ARIA
APPLIED RESEARCH IN ACTION

Prospect Recommendations with Integrated LLM Features

Leveraging LLM-generated Ideal Customer Profiles and Text Embeddings to Recommend Prospects to Sales Teams
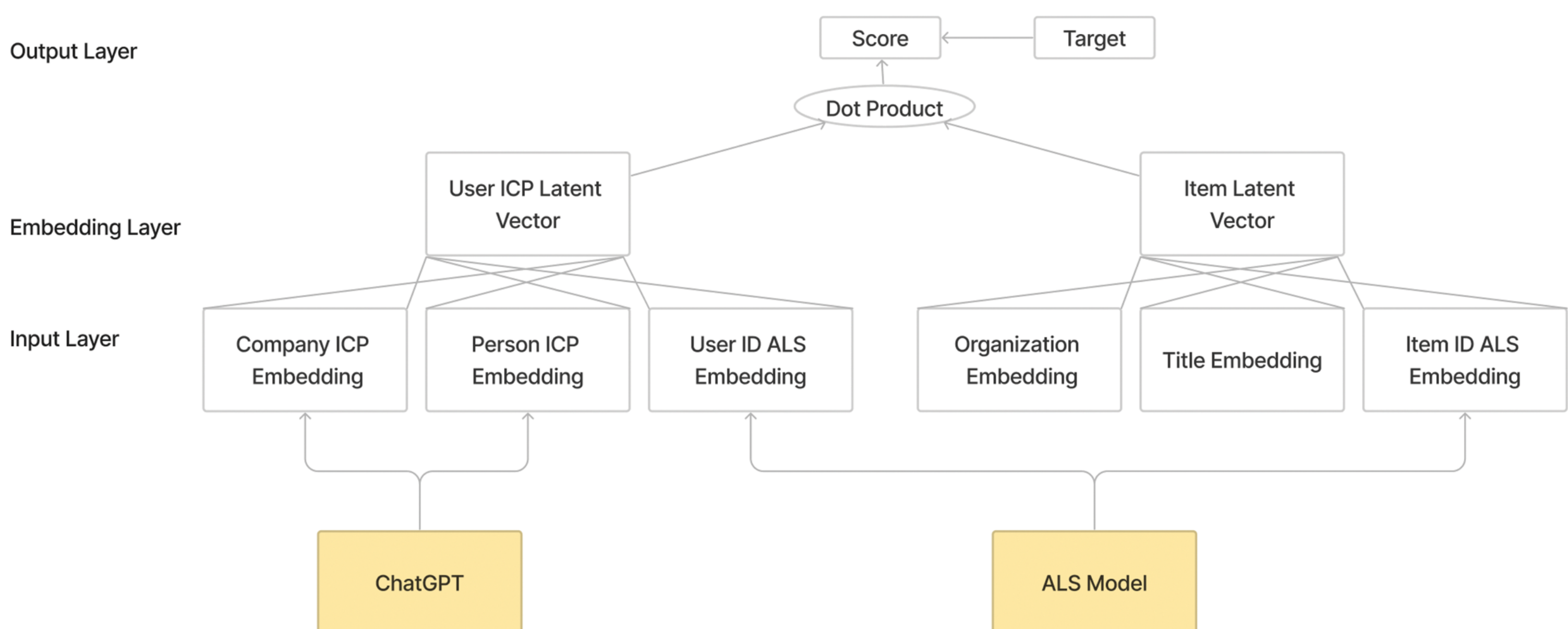
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PROJECT SUMMARY

Prospecting plays a pivotal role in the go-to-market journey - finding the right lead at the right time can significantly enhance conversion rates, streamline sales processes, and ultimately drive sustained revenue growth. This project aims to enhance the prospecting journey at Apollo.io by automatically recommending prospects to users based on their historical successes, the rich internal dataset of people and companies, and, crucially, by exploiting the fact that Ideal Customer Profiles (ICPs) for the users can be extrapolated from the descriptions of their own organizations. We experiment with various recommendation models, culminating in a hybrid model that combines collaborative filtering techniques with content-based LLM embeddings and LLM-generated text descriptions of ICPs. We find that this amalgamation of collaborative and content-based techniques enhances the accuracy of the recommendation model significantly.