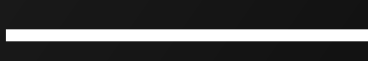
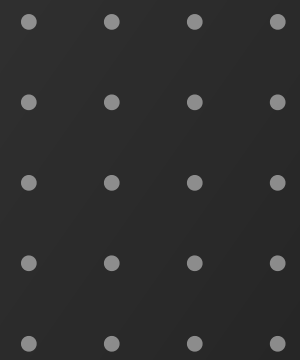




**HOW TO FIND  
COMPANY  
INFORMATION FOR  
COLD OUTREACH  
IN 5 MINS ?** 



*“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”*

– Abraham Lincoln

In sales, preparing well is key to winning.

That's why you need to:

- Research your target companies
- Find out if they have a problem
- Find out if you can solve it with your product/service
- Research your prospects

In the next few slides, we will show you how to find key company information such as:

- Correct domain names  
(Using the right sources)
- Revenues
- Funding

Why is this important?

Because sales is hard.

So, unless you have the right information about your target companies, you're shooting in the dark.

Ready? Let' go!

Before that, some context:

In our [previous chapter](#), we learnt:

- How to find companies?
- How to scrape thousands of company names from a URL
- How to copy + paste them onto a spreadsheet

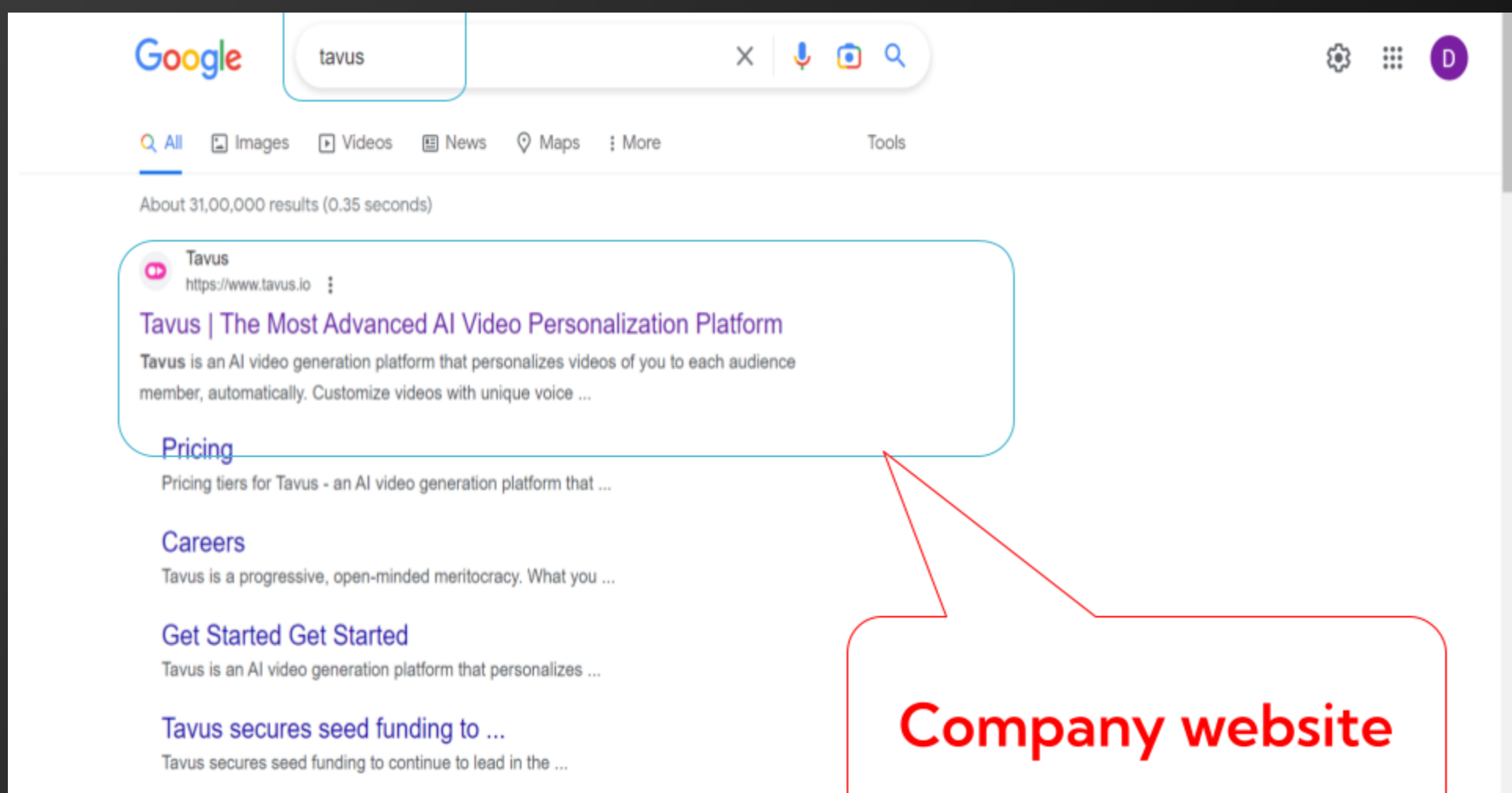
Now, let us build on what we learnt earlier.

# Quick reminder:

We're looking for US-based SaaS companies.

