msq DX

Contact Intelligence

From three data points to a fully researched prospect intelligence pack and tailored outreach strategy — automated on Optimizely Opal.

3
Data points in
Name, organisation, job title

8+
Research outputs
Organisation, digital, technology, individual

1
Actionable strategy
Positioning, proof points, outreach copy

WHAT IT DOES

Turning a first touch into a strategic conversation

When a new B2B contact is received — from a form submission, event lead, or CRM import — this Opal workflow triggers automatically. A chain of specialist AI agents researches the contact's organisation, maps its digital estate, identifies the technology stack, and builds a picture of the individual from public professional sources. A synthesis agent then cross-references all findings against your ICP profiles and service offering, producing a prioritised alignment report and a ready-to-use contact strategy complete with opening email copy, conversation guides, proof points, and sensitivities to manage.

HOW IT WORKS

01
Initiation
Workflow triggers on contact receipt. CMP tasks created for each downstream agent.

02
Research
Four specialist agents run in parallel: organisation, digital estate, technology indicators, individual background.

03
Alignment
Synthesis agent cross-references research against ICP profiles and service lines, identifying the highest-priority opportunities.

04
Strategy
Contact strategy agent produces positioning, proof points, email copy, and conversation planning for your sales team.

WHO THIS IS FOR

Built to accelerate enterprise sales and marketing teams

B2B organisations with complex sales cycles
Where deep contextual knowledge of the prospect materially improves conversion.

Marketing teams receiving inbound leads at volume
Where manual research is a bottleneck and personalisation at scale is the goal.

Revenue teams running account-based programmes
Where understanding digital maturity, technology stack, and organisational priorities is essential.

GET IN TOUCH
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