

# Go-To-Market Engineering (GTME)

## Forward-deployed engineers for your GTM system

GTME = An Apollo expert who configures, operates, and continuously optimizes your GTM. This is not traditional customer success. It's hands-on execution tied directly to pipeline outcomes.

### What you get with your Apollo GTME

With a GTME, Apollo isn't just configured — it's operated.

| What this means  | Why it matters                             |
|--|--|
| A GTM system built around your strategy and targets                  | No generic playbooks—built for your motion |
| Expert execution without hiring additional RevOps or GTM specialists | Senior-level capability without headcount  |
| Continuous optimization as your business evolves                     | System improves quarter over quarter       |
| Accountability to measurable outcomes, not activity                  | Pipeline metrics, not check-in meetings    |

If meetings, engagement, or pipeline aren't improving, the work isn't finished.

# Our 7 pillars of go-to-market engineering

Every GTME engagement follows our structured model to create predictable, repeatable results.

## 1. Build a unified TAM

### What we solve:

Most teams operate from scattered lists, basic filters, and existing CRM accounts—without knowing their true addressable market size.

| WHAT GTME DOES  | WHAT YOU GET                           |
|---|--|
| Builds a unified Total Addressable Market using Apollo's data | A single source of truth for targeting |
| Applies AI qualification to assess qualitative fit            | Faster ramp for new reps               |
| Validates and sizes the real opportunity                      | No more manual list building           |

## 2. Deliverability & capacity planning

### What we solve:

Outbound volume, infrastructure, and proper setup are often guesswork until something breaks. We build for scalable outreach at scale.

| WHAT GTME DOES   | WHAT YOU GET                       |
|--|------------------------------------|
| Works backwards from your pipeline goals                   | Infrastructure sized to your goals |
| Designs inbox capacity, send limits, and warm-up schedules | Fewer surprises                    |
| Monitors deliverability in real time                       | Confidence in outbound capacity    |

## 3. Scoring & prioritization

### What we solve:

Most teams say "prioritize the right accounts" but lack the AI-powered scoring infrastructure to do it systematically at scale.

| WHAT GTME DOES   | WHAT YOU GET                            |
|--|---|
| Translates your strategy into a weighted scoring model                                     | Clear guidance on who to target and why |
| Combines intent, firmographics, tech stack, and engagement, including Signals and Triggers | Transparency across the team            |
| Enriches scoring with unstructured data from Apollo Power-Ups                              | Insights traditional filters miss       |

## 4. Messaging intelligence

### What we solve:

Inconsistent messaging kills conversion. Relevance at scale wins—we help deliver it.

| WHAT GTME DOES   | WHAT YOU GET                      |
|--|-----------------------------------|
| Builds AI Content Center with proven frameworks by segment | Consistent, high-quality outreach |
| Personalizes at scale using fresh data and signals         | Relevance without manual work     |
| Tracks performance by message, segment, and signal         | Proven messaging from day one     |

## 5. Data orchestration

### What we solve:

Critical GTM data lives in silos and goes stale quickly.

| WHAT GTME DOES                                       | WHAT YOU GET                         |
|--|--------------------------------------|
| Unifies intent, engagement, enrichment, and CRM data | One complete customer view           |
| Keeps data synced and structured in real time        | Always-current data driving outreach |
| Eliminates manual exports and patchwork fixes        | Less manual work for your team       |

## 6. Human-in-the-loop execution

### What we solve:

Reps spend too much time on low-value tasks instead of high-judgment work that actually moves deals forward.

| WHAT GTME DOES                                     | WHAT YOU GET                                     |
|--|--|
| Automates the majority of execution                | More efficient SDRs                              |
| Routes the highest-value accounts for human review | Better treatment of your most important accounts |
| Feeds human insight back into the system           | A system that improves with use                  |

## 7. Reporting & Performance Optimization

### What we solve:

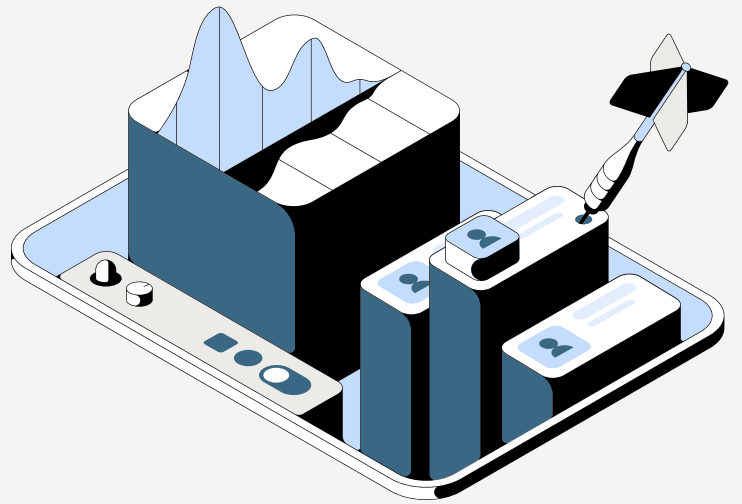
Teams often find out what worked weeks after the fact.

| WHAT GTME DOES   | WHAT YOU GET                      |
|--|-----------------------------------|
| Provides real-time visibility into execution and results | Clear insight into what's working |
| Analyzes performance by segment and parameter            | Faster iteration cycles           |
| Continuously tunes the system based on what converts     | Compounding performance gains     |

## Bottom line

GTME turns Apollo from a platform into a revenue engine. The work is systematic, the outcomes are measurable, and the partnership is built to compound over time.

**If your Apollo investment isn't driving measurable pipeline growth, we haven't finished the job.**



### Questions?

Contact your Apollo representative.