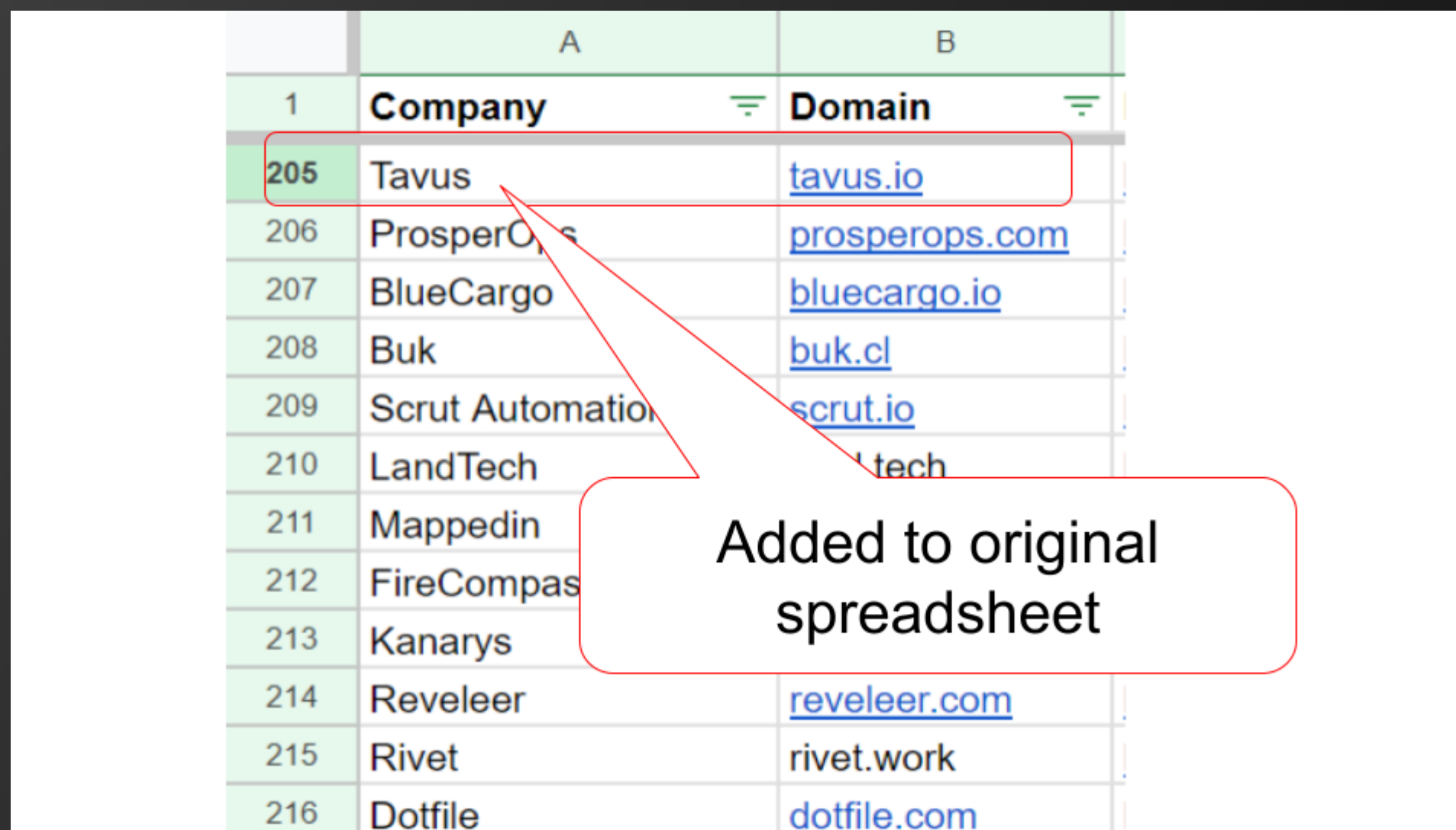
**Step 1:** In this step, we'll find the right company domain names.

Search for the company in Google to view its website.





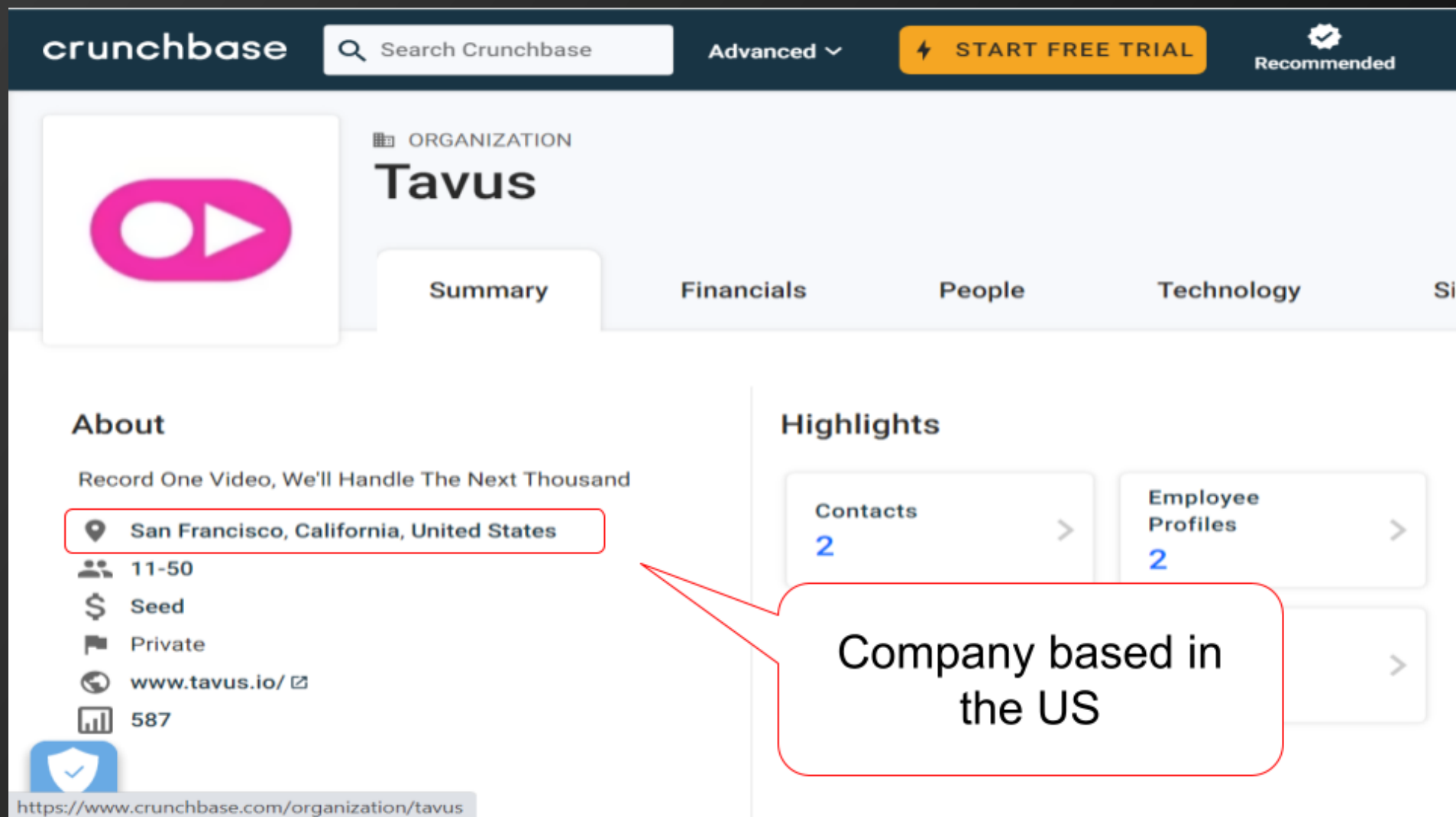
**Step 2:** Now, we need to add the company domain to our original spreadsheet.



