

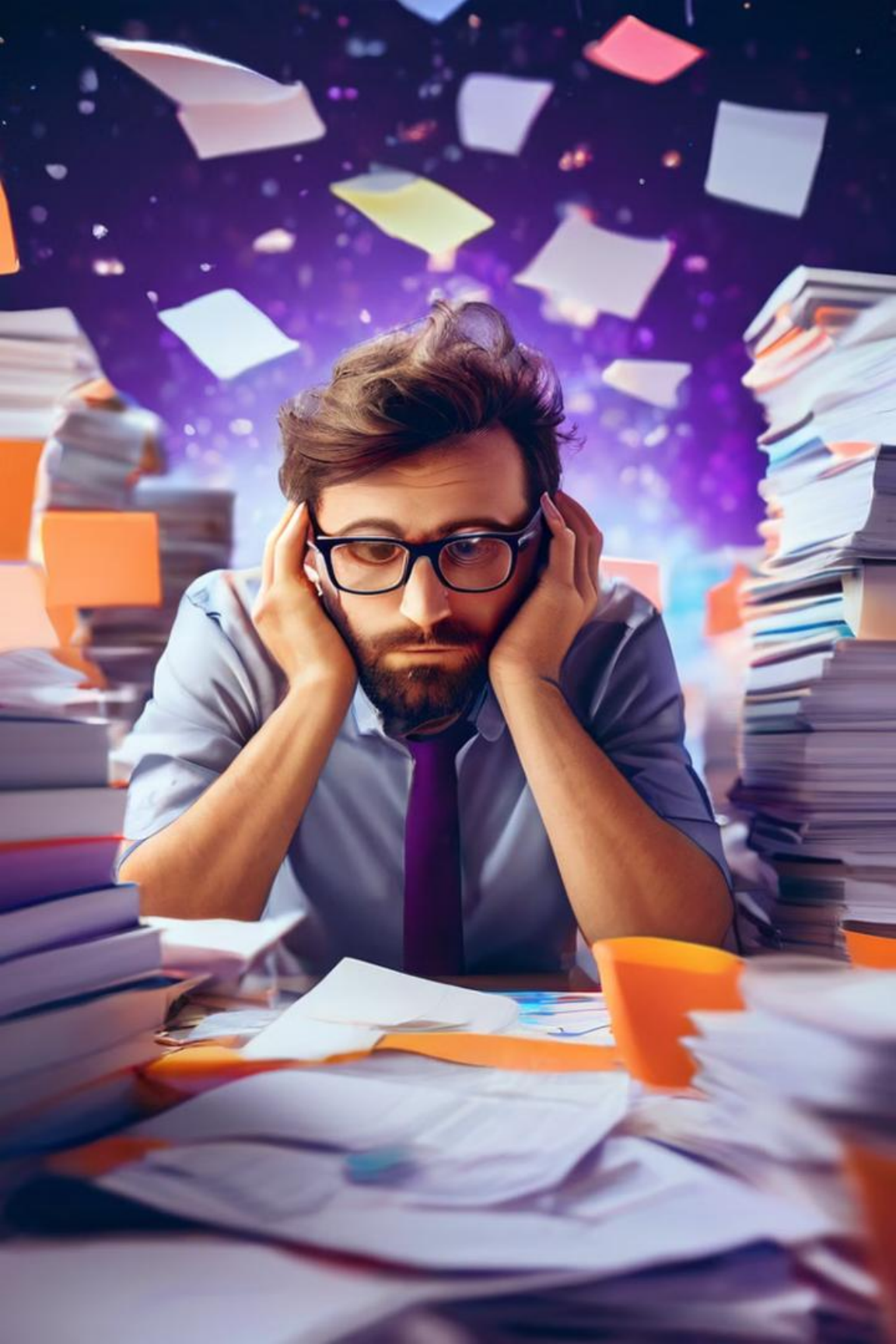


Lead Activation Through AI

Transform how you identify, nurture, and convert leads with AI-powered workflows



by Jérémy GRANDILLON



Today's Lead Generation Challenges

1 Manual tedious tasks

Time-consuming tasks create inefficiencies

2 Quality issues

Unqualified leads drain resources

