leads by job title and department, search for specific contacts, and narrow-in on specific geographic locations. Similarweb has partnered with a leading data provider to source high quality data to power Contacts.

"Now, we deliver both contacts and account context to sales professionals, enabling them to approach their prospects with unique, data-backed talking points that really open doors," said Gal Har Zvi, Vice President of Sales Intelligence at Similarweb. "With the launch of Contacts, Similarweb Sales Intelligence is truly a game-changer for any organization looking to reach key decision makers, particularly if they are selling to [e-commerce companies](#), digital media properties, and other digitally native businesses."

Similarweb Sales Intelligence is based on Similarweb's digital intelligence platform, which provides data and insights on everything from website traffic to audience engagement to search and referral data. These proprietary and differentiated insights add tremendous value to the outbound sales process, allowing sales teams to identify and prioritize account targets based on [web traffic](#) volume and other data points, and enrich their CRMs accordingly.

Hannah Duncan, Director of Operations at Postscript, an SMS marketing platform, stated that with Similarweb, "We have been able to identify, enrich, and segment our target market in order to inform our go-to-market strategy. Similarweb is the clear winner in terms of the data you get and the quality of that data."

Today, Similarweb Sales Intelligence is relied on by more than 450 companies around the world. For more information about Contacts, please visit <https://www.similarweb.com/corp/si-contact-data-launch/>.

About Similarweb:

As the most trusted platform for understanding online behavior, millions of people use Similarweb's insights daily to strengthen their knowledge of the digital world. We empower anyone — from the curious individual to the enterprise business leader — to make smarter decisions by understanding why things happen across the digital ecosystem. Learn more here: <https://www.similarweb.com/corp/about/>

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