	A	B
1	Company	Domain
205	Tavus	<a href="http://tavus.io">tavus.io</a>
206	ProsperOps	<a href="http://prosperops.com">prosperops.com</a>
207	BlueCargo	<a href="http://bluecargo.io">bluecargo.io</a>
208	Buk	<a href="http://buk.cl">buk.cl</a>
209	Scrut Automation	<a href="http://scrut.io">scrut.io</a>
210	LandTech	landtech
211	Mappedin	
212	FireCompass	
213	Kanarys	
214	Reveleer	<a href="http://reveleer.com">reveleer.com</a>
215	Rivet	<a href="http://rivet.work">rivet.work</a>
216	Dotfile	<a href="http://dotfile.com">dotfile.com</a>

**Step 3:** Then, we need to confirm if the company is a US-based company or not.

For that, we'll check for their registered address on Crunchbase.



The screenshot shows the Crunchbase profile for Tavus. The profile includes a logo, a tagline "Record One Video, We'll Handle The Next Thousand", and a list of details. The location "San Francisco, California, United States" is highlighted with a red box. A red callout bubble points to this location with the text "Company based in the US". The profile also shows "Contacts 2" and "Employee Profiles 2".

**crunchbase** Search Crunchbase Advanced START FREE TRIAL Recommended

ORGANIZATION  
**Tavus**

Summary Financials People Technology Si

**About**  
Record One Video, We'll Handle The Next Thousand

San Francisco, California, United States

11-50  
Seed  
Private  
www.tavus.io/  
587

**Highlights**

Contacts 2  
Employee Profiles 2

Company based in the US

https://www.crunchbase.com/organization/tavus

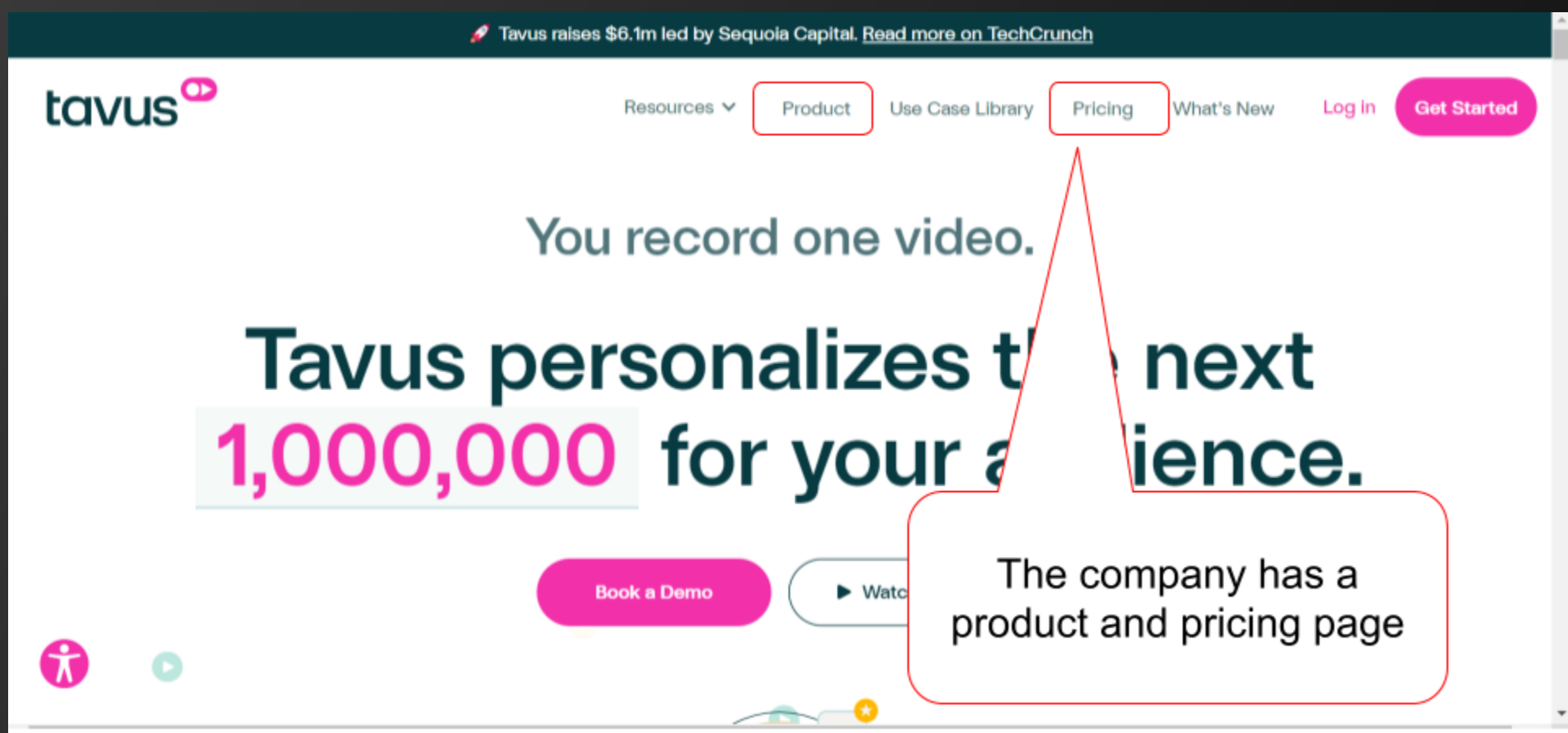
## **Step 4:** How do we figure if a company is a SaaS company or not?

