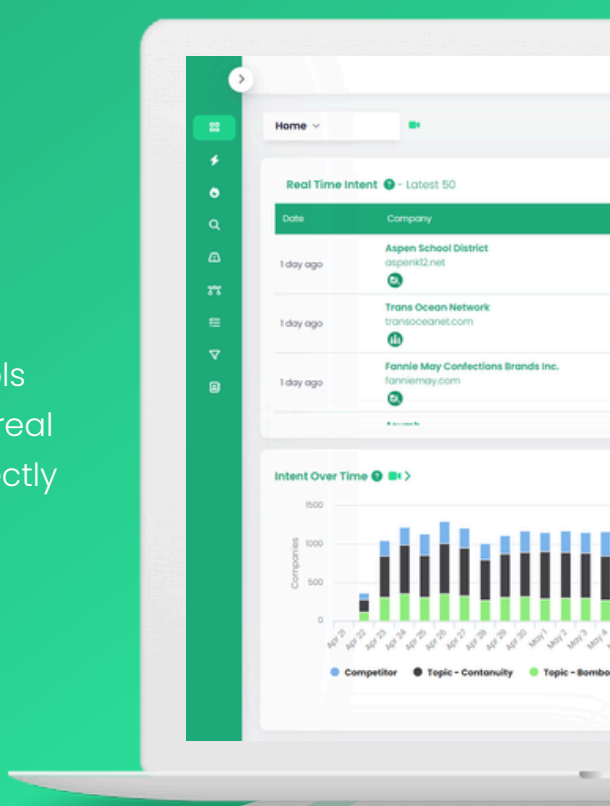
Premium Buyer Intent Engine:

Lead Onion's Core Tools

The all-in-one premium intent engine to help you find, prioritize, and convert in-market buyers faster. With advanced tools your team can uncover buyer signals in real time, predict readiness, and trigger perfectly timed outreach across channels. Every insight, every move - driven by intent.

Book a Demo



Unlock the full potential of Buyer Intent with Lead Onion - the all-in-one platform built for high-performing sales teams ready to identify, engage, and convert in-market buyers.

With access to **industry-leading premium intent data**, Lead Onion empowers your team to pinpoint active demand, map your Total Addressable Market, and automate personalized, multi-channel outreach.

From smarter prospecting to real-time engagement triggers, Lead Onion gives you the insight and tools to uncover high-intent buyers, predict their next move and engage before your competitors know they exist.

The Tools With the Power

Buyer Intent Signals
Uncover the top 10% of in-market buyers using real-time intent data from over 24 premium sources to engage prospects when they're most likely to convert.

Research Quadrant™
Predict buyer readiness by categorizing prospects into four clear research phases, guiding your outreach with perfect timing.

Intent Search
Quickly search and filter multi-source intent data to pinpoint high-potential accounts and contacts showing active buying signals.

T.A.M Searches
Define and map your complete market universe to guide sales and marketing strategies and ensure no potential customer is missed.

Lead Flow Automation
Automate lead routing, qualification, and assignment with intent triggers to ensure the right prospect reaches the right team instantly.

Intent Watchlist
Track key accounts over time and get notified when they show fresh buying signals so you can engage at exactly the right moment.

CRM
Unify and manage all contact data in a single platform to provide sales and marketing with a shared, real-time view.

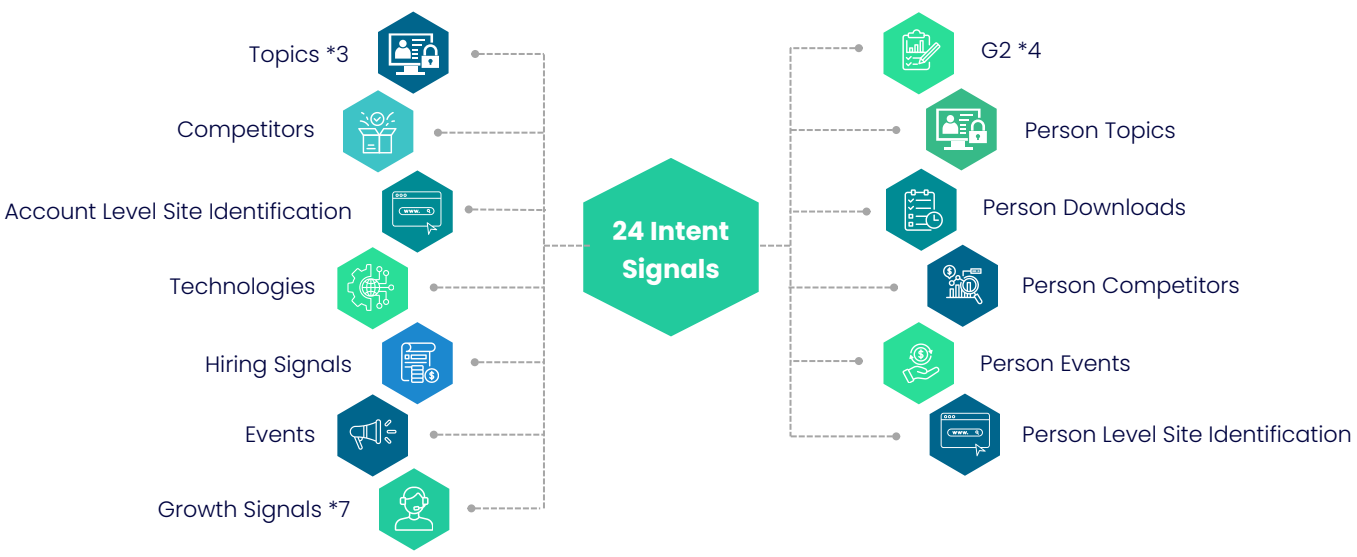
Integrations
Connect Lead Onion to your sales stack and get buyer intent and insights right where you need them.

