

Clay.com



Clay.com is an AI-powered, no-code data enrichment and outbound sales automation platform. It allows sales and marketing teams to aggregate data from over 150 sources (like LinkedIn, BuiltWith, and Google Maps), automate lead research, and generate personalized outreach at scale within a spreadsheet-like interface.

Key Features and Capabilities:

- **Data Enrichment & Aggregation:** Connects over 75+ data providers into one platform for prospecting and qualification.
- **AI-Powered Research:** Uses AI (including "Claygent") to research websites, read PDFs, find specific data points, and personalize outreach.
- **No-Code Automation:** Enables users to build complex, automated workflows without coding to find leads and update CRMs.
- **Intent Signals:** Identifies actionable buying signals, such as job changes or tech stack updates.
- **Sales & Marketing Use Cases:** Ideal for hyper-personalized cold outreach, account-based marketing (ABM), and list building.

Founded in 2017 to democratize programming, Clay functions as a, data-rich "command center" designed to reduce the need for manual, tool-to-tool data transfer.

About Clay

Get started

- [Clay Contact enrichment](#)
- [Clay Internal FAQ - WIP](#)
- [Clay Use Cases](#)
- [Getting Access & Permissions - WIP](#)

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How-to

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FAQ

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Troubleshooting

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TROUBLESHOOTING.

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