We will look for their:

1. Product page
2. Pricing page
3. CTA for product demo
4. Any other indicators...

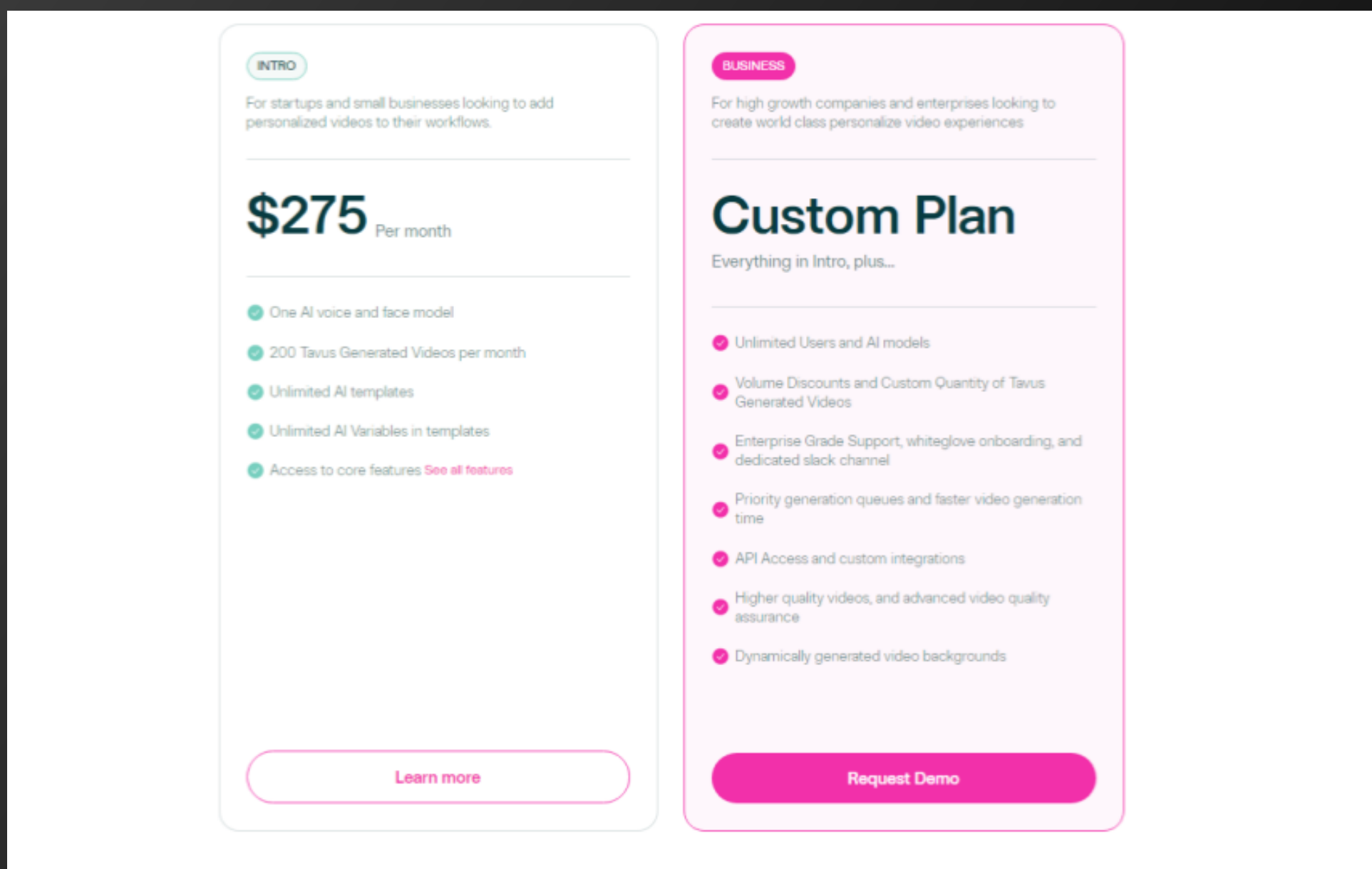
On their website, they have product and pricing pages. They invite website visitors to book a demo too.

Which means they sell a SaaS product.



But, we won't take chances. To be sure, we will visit their product and pricing pages.

Their pricing page talks about per user pricing, custom plans etc.