3 Lost opportunities

Valuable prospects disappear in volume

4 System problems

Stale CRM data and inconsistent follow-up

AI's Role in Lead Activation

Smart qualification

Analyze leads from webinars, LinkedIn, any sources

Intent-based outreach

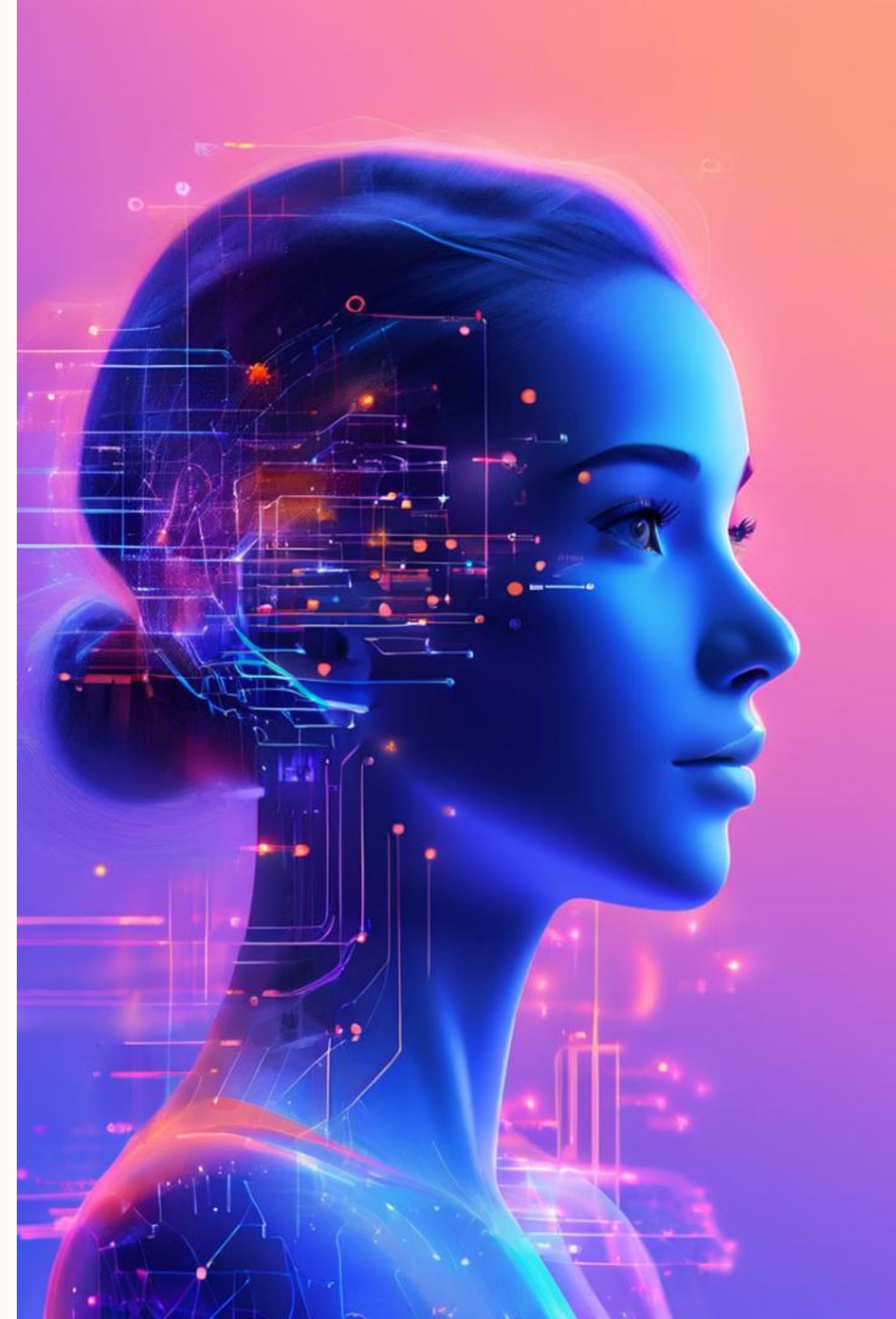
Start relevant conversations that convert

