

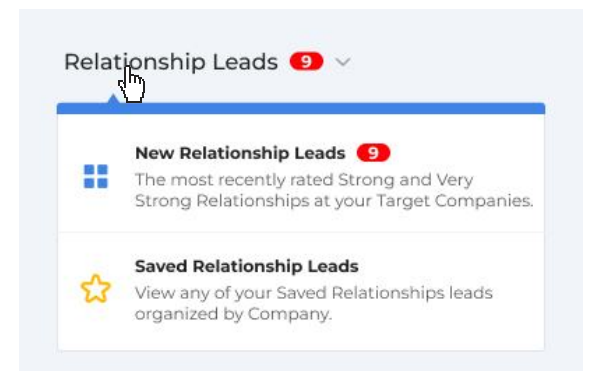
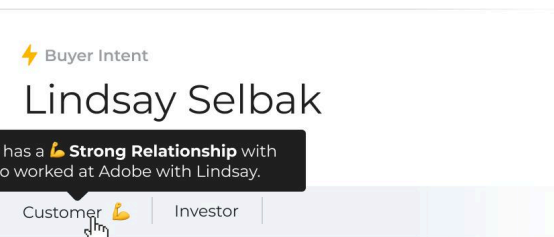
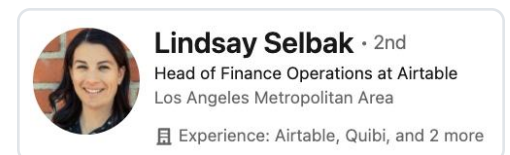
How is SmallWorld different from LinkedIn Sales Navigator?

We recognize LinkedIn as an unmatched database of professional information and connections. Our mission at SmallWorld is to help companies get the most value from LinkedIn (and other data sources) by refining and expanding the visible access points to target prospects and key accounts.

SmallWorld has been specifically built to address the entire lifecycle and nuances of warm introductions - from the content of the initial request - to tracking an introduction from Stage 1 to “Closed Won” in Salesforce. This drives higher conversion rates (56%) and gives teams a new way to make warm introductions and referrals a part of the GTM motion across their entire company.

SmallWorld converts the data (from sources like LinkedIn, Gmail, and ZoomInfo) into access and is quickly becoming an essential part of the modern GTM stack

- Expanded network (customers, partners, advisors, 3rd degree, etc.) increases the number of access points to target prospects
- Relationship data in SmallWorld includes Gmail or other CRM data (in addition to LinkedIn data) to capture both personal and professional relationships
- Verified Relationship Strength data in SmallWorld distinguishes real relationships from blind “connections” to increase conversion rates on requests
- Relationship Leads deliver actionable opportunities with predictable conversion rates directly to salespeople every day
- Salesforce integration with Account Sync for territory and team changes



“My time is at a premium, so it's not ideal for me to spend hours searching for relevant connections on LinkedIn. Instead, I can just click a button in SmallWorld to see the whole company landscape in a new way and determine if a connection is viable.”

— **Will Greenburg, Sales Leader at Cloudflare**

6sense indicates they're in the Decision Buying Stage.

- Intent integrations (6sense, etc.) combines timing + trust for higher conversion rates

- Slack integration enables synchronous communications for improved Connector engagement and conversion rates.

- Intelligent Connector dashboard prioritizes target accounts and prospects based on which ones are most relevant to the individual Connector

- Automatic notifications, reminders, and updates ensure follow-through and closure

- Detailed tracking, reporting, and analytics enable visibility and recognition

- SmallWorld Relationship AI surfaces relationships not visible on LinkedIn for high-priority accounts and opportunities

- A common system and language that removes the ambiguity for introduction requests and eliminates the need for spreadsheets and manual tracking