AI Research
Your intelligent research assistant, built to transform how sales teams prepare for outreach.

1 Buyer Intent Data
24 Premium Sources, 1 Platform

Imagine peeling back the layers of an onion to uncover what truly drives your buyers. That's exactly what Lead Onion does - layer by layer, we reveal the real-time behaviors, signals, and interests that **indicate who's in-market, what they care about, and how close they are to buying.**

With **24 powerful sources of intent data**, Lead Onion captures a complete picture of your potential customers' journey - from the moment curiosity sparks to the point of purchase. Our multi-layered approach includes:



Get Access To

50+ Billion
Intent Signals

Monitor competitors, events, job postings, and growth signals for comprehensive coverage.

188 Million
Active Job Postings

Track hiring activity for roles aligned with your solutions.

20 Million
Business Profiles

Complete B2B coverage, from small businesses to enterprise organizations.

1.4 Billion
Matched IP Addresses

Turn anonymous website visitors into named businesses.

117+ Million
Content Downloads

Track active downloaders and receive their contact details.

7.5 Million
Website News Feeds

Detect company growth signals such as investments and leadership changes.

706 Million
Technology Detections

Spot companies using specific technologies critical to your sales strategy.

209 Million
Contact Records

Expand your reach with robust B2B data.

100 Million
Verified Emails

Ensure your outreach reaches the right decision-makers.

500+
Content Assets

Includes guides, eBooks and whitepapers in the library of downloads.

16,500
Intent Topics

Track intent signals across thousands of B2B content sites.

110 Million
Mobile Numbers

Gain direct access to decision-makers in Europe and the United States.

Intent Signals that Cover Every Angle

Lead Onion goes beyond surface-level signals by **combining account, person, and website-based intent data** into one powerful platform.

Whether it's a company researching your solution, a key decision-maker engaging with competitor content, or anonymous visitors showing interest on your site - Lead Onion connects the dots.

This unified view helps your team prioritize high-intent accounts, personalize outreach based on individual behaviors, and turn passive signals into proactive sales conversations.

bombora · contanulTy · FOUNDRY · cognism · PredictLeads · pharosIQ · G2 · IP Flow · delivr.ai

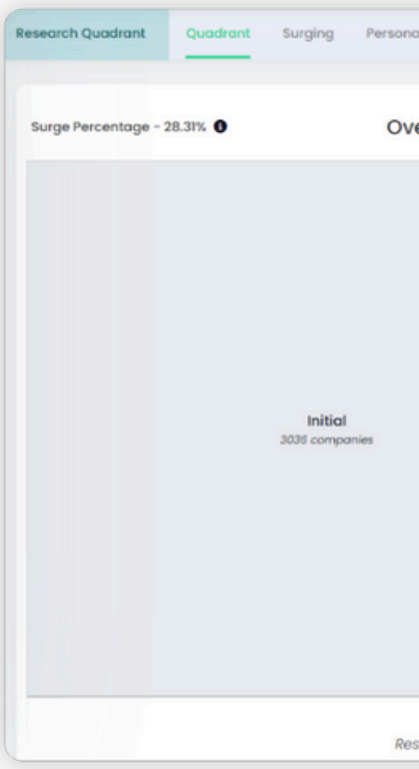
2 Research Quadrant
Focus on the Buyers That Matter

When it comes to buyer intent, not all signals are created equal. Your sales team might be sitting on hundreds of leads, but without clarity on who's ready to buy versus who's just browsing, time and effort can be easily wasted. That's where Research Quadrant comes in.

This intelligent feature helps you cut through the noise by **mapping companies showing intent into one of four key buying phases** based on advanced analysis of multi-source intent signals:

- **Initial Phase:** Prospects are beginning their journey.
- **Interested Phase:** Prospects are evaluating solutions.
- **Active Phase:** Prospects are actively researching solutions and comparing vendors.
- **In-Depth Phase:** Prospects are at the decision-making stage.

