

Clay Use Cases

👉 Consult all use cases details at Clay.com : <https://www.clay.com/use-cases/crm-enrichment>

Clay.com Use Cases and Department-Level Examples

Introduction Clay.com offers a powerful platform for finding the right people, enriching data, and writing personalized outreach. Below, you'll find a summary of Clay's core use cases, key workflows, and concrete examples for each department to illustrate how Clay can add value across your organization.

Core Strengths of Clay

- Finding the right people
- Enriching data
- Writing personalized outreach

Key Workflows and Capabilities

- Build prospect lists from CSVs or over 10 prospecting sources (including free access to company, people, and open jobs data). *Example: Import a CSV of event attendees and instantly enrich their profiles with company and contact information.*
- Enrich data using 100+ enrichment tools for comprehensive and reliable information. *Example: Use multiple enrichment sources to fill in missing emails, phone numbers, and LinkedIn profiles for your leads.*
- Conduct unstructured research and draft messages using AI. *Example: Use AI to summarize a prospect's recent news and draft a personalized introduction email.*
- Automate outbound lead generation, CRM enrichment, inbound lead scoring, and outreach. *Example: Set up a workflow that automatically scores inbound leads and sends tailored follow-up emails based on their profile.*

AI Integrations (ChatGPT, Claude)

- Find and enrich contacts at target accounts (job title, seniority, location, etc.). *Example: Identify all senior engineers at target companies and enrich their profiles for outreach.*
- Research accounts for insights such as tech stack, funding, hiring trends, and website traffic. *Example: Gather data on a company's recent funding round and hiring trends to inform your sales pitch.*
- Draft highly personalized outbound emails using the research you've gathered. *Example: Use AI to generate a custom email referencing a prospect's recent product launch.*

Other Common Use Cases

- Building ABM (Account-Based Marketing) audiences *Example: Create a list of target accounts for a new product launch campaign.*
- Customer exclusion lists *Example: Exclude current customers from a prospecting campaign to avoid redundant outreach.*
- Signal-based targeting and intent-based retargeting *Example: Target companies showing buying signals, such as recent hiring or tech stack changes.*
- CRM-powered and lookalike audience campaigns *Example: Build a lookalike audience based on your top-performing customers for more effective prospecting.*

Department-Level Examples

Marketing

- Gather intelligence from existing customers to refine segmentation and messaging. *Example: Analyze customer data to identify common traits among your best clients and tailor marketing campaigns accordingly.*
- Build targeted prospect lists for campaigns. *Example: Use Clay to find marketing managers in the healthcare sector for a new product launch.*
- Personalize campaigns using enriched data. *Example: Send personalized emails referencing recent company news or industry trends.*

Sales

- Automate outbound prospecting and enrich CRM records. *Example: Automatically add new leads to your CRM with complete contact details and recent activity.*
- Draft tailored outreach messages to improve engagement. *Example: Use AI to craft emails that reference a prospect's recent achievements or company milestones.*

Operations/Data

- Validate company addresses (e.g., with SyGrow) and ensure data accuracy. *Example: Use SyGrow integration to verify and update company addresses in your database.*
- Automate data flows between systems. *Example: Set up automated syncing between your CRM and marketing tools to keep data consistent.*

Customer Success

- Monitor accounts for key signals (like funding or leadership changes). *Example: Receive alerts when a customer secures new funding, enabling timely upsell conversations.*
- Enrich customer profiles and identify upsell opportunities. *Example: Use enriched data to spot customers who may benefit from additional services or products.*

Conclusion [Clay.com](#) streamlines prospecting, data enrichment, and outreach across departments, helping your teams work smarter and drive better results. If you'd like a more detailed document or have specific workflows you want to explore, please let us know!