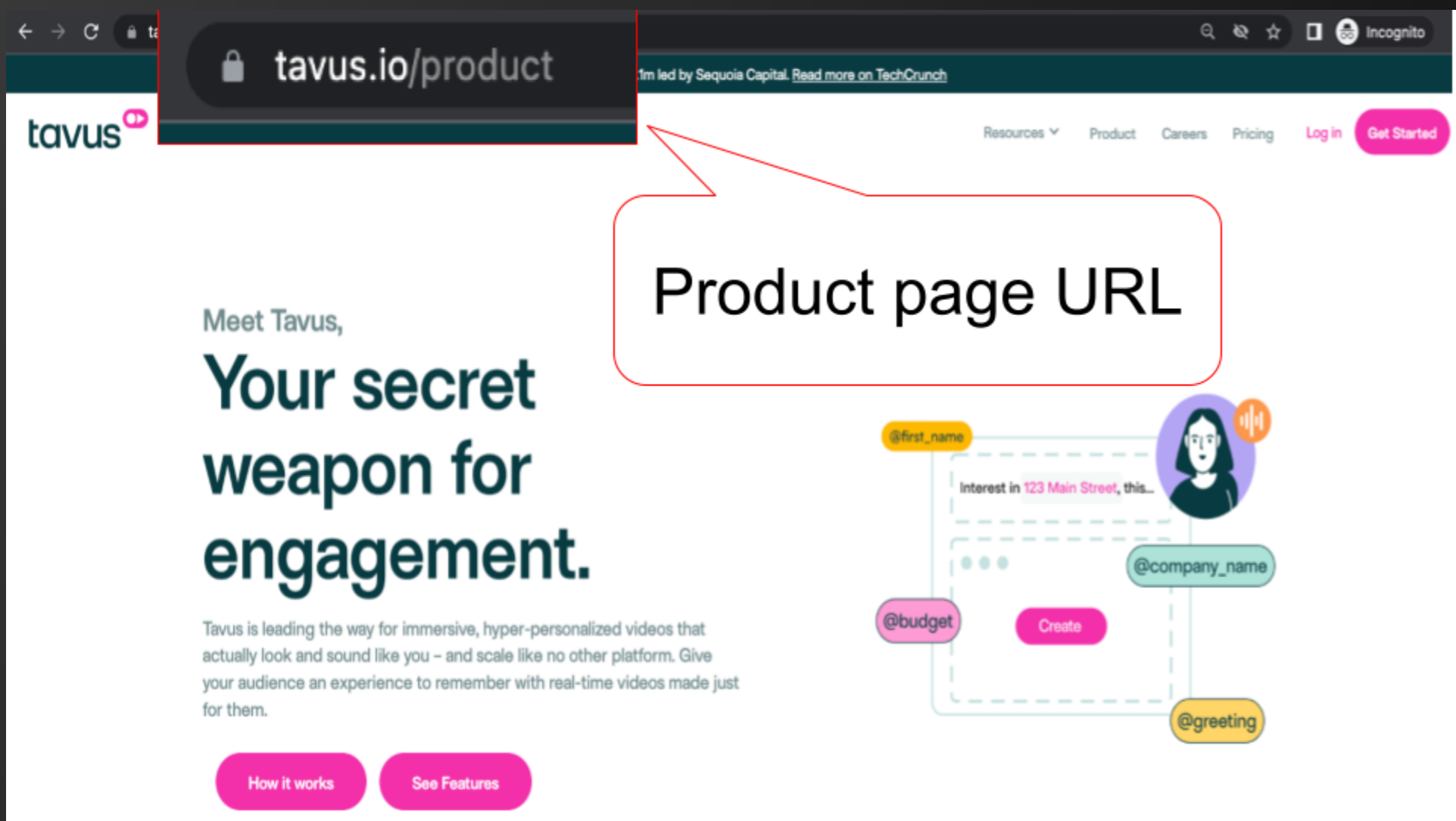


The screenshot displays two pricing plans side-by-side. The 'INTRO' plan is for startups and small businesses, priced at \$275 per month. The 'BUSINESS' plan is for high-growth companies and enterprises, featuring a 'Custom Plan' with various advanced features. Both plans include a 'Learn more' or 'Request Demo' button.

Plan	Target Audience	Price	Key Features
INTRO	For startups and small businesses looking to add personalized videos to their workflows.	\$275 Per month	<ul style="list-style-type: none"><li>One AI voice and face model</li><li>200 Tavus Generated Videos per month</li><li>Unlimited AI templates</li><li>Unlimited AI Variables in templates</li><li>Access to core features <a href="#">See all features</a></li></ul>
BUSINESS	For high growth companies and enterprises looking to create world class personalized video experiences	Custom Plan	<ul style="list-style-type: none"><li>Unlimited Users and AI models</li><li>Volume Discounts and Custom Quantity of Tavus Generated Videos</li><li>Enterprise Grade Support, whiteglove onboarding, and dedicated slack channel</li><li>Priority generation queues and faster video generation time</li><li>API Access and custom integrations</li><li>Higher quality videos, and advanced video quality assurance</li><li>Dynamically generated video backgrounds</li></ul>

Their product page also talks about the benefits/features – which confirms that they are a product company

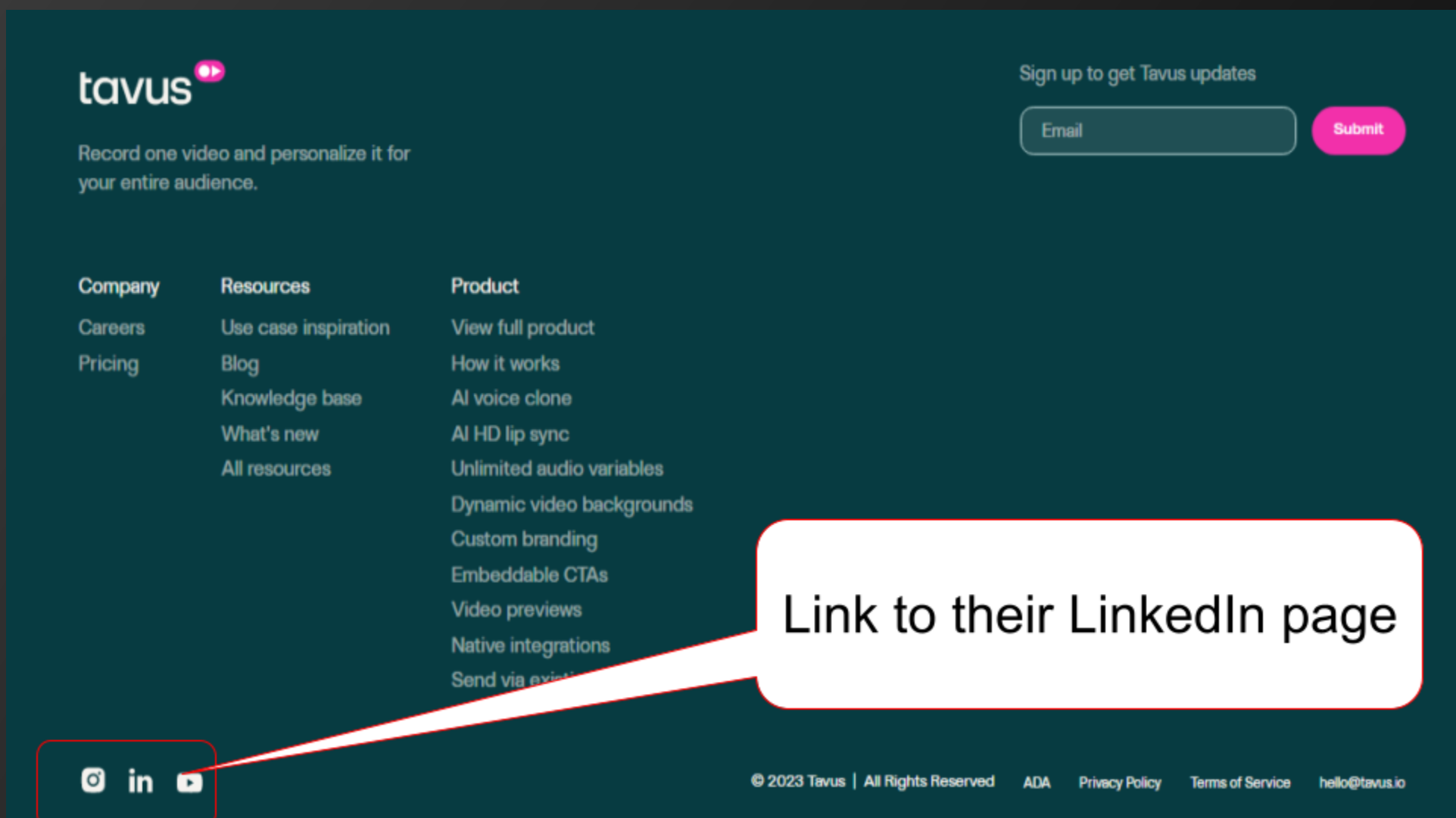
So, we're good to go!