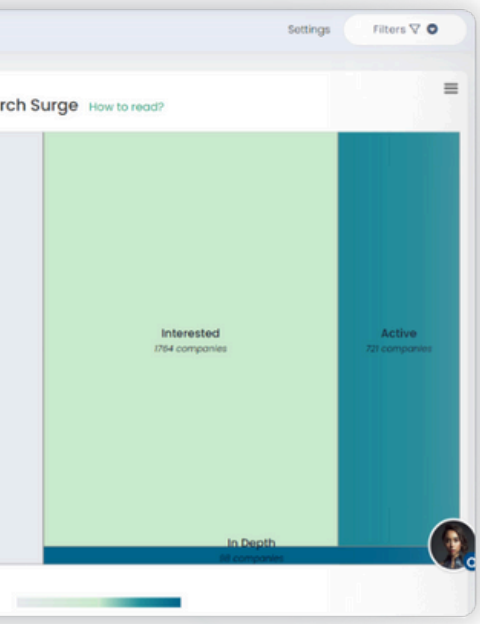
From Guesswork to Guided Outreach



According to recent sales insights:

- **42%** of salespeople rank prospecting as the hardest part of their job, ahead of closing deals and qualifying leads
- **29%** of sales professionals rank making their whole sales process more efficient as a top goal.
- Yet only **18%** feel confident that they're reaching out at the right time.

Research Quadrant eliminates this uncertainty. It uses an **AI-driven algorithm to detect patterns in buyer behavior and pinpoint exactly where each contact is in their decision-making journey,** so your team always knows when to reach out and how to tailor the message.



Key Benefits

- **Prioritize the right leads:** Focus resources on prospects that are showing real buying intent, not just surface-level interest.
- **Improve conversion rates:** By aligning outreach timing with buying behavior, you're more likely to connect when prospects are most receptive.
- **Smarter segmentation and targeting:** Automatically segment contacts based on their Research Quadrant stage and tailor marketing and sales strategies.
- **Close deals faster:** Shorten the sales cycle by identifying and engaging in-depth researchers who are closer to making a purchasing decision.

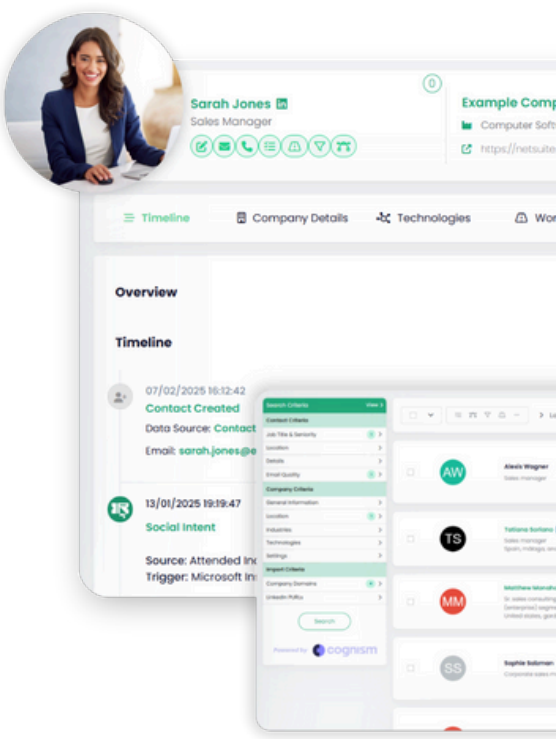
The teams that win are the ones that act on the right signals at the right time. With Research Quadrant, your sales team can stop guessing and start prioritizing, turning intent data into action that drives results.

cognism

3 Total Addressable Market

400M+ Global B2B Profiles at Your Fingertips

With Lead Onion's Total Addressable Market (TAM) Search, powered by Cognism, you can identify every company and contact that fits your ideal customer profile - then activate them with **verified, compliant data** at scale.



No more hunting across platforms or wrestling with out-of-date lists.

Whether you're breaking into a new vertical or refining your outbound strategy, TAM Search gives you the tools to **discover, filter, and connect** with your entire market - all from one powerful interface.