Continuous monitoring

Track accounts for buying signals

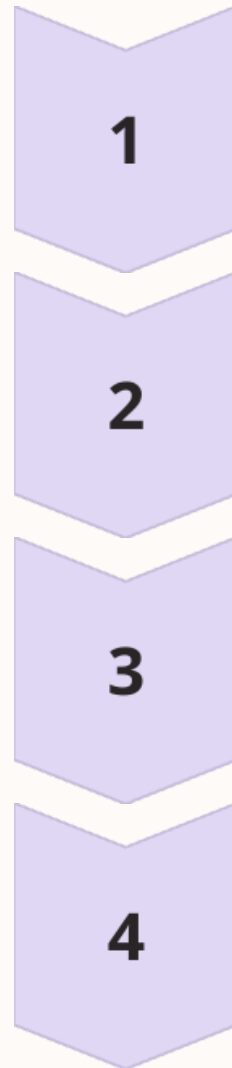
Data enrichment

Convert personal emails to professional, maintain CRM



Case #1

Webinar Attendee Workflow



Email conversion

Personal to professional email

AI qualification

Criteria matching and Intent detection

Smart allocation

Marketing nurturing or sales conversations

Automated outreach

Personalized follow-up sequence begins

Same workflow applies to LinkedIn engagement and website visitors



Default View 19/30 columns 1/1 rows No filters Sort Search Search

Actions Add enrichment

Waterfall <<

	ail	✖ Enrich Person from E ▶	🔗 Enrich Person ▶	▶	📘 Enrich Person & Con ▶	▶	📄 Enrich Person from E ▶	▶	🔗 LinkedIn Profile ▶	▶	📄 Enrich Person from F ▶	▶	⋮ T Name
1	n@gmail.com	✖ ✖ No Person Found	🔗 No Match Found		👤 Jérémy Grandillon	Run condition not met	🔗 https://www.linkedin.c...		👤 Jérémy Grandillon		👤 Jérémy Grandillon		Jérémy Grandill

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Default View 31/35 columns 1/1 rows No filters 1 sort Search Search

Actions Add enrichment

	Full Name	Linkedin Profile URL	Enrich Person from F	Num Followers	Summary - Experience	Lookup_scrapedarea
1	Tal Baker-Phillips	https://www.linkedin.com/in/talbakerphillips/	Tal Baker-Phillips	34212	I help 100+ ambitious sales teams hit th...	Missing input