The screenshot shows the Tavus product page in a browser. The address bar displays the URL `tavus.io/product`, which is highlighted by a red callout box with the text "Product page URL". The page content includes the Tavus logo, a navigation menu with "Resources", "Product", "Careers", "Pricing", "Log in", and "Get Started", and a main heading: "Meet Tavus, Your secret weapon for engagement." Below this is a sub-heading: "Tavus is leading the way for immersive, hyper-personalized videos that actually look and sound like you – and scale like no other platform. Give your audience an experience to remember with real-time videos made just for them." At the bottom of the main content area are two buttons: "How it works" and "See Features". To the right, there is a diagram illustrating a video creation process with fields for "@first\_name", "@company\_name", "@budget", and "@greeting", and a "Create" button. A sample video frame shows a person with the text "Interest in 123 Main Street, this..." overlaid.

**Step 5:** Then, look for the company's LinkedIn page. Ideally, you'll find the link for it in the footer section of the website.

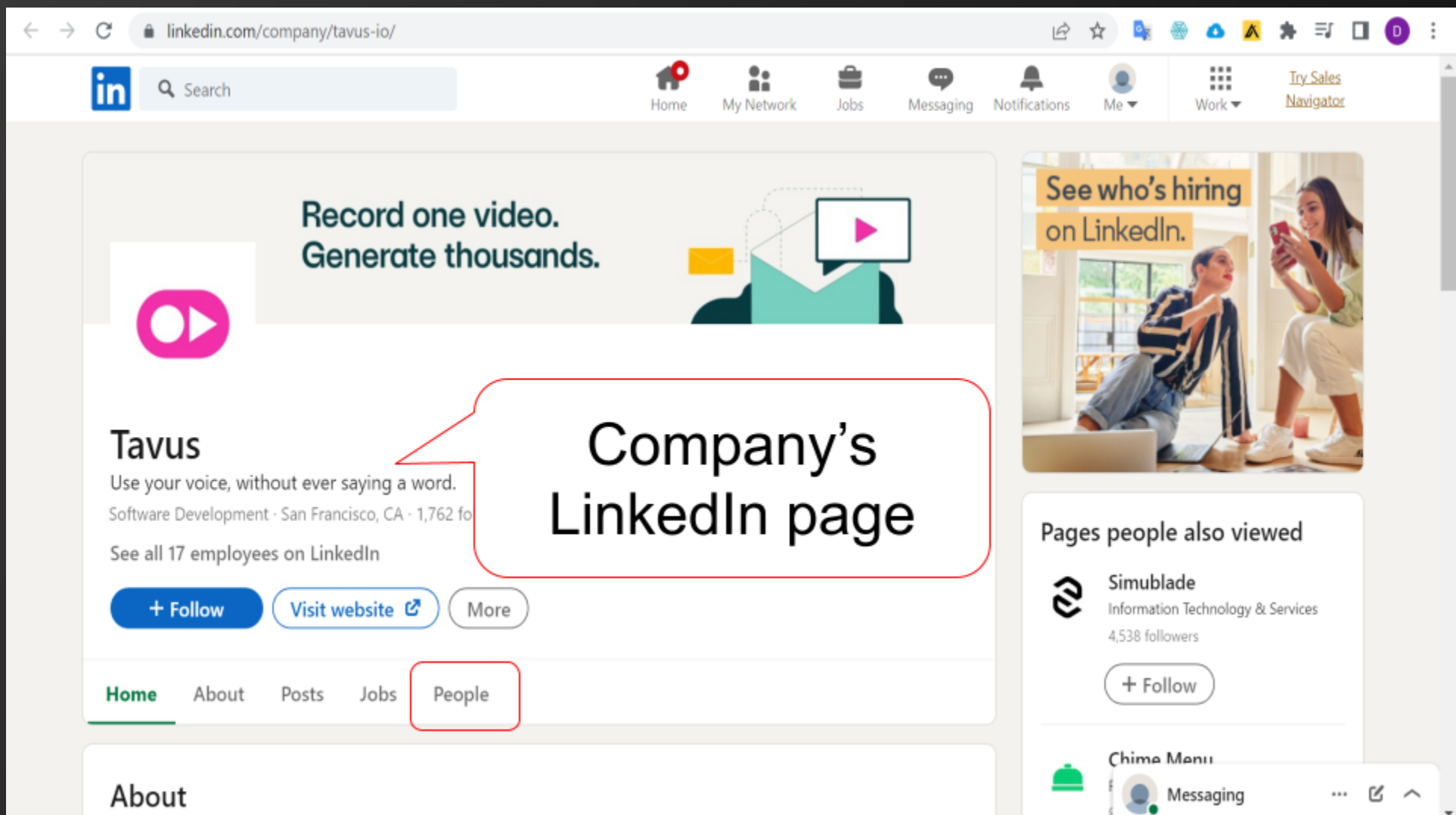
Click on it to visit them on LinkedIn.