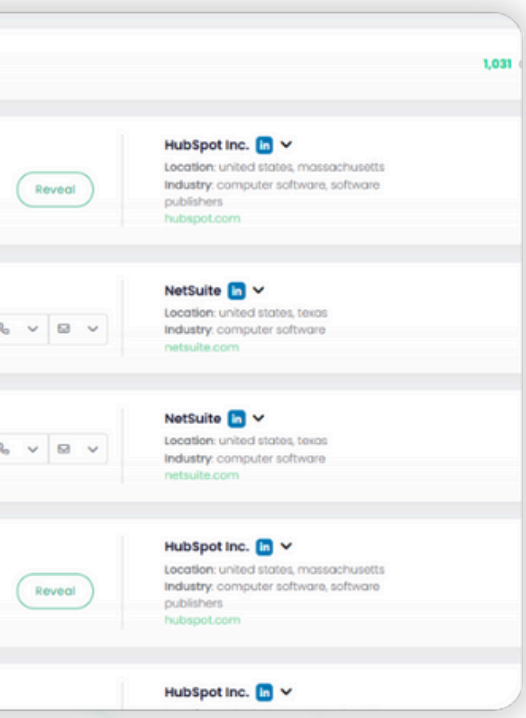
Why TAM Search Changes the Game

With Total Addressable Market Search, you gain complete clarity on who to target, removing the uncertainty from your prospecting and go-to-market planning. Instead of wasting time chasing unqualified leads, your team can focus efforts where they matter most: **high-value prospects that match your ideal customer profile.**

Quickly build and deploy outreach lists filled with verified contacts and enriched account insights, so every conversation starts from a place of relevance and readiness. Whether you're launching a new campaign, entering a new market, or expanding an existing pipeline, TAM Search gives you the data and tools to do it confidently.

Get Access To:

Access over **400 million globally compliant B2B contact profiles** and find the exact accounts and people you need to grow pipeline and hit revenue goals.



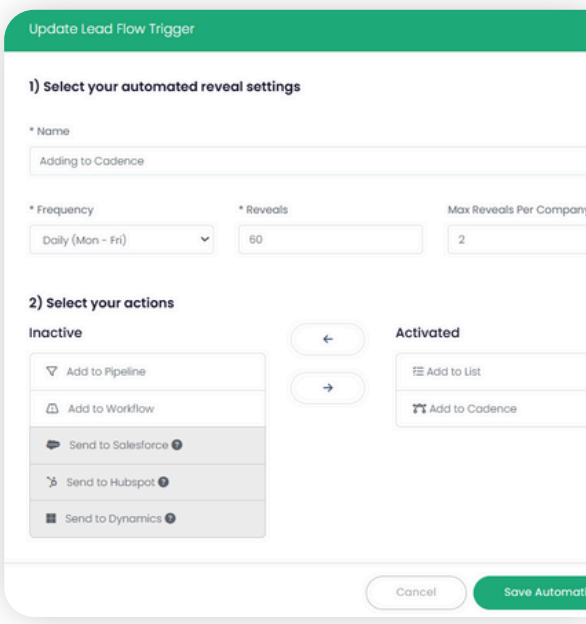
- **Company-Level Filters:** Target businesses by size, revenue, location, industry, and tech stack - tailored to your unique buyer criteria.
- **Contact-Level Filters:** Zero in on decision-makers by job title, seniority, department, skills, or region.
- **Verified, Up-to-Date Data:** Every result includes verified email addresses and live phone numbers, so you receive quality contact details.
- **Unlimited Storage:** Store and manage your contact data in a centralized CRM environment - no caps, no limits.

Powered by ISO 27001-accredited Cognism data, Lead Onion guarantees 100% GDPR and Data Protection compliant records. So you can scale your outreach with peace of mind - wherever your market is.

Lead Onion

4 Lead Flow Automation
Smarter, Faster Lead Activation

Lead Flow Automation transforms the way you manage and act on prospects within Lead Onion. As soon as an account or contact meets your intent and ICP criteria, the platform automatically reveals verified contact details and routes the lead to the next best action.



This eliminates manual bottlenecks and ensures no opportunity falls through the cracks. Every lead moves seamlessly through your defined processes, so your team can stay focused on selling, not admin.

Take Control of Every Lead Hand-Off

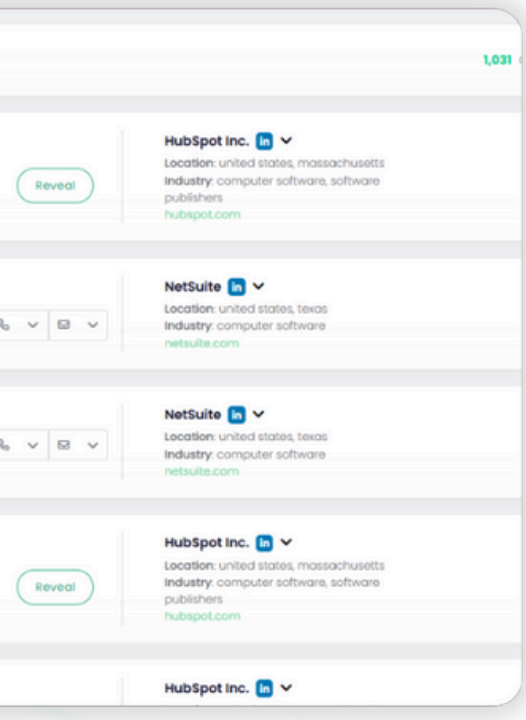
Speed matters. Sales teams are **7x more likely to qualify a lead if they respond within the first hour**. Lead Flow Automation gives you that advantage by triggering actions as soon as a lead is revealed. You set the rules - based on surge stage, source, company size, job title, region, or any other data point available in Lead Onion.

