

SOLUTION BRIEF

AI-Powered Lead Qualification Solution Brief

Marketing Directors, Sales Leaders

For B2B marketing and sales leaders, the gap between lead generation and revenue is widening. Inefficient campaigns generate a high volume of low-quality leads, frustrating sales teams, extending sales cycles, and wasting budget on prospects who will never convert. This disconnect stems from outdated, volume-based tactics and a lack of actionable intelligence. Pivotal B2B's DemandGentic.ai platform directly solves this challenge by replacing algorithmic noise with agentic intelligence. We leverage a proprietary AI engine, built on a foundation of over 500 million verified B2B contacts, to autonomously research, engage, and qualify leads with human-like reasoning. Our platform ensures that your sales team receives only high-intent, fully vetted leads that meet your precise qualification criteria, dramatically improving conversion rates, shortening sales cycles, and creating powerful alignment between marketing and sales.

Up to 75%

Increase in Lead Quality

Percentage of leads accepted by sales that meet or exceed qualification criteria.

30%+

Reduction in Sales Cycle

Average decrease in time from initial contact to closed-won deal.

500M+

Verified Contact Database

Access to a vast, continuously verified database for precision targeting and enrichment.

The Challenge: Breaking Through the Noise of Inefficient Lead Generation

In today's saturated B2B landscape, traditional demand generation is failing. Marketing Directors struggle to optimize multi-channel campaigns, while Sales Leaders are inundated with unqualified leads that waste valuable time and resources.

For Marketing Directors

- **Inefficient Campaign Spend:** Budgets are exhausted on broad campaigns that fail to engage the right buyers.
- **Poor Lead Quality:** High MQL numbers mask a low-quality pipeline, making it difficult to prove ROI.
- **Lack of Actionable Analytics:** Vanity metrics obscure the real performance issues, preventing meaningful campaign adjustments.

For Sales Leaders

- **Wasted Sales Efforts:** Reps spend more time disqualifying leads than selling to interested buyers.
- **Extended Sales Cycles:** Poor initial qualification leads to a longer, more complex path to conversion.
- **Marketing & Sales Misalignment:** A lack of trust in lead quality creates friction and undermines shared revenue goals.

The Solution: Agentic Intelligence for Precision Lead Qualification

DemandGentic.ai by Pivotal B2B is an AI-driven demand generation platform that transforms your marketing strategy from volume to value. We combine two powerful components:

1. Agentic Intelligence Platform

Our AI agents go beyond simple automation. They perform autonomous reasoning to research accounts, identify buying committees, engage prospects across channels (email, LinkedIn, SMS), and qualify them against your specific criteria (e.g., BANT). This ensures every interaction is contextual and purposeful.

2. 500M+ Verified Contact Database

Our platform is powered by a massive, continuously updated global database. This provides the foundational intelligence for our agents to enrich target profiles, verify information, and ensure outreach is always directed at the right person in the right role.

Key Capabilities

Autonomous Lead Qualification

AI agents work 24/7 to vet inbound and outbound leads against custom, multi-stage criteria, delivering a pipeline of conversation-ready prospects.

Dynamic Multi-Channel Orchestration

The platform intelligently adjusts outreach across email, LinkedIn, and SMS based on real-time engagement signals for optimal performance.

Real-Time Data Enrichment

Automatically append firmographic, technographic, and intent data to every lead, providing your sales team with deep contextual insights.

Actionable Performance Analytics

Move beyond vanity metrics with dashboards that provide clear insights into campaign effectiveness and recommendations for optimization.

Seamless CRM Integration

Push fully qualified leads and their complete engagement history directly into your existing sales workflow (e.g., Salesforce, HubSpot) without manual data entry.

Use Case: Transforming a B2B SaaS Company's Sales Pipeline

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Challenge: A mid-market SaaS firm struggled with low MQL-to-SQL conversion rates from content syndication. Their sales team spent over 50% of their time disqualifying leads, and the average sales cycle stretched to nine months.

Solution: The firm deployed DemandGentic.ai to overhaul its qualification process. Our AI agents analyzed their ICP, enriched a target account list using our database, and executed a personalized, multi-channel qualification campaign.

Results:

- **40% Increase** in lead-to-opportunity conversion rate within the first quarter.
- **3-Month Reduction** in the average sales cycle.
- **95% Lead Acceptance Rate** from the sales team, fostering unprecedented marketing and sales alignment.

NEXT STEP

Ready to transform your lead qualification process? Schedule a personalized demo of the DemandGentic.ai platform and see how our agentic intelligence can deliver conversion-ready

leads to your sales team. Visit pivotal-b2b.com/demo to get started.

Structured for premium client presentation, sales enablement, and document export.