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Case#2

Job Change Monitoring

Workflow

Create watchlist

Add key accounts and contacts

AI monitoring

Monthly tracking of professional changes

Automatic CRM update

New data synced without manual work

Sales notification

Reps alerted for timely follow-up

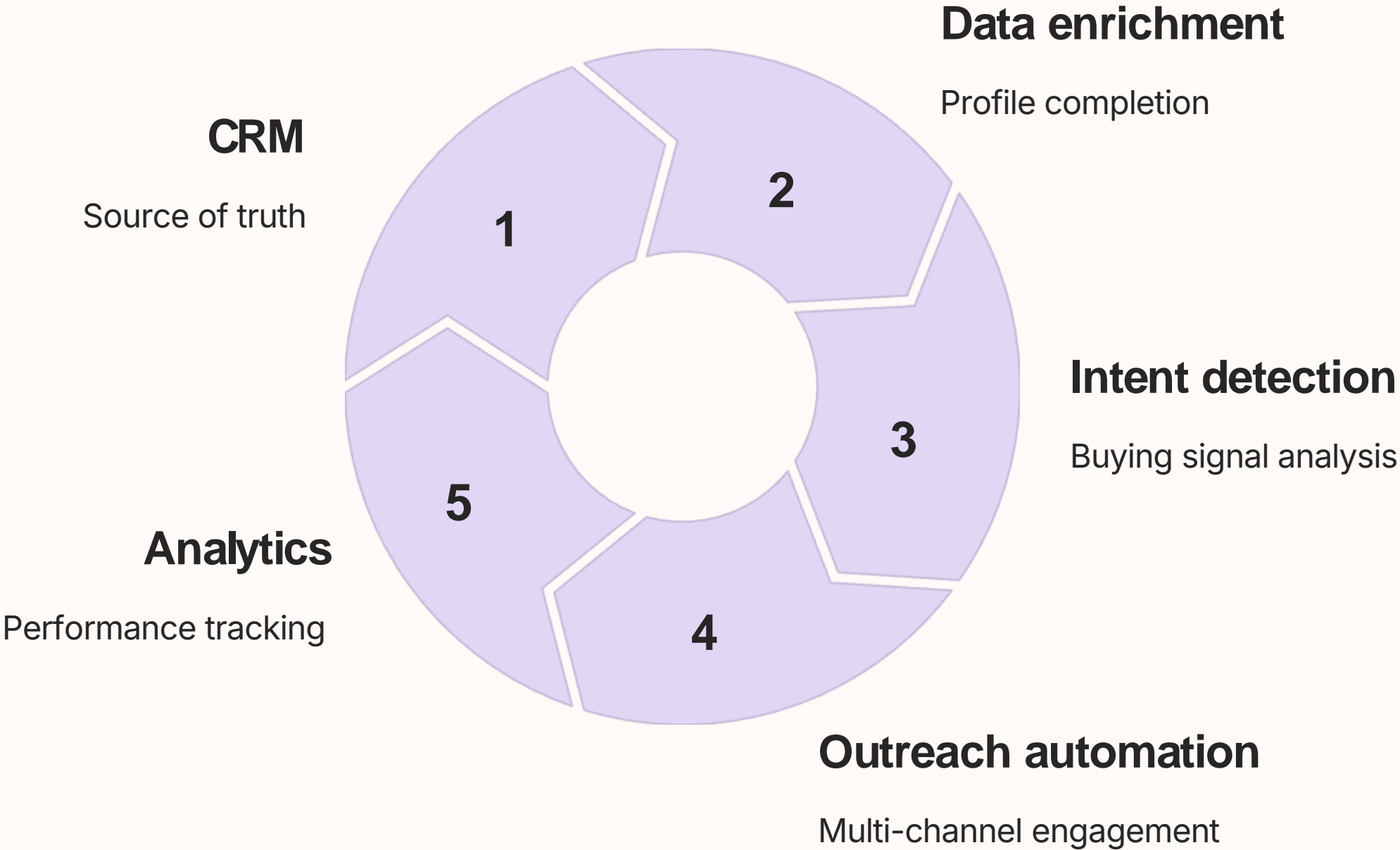
Default View 12/12 columns 1/1 rows No filters Sort Search Search Actions Add enrichment

	Created At	Updated At	Add LinkedIn Profile Link	(Date) - Original LinkedIn Pull	(Date) - Original Title	
1	1 April 2025 at 16:12 CEST	1 April 2025 at 16:12 CEST	https://www.linkedin.com/in/jerem...	Jérémy Grandillon	Clay Club Host Lead - Paris	Clay Club Host Lead - Paris


















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The Lead Activation Tech Stack



The Lead Activation Tech Stack

CRM	Data enrichment	Intent detection	Outreach automation	Analytics
Source of truth	Profile completion	Buying signal analysis	Multi-channel engagement	Performance tracking
 	   	  	  	    



The Cost of Manual Lead Processes

Let's do the math:

- The average SDR salary in the US is **\$58,000/year**
- If 40% of their time is spent on manual tasks...
- That means you're wasting **\$23,000 per SDR every year** on things AI can do for a fraction of the cost

Not to mention the quality of life of these SDRs and the churn rates in these roles, which also cost to organizations.



The Cost of Manual Lead Processes

Now with a Marketing manager:

- The average Marketing manager salary in the US is **\$115,967/year**
- If 40% of their time is spent on manual tasks...
- That means you're wasting **\$46,387 per manager every year** on things AI can do for a fraction of the cost

And again, the collaterals.

The Competitive Advantage Gap

AI-Powered Competition

- Faster engagement cycles
- Higher conversion rates
- Superior pipeline velocity
- Better customer experience

Manual Processes

- Slow response times
- Pipeline chaos
- Missed opportunities
- Team members frustration

AI doesn't replace humans, it removes friction.
It is not a luxury anymore, it is the new norm.

Thank you! Any questions?



/jeremygrandillon

Happy to connect with
you!



TC9.AI

For more information
on what we do.