The platform enriches each record with additional verified data and ensures the lead lands in the correct system or sequence instantly.

Whether pushing leads into sales cadences, activating nurture journeys, or notifying account owners, Lead Flow Automation becomes the control centre for your intent-driven outreach.

Get Access To:

With Lead Flow Automation, your revenue team can move at the pace of buyer intent - automating what matters and accelerating what counts.



- **Reveal leads automatically:** No need for manual prospect selection or export.
- **Route leads at speed:** Send prospects to the right cadence, workflow, or CRM owner based on pre-set criteria.
- **Enrich contact records:** Append verified contact data for stronger engagement.
- **Eliminate delays:** Stop leads getting stuck between systems or teams.
- **Drive faster activation:** Accelerate time from signal to first outreach.

Lead Flow Automation allows your team to instantly action high-intent leads the moment they are ready. By automating the reveal, enrichment, and routing process, Lead Onion helps you eliminate friction, improve speed-to-lead, and maximize every revenue opportunity.

Lead Onion

5 Intent Search
Turn Buyer Intent into Contact-Ready Leads

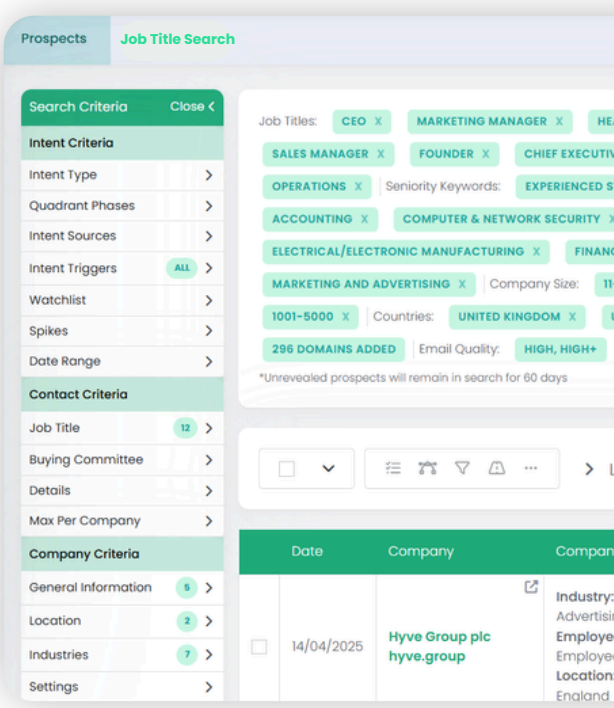
Not all buyers are equal - and not all prospects are ready at the same time. Intent Searches helps you focus only on the accounts that are actively researching and showing signs of real interest.

It's designed to give sales and marketing teams an accelerated way to discover high-potential accounts and the key contacts that matter most, with advanced filters for precision targeting.

Discover In-Market Accounts in Seconds

On average, sales reps spend **over 6 hours a week manually researching prospects**. Intent Searches changes that by surfacing accounts showing real-time buyer intent and revealing verified contacts within those companies who match your ideal persona.

You can filter by surge stage, topics, and data source to ensure you prioritize the accounts and contacts most likely to convert. Teams using intent-based prospecting and that engage with leads quickly are **7x more likely to qualify** opportunities.



Find the Right People at the Right Accounts

Intent Searches not only identifies in-market accounts, it also surfaces the right decision-makers within those companies who match your ICP. You control how many contacts you want per account, eliminating hours of manual research.

58% of sales reps say they struggle to find enough quality leads, yet intent-based prospecting drives up to a **28% increase in lead-to-opportunity conversion rates.** Intent Searches helps your team connect with the right buyers, at the right companies, at exactly the right time.

