

Under The Hood

The Enlyft Platform Architecture

Enlyft solutions are powered by an underlying platform architecture that relies on state-of-the-art technologies, including machine learning, natural language processing, and predictive analytics.

Enlyft delivers actionable sales and marketing intelligence to help companies understand who their most promising customers are, why they are the right customers, and what the most effective messaging is to approach them with.

enlyft.com



Explore how our platform works

1

Crawl the web

Enlyft's web crawlers scan billions of online and offline documents to capture information about a company's technology footprint. We collect and surface information from blog posts, press releases, social streams, technical forums, financial reports, and many other unstructured and structured sources. Our crawlers are constantly running and discovering new data that is updated in real time.

2

Extract relevant data

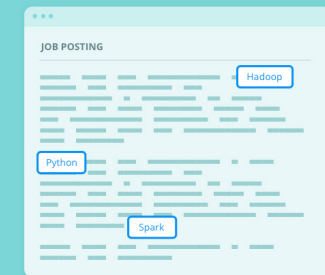
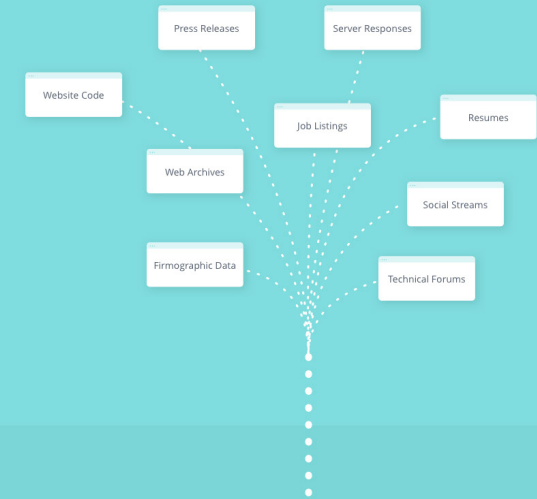
Enlyft analyzes millions of technology signals to determine a company's technology footprints and the specific back-end and front-end technology it has deployed. Using natural language processing, it parses and curates the technology data it captures. Enlyft, for example, scrapes job postings to determine what technologies a company is hiring for. It also analyzes network configurations to detect specific technologies being used. Enlyft is able to provide granular information in terms of whether a given company has deployed a specific technology wall-to-wall or whether it is simply testing it.

3

Organize and index into structured data

Using Enlyft's proprietary machine learning-based scoring algorithms, extracted data is classified into categories and relevant attributes are computed. Entities are organized into a database with indexes that can be applied to solutions built by Enlyft or our partners.

Our custom ontology ensures that classifications are constantly updated as our taxonomy of technologies evolves. Enlyft currently has coverage of more than 10,000 technologies across 150+ categories.

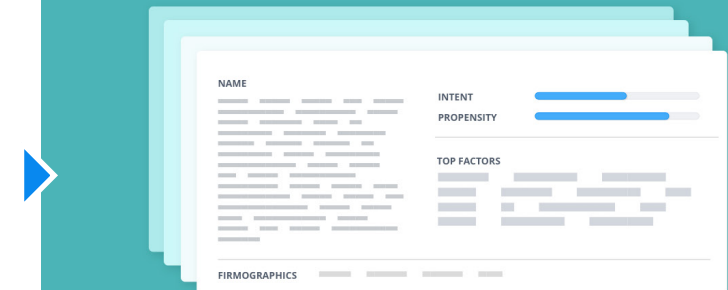


Apply Machine Learning to find the best accounts

Using advanced machine learning and data science techniques, Enlyft assesses the data contained in its database of more than 4 million companies, as well as a company's CRM system to determine highly accurate models of a company's propensity to purchase. Each company is assigned two scores: a propensity score based on the account's overall fit for a particular offering and an intent score based on an account's readiness to purchase now. Those accounts that exhibit high propensity and high intent scores are typically sent directly to a company's sales team for immediate targeting. Accounts that score high on only one of the two metrics are often targeted at a lower priority.