The screenshot shows the footer of the TAVUS website. At the top left is the TAVUS logo and a tagline: "Record one video and personalize it for your entire audience." To the right is a sign-up form with an "Email" input field and a pink "Submit" button. Below this is a navigation menu with three columns: "Company" (Careers, Pricing), "Resources" (Use case inspiration, Blog, Knowledge base, What's new, All resources), and "Product" (View full product, How it works, AI voice clone, AI HD lip sync, Unlimited audio variables, Dynamic video backgrounds, Custom branding, Embeddable CTAs, Video previews, Native integrations, Send via existing...). At the bottom left, a red box highlights the social media icons for Instagram, LinkedIn, and YouTube. A white callout box with a red border points to the LinkedIn icon, containing the text "Link to their LinkedIn page". At the bottom right, there is a copyright notice: "© 2023 Tavus | All Rights Reserved" followed by links for "ADA", "Privacy Policy", "Terms of Service", and "hello@tavus.io".

**Step 6:** Visiting their LinkedIn page will tell you about the people who work there.

(You'll need people info for your outreach campaign.)



The screenshot shows the LinkedIn profile page for Tavus. The page includes a header with navigation icons (Home, My Network, Jobs, Messaging, Notifications, Me, Work) and a search bar. The main content area features a video player with the text "Record one video. Generate thousands." and a call to action "Record one video. Generate thousands." Below this is the company name "Tavus" and a description "Use your voice, without ever saying a word." The page also shows "Software Development · San Francisco, CA · 1,762 followers" and "See all 17 employees on LinkedIn". A red callout box highlights the "Company's LinkedIn page" text. The "People" tab is highlighted in the navigation bar. On the right side, there are sections for "See who's hiring on LinkedIn." and "Pages people also viewed" featuring Simublade and Chime Menu.

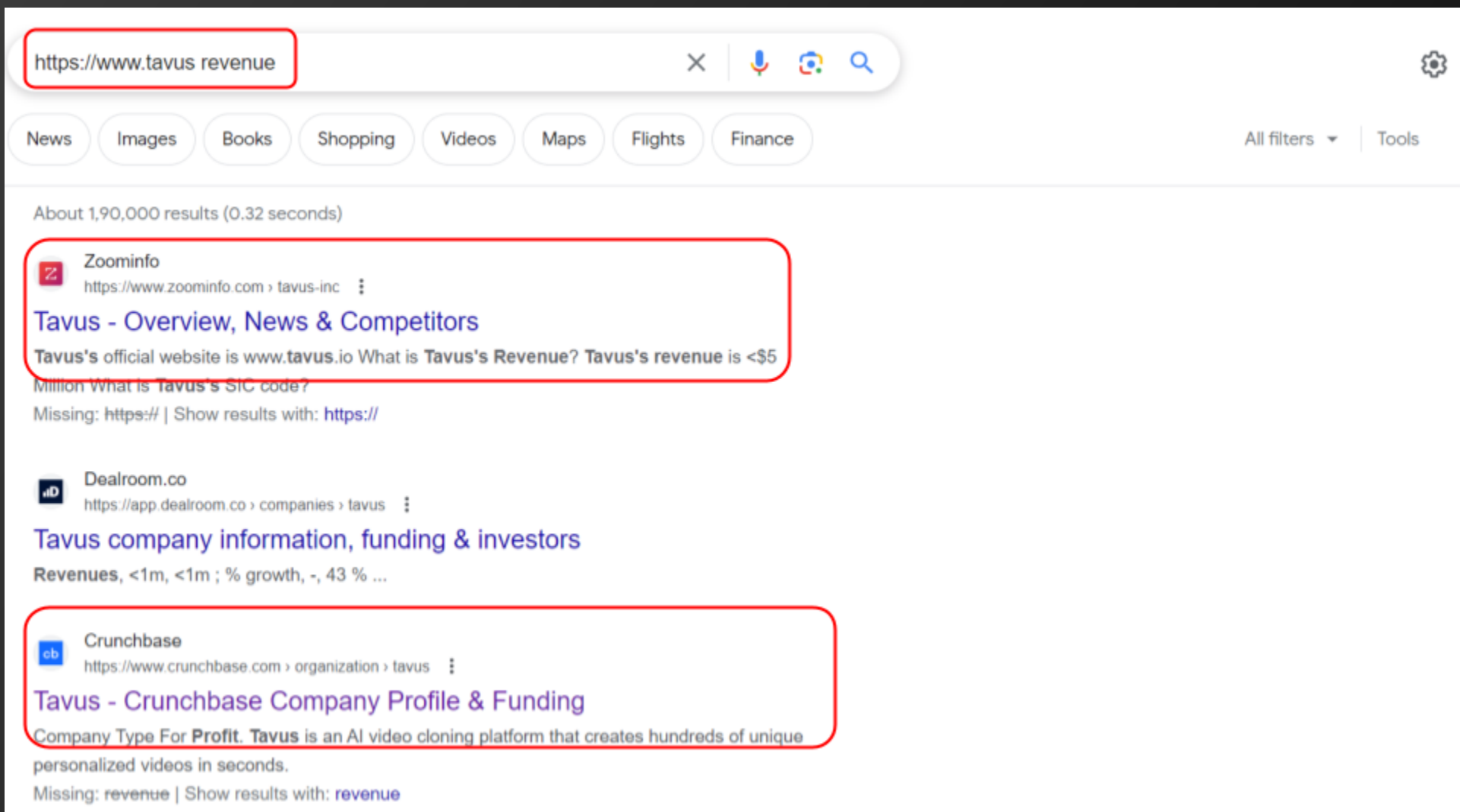


Then, copy their LinkedIn page URL and paste it against their name in your spreadsheet.