Key Benefits

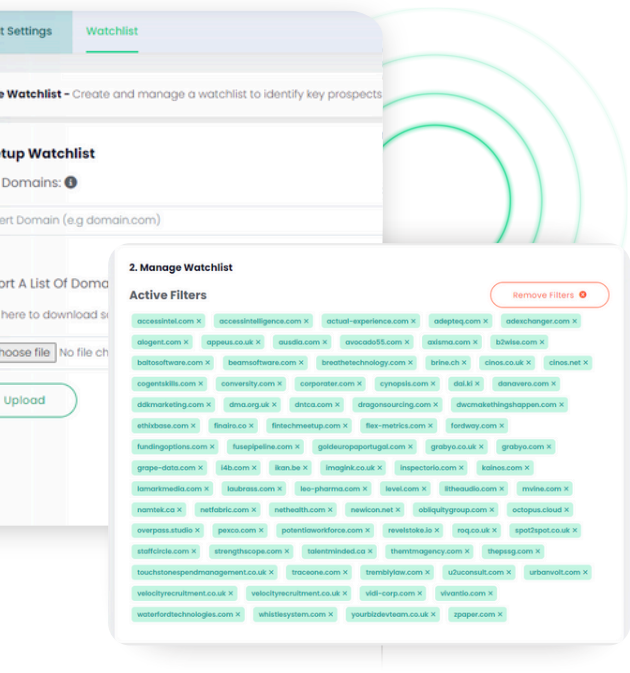
- **Surface in-market accounts instantly:** Identify companies actively showing strong buyer intent across multiple data sources.
- **Find the right decision-makers:** Automatically uncover verified contacts within those high-intent organizations who match your ICP.
- **Control your prospecting volume:** Decide how many contacts per account you want to target for efficient and tailored outreach.
- **Save time and accelerate prospecting:** Eliminate hours of manual research and focus on connecting with the most relevant opportunities.
- **Improve pipeline quality:** Teams using intent-based prospecting see up to a 28% improvement in lead-to-opportunity conversion rates.

6 Watchlists
Monitor What Matters, in Real-Time

One of the biggest challenges sales and marketing teams face is knowing where to focus their attention. With thousands of accounts and limited time, it's easy to waste effort on prospects who aren't ready to engage.

Lead Onion's Watchlist tool gives your team the power to **stay laser-focused on the accounts that matter most**, without getting lost in the noise.

Whether you're targeting high-value ABM accounts, monitoring key industry verticals, or keeping a close eye on recently closed or at-risk deals, Watchlists let you zero in on the intent signals that truly count.



Zero In on What Matters Most

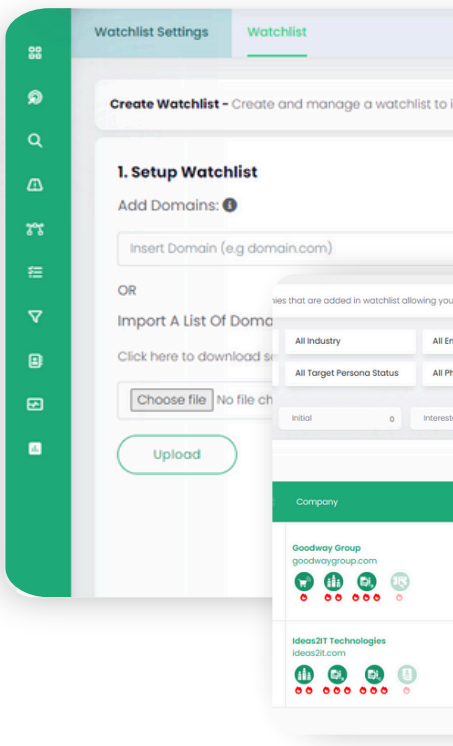
Sales and marketing teams succeed when they know exactly where to focus their efforts. Intent Watchlist provides that clarity by giving you real-time visibility into the accounts that matter most.

As soon as any of your tracked companies show signs of engagement or buying intent, your team is alerted and ready to act.

Create **multiple customized watchlists** based on your business priorities - whether it's high-value ABM targets, strategic verticals, key renewals, or expansion opportunities. Intent Watchlist ensures your team never misses a signal and always prioritises the right conversations at the right time.

Get Access To:

- **Customizable Watchlists:** Create multiple watchlists tailored to your business goals, so you can focus on what matters most.
- **Real-Time Intent Tracking**: Monitor buyer behavior and engagement signals instantly to stay ahead of opportunities.
- **Proactive Engagement Alerts:** Get notified when key accounts show strong buying signals, enabling timely outreach.
- **Insight-Driven Prioritization**: Focus your team's efforts on accounts with the highest potential, cutting through the noise.



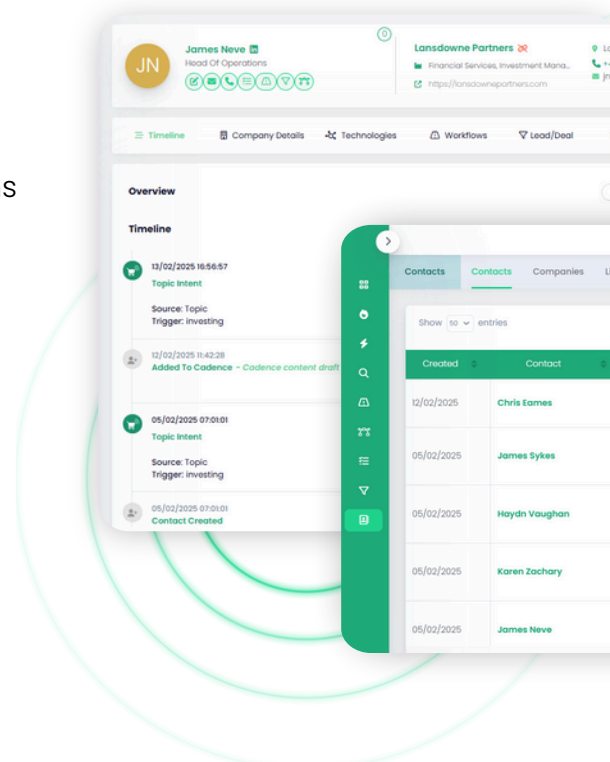
By tracking the accounts that matter most with real-time insights and customizable lists, you'll accelerate your sales pipeline, improve outreach effectiveness, and drive meaningful business growth. Stay proactive, stay targeted, and watch your opportunities multiply.