5 Equip sales and marketing with the right insights to win accounts

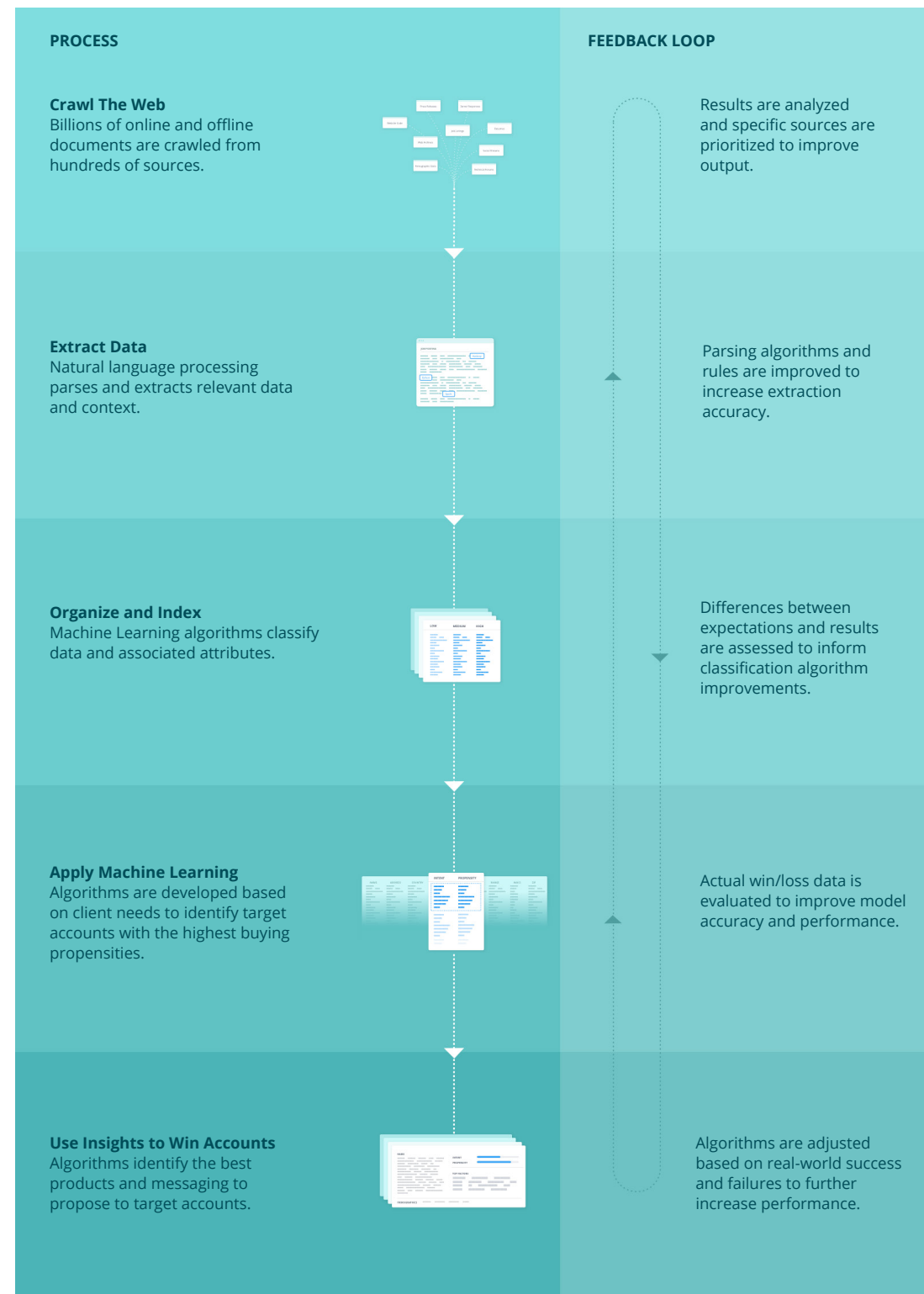
Enlyft's data equips organizations with key insights that can be leveraged throughout the buying cycle. Enlyft helps companies understand the specific firmographic and technographic variables that cause accounts to exhibit high buying propensities, as well as the specific marketing messages that will most strongly resonate with them. The information empowers sales and marketing professionals to identify ideal prospects, build predictive targeting models, perform competitive and market analyses, and deliver hyper-targeted messaging. Specific recommendations differ for each individual account. They vary according to company sizes, industries, and a multitude of other firmographic and technographic dimensions.



6 Refine results to improve performance

Enlyft is the only provider that offers data, modeling, and insights in one centralized platform. Because all components “speak” to each other, data can be constantly and effectively fed back into models over time. This enables Enlyft to consistently improve the accuracy levels of its models as more data is obtained and assimilated.

Enlyft evaluates the performance of every model in the context of each client. How well did predictions match existing sales? How can model performance be improved? This knowledge is then fed back into the system. Enlyft not only determines how to improve the models and the insights materialized. It also evaluates how to improve the data collection and extraction processes, as well as how to more effectively analyze and organize data surfaced. The net result is that each model benefits from previous models and all clients benefit from this continuous learning process.



Learn more about Enlyft

Visit us at enlyft.com
or email us at
sales@enlyft.com