7 CRM
Centralize, Cleanse & Convert

Our integrated CRM **consolidates all your critical contact and company information** into a single, reliable source.

Eliminate data silos and empower your teams to make informed, data-driven decisions without the time wasted on searching or cleaning up information.

With a unified view of your contacts, you can act quickly, streamline communication, and ensure every decision is based on the most accurate and up-to-date insights.

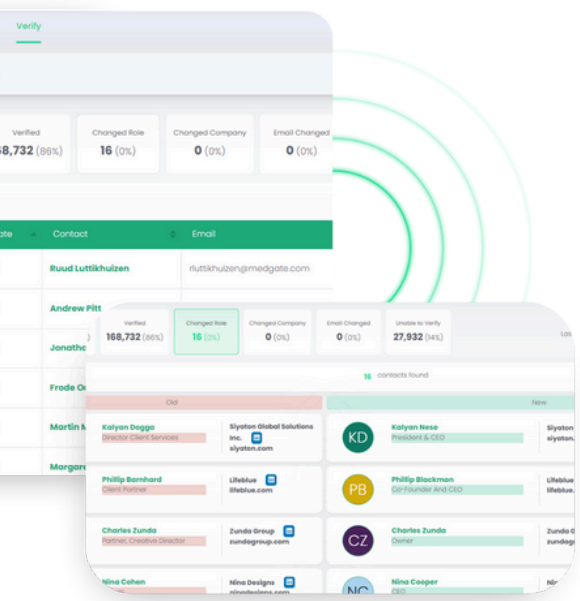


Cleanse and Segment Data

Data Segmentation:

Lead Onion's segmentation tools allow you to create highly targeted lists from your CRM, ensuring you can engage the right customers with the right message at the right time.

With **easy filtering options** based on demographics, behavior, and engagement, you can segment your audience with precision and efficiency.



Cleansing Tools:

Lead Onion's Data Cleansing tools automatically identify and fix errors, ensuring your **data is always up-to-date and accurate.**

Our real-time cleansing removes duplicates, unsubscribes, and invalid contacts - **keeping your CRM clean** so you can focus on the right audience and better results.

Get Access To:

- **Centralized Data Hub:** Keep all your prospect and customer data in one place for complete visibility across your marketing and sales teams.
- **Real-Time Insights:** Instantly access up-to-date data to make faster, more informed decisions that drive revenue.
- **Data Cleansing:** Eliminate duplicates, outdated records, and invalid contacts to maintain a clean, accurate database.
- **Smarter Segmentation:** Easily filter and group contacts based on behavior, demographics, or engagement for more targeted outreach.
- **Unlimited Contact Storage:** Store unlimited leads and contacts without hitting caps or paying extra, giving your team room to grow and scale.

8 Integrations

Integrate. Automate. Accelerate.

Connect Lead Onion with **the tools your team already uses and loves.**

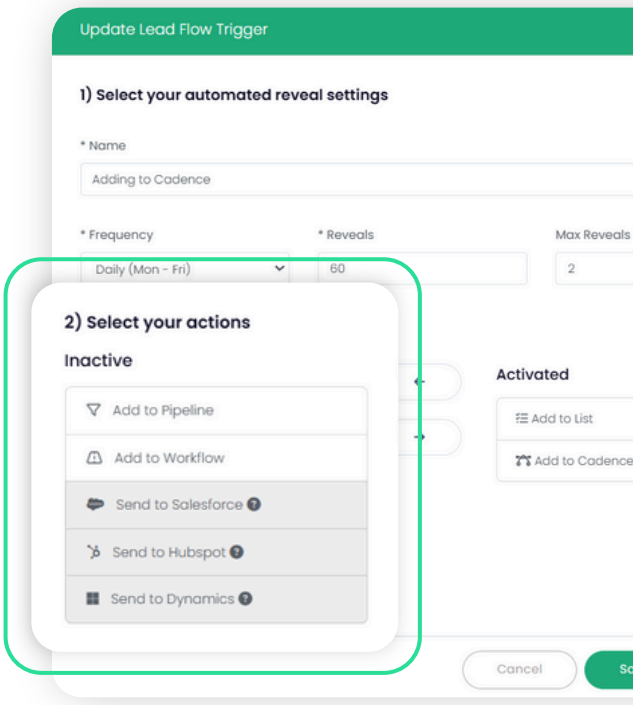
From CRMs to productivity platforms, our integrations are designed to help you unlock even **more value from your data**, streamline your sales process, and ensure nothing falls through the cracks.

Connect Your Tech Stack

Lead Onion integrates seamlessly with leading CRM and automation platforms including **Salesforce, HubSpot, Microsoft Dynamics 365, and Zapier** - empowering sales and marketing teams to streamline their workflows and take immediate action on real-time buyer intent signals.

With these powerful integrations, high-value prospects, enriched contact data, and intent-driven cadences are automatically synced into your CRM or connected systems, eliminating the need for manual uploads, reducing admin time, and ensuring no opportunity slips through the cracks.

By aligning your tech stack with Lead Onion, you **unlock a faster, more intelligent route to revenue.**



Key Benefits

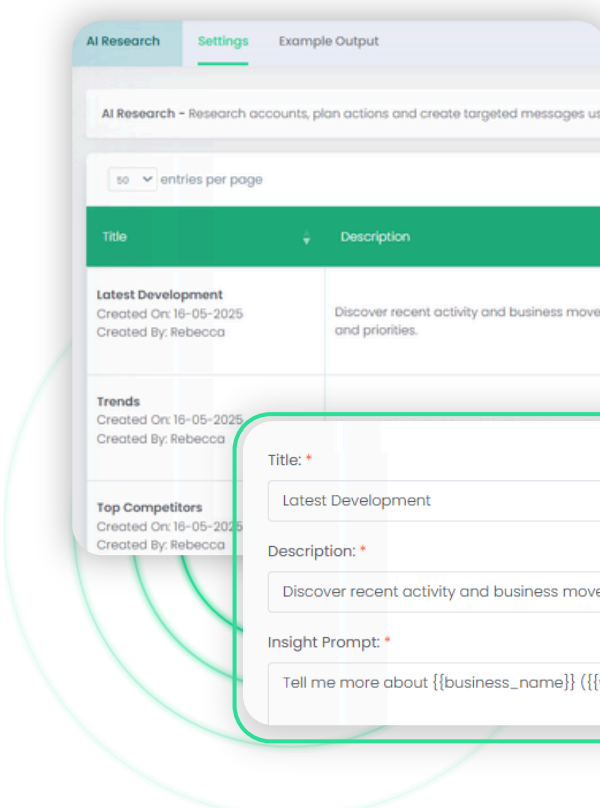
- **Automate Lead Capture:** Push revealed contacts, high-intent signals, and engagement-ready leads directly into your CRM for immediate action.
- **Enrich CRM Records:** Add valuable context to lead profiles with intent data, buying stage indicators, and key behavioral signals.
- **Trigger Custom Cadences:** Automatically assign contacts to relevant outreach sequences based on buying intent, industry, or persona.
- **Accelerate Pipeline Movement:** Engage decision-makers at the right time with timely, data-driven messaging to shorten sales cycles.
- **Connect with Thousands of Apps:** Use Zapier to integrate Lead Onion with marketing, sales, and workflow tools beyond CRM - ensuring a truly connected tech stack.

By streamlining the flow of insights and lead data, users can reduce manual effort, accelerate outreach, and ensure timely follow-ups with in-market buyers - driving more effective engagement and faster conversions.

9 AI Research
Your Always-On Enrichment Assistant

Personalized outreach isn't optional - it's expected. Buyers want to feel understood. But delivering that level of relevance in every conversation takes time.

- Sales reps spend an average of **4.5 hours per day** researching prospects
- **68%** still feel they lack the necessary context before reaching out
- **73%** admit to skipping research altogether due to time constraints
- Only **12%** feel very confident in their personalization efforts
- The result? Missed opportunities, surface-level outreach, and longer sales cycles.



That's where **AI Research from Lead Onion steps in.**

Lead Onion's AI Research is your intelligent research assistant, built to transform how sales teams prepare for outreach.

By automatically generating company-specific insights using customizable AI prompts and real-time data analysis, it saves valuable time, boosts rep confidence, and makes true personalization at scale achievable.

Instead of spending hours manually researching on Google or LinkedIn, reps receive tailored insights delivered directly into their workflow, empowering them to craft more relevant, high-impact outreach in less time.

AI Research helps you bridge the gap between data and dialogue. Instead of spending hours trying to "find something to say," reps are now equipped with insights that make every message count.

Ready to Turn **Buyer Intent into Revenue?**

With Lead Onion by your side, you'll streamline lead generation, engage the right prospects at the right time, and c**lose more deals, faster.**

Access powerful features like multi-source intent data, Research Quadrant™, automated lead flows, TAM mapping, CRM integrations, and more - all in one platform.

Book your demo today and see the full power of Lead Onion in action.

Get Started Now

Lead Onion