	A	B	C
1	Company	Domain	LinkedIn Url
205	Tavus	<a href="https://www.tavus.io">tavus.io</a>	<a href="https://www.linkedin.com/company/tavus-io/">https://www.linkedin.com/company/tavus-io/</a>
206	ProsperOps	<a href="https://www.prosperops.com">prosperops.com</a>	<a href="https://www.linkedin.com/company/prosperops/">https://www.linkedin.com/company/prosperops/</a>
207	BlueCargo	<a href="https://www.bluecargo.io">bluecargo.io</a>	<a href="https://www.linkedin.com/company/bluecargo/">https://www.linkedin.com/company/bluecargo/</a>
208	Buk	<a href="https://www.buk.cl">buk.cl</a>	<a href="https://www.linkedin.com/company/bukhr/">https://www.linkedin.com/company/bukhr/</a>
209	Scrut Automation	<a href="https://www.scrut.io">scrut.io</a>	<a href="https://www.linkedin.com/company/scrut-automation/">https://www.linkedin.com/company/scrut-automation/</a>
210	LandTech	<a href="https://www.land.tech">land.tech</a>	<a href="https://www.linkedin.com/company/landtechnologies/">https://www.linkedin.com/company/landtechnologies/</a>
211	Mappedin	<a href="https://www.mappedin.com">mappedin.com</a>	<a href="https://www.linkedin.com/company/mappedin/">https://www.linkedin.com/company/mappedin/</a>
212	FireCompass	<a href="https://www.firecompass.com">firecompass.com</a>	<a href="https://www.linkedin.com/company/firecompass">https://www.linkedin.com/company/firecompass</a>
213	Kanarys	<a href="https://www.kanarys.com">kanarys.com</a>	<a href="https://www.linkedin.com/company/kanarysinc/">https://www.linkedin.com/company/kanarysinc/</a>
214	Reveleer	<a href="https://www.reveleer.com">reveleer.com</a>	<a href="https://www.linkedin.com/company/reveleer/">https://www.linkedin.com/company/reveleer/</a>
215	Rivet	<a href="https://www.rivet.work">rivet.work</a>	<a href="https://www.linkedin.com/company/rivet-work/">https://www.linkedin.com/company/rivet-work/</a>

**Step 7:** Now, we will need to find their revenues.

For that, we'll use databases like ZoomInfo, Crunchbase, and Owler.

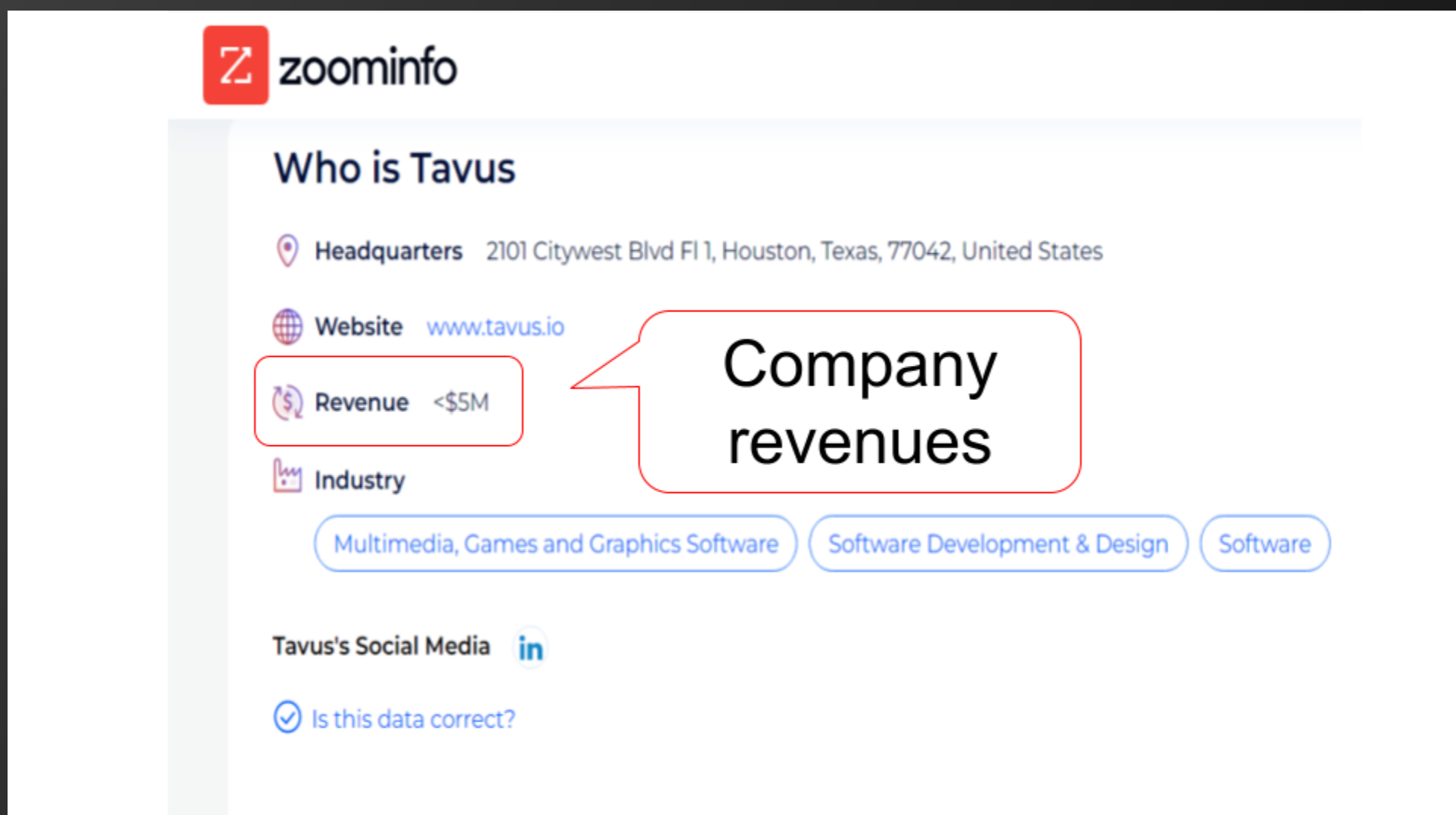


The screenshot shows a Google search for "https://www.tavus revenue". The search bar is highlighted with a red box. Below the search bar, there are navigation tabs for News, Images, Books, Shopping, Videos, Maps, Flights, and Finance. The search results are displayed below, with three results highlighted by red boxes:

- Zoominfo**  
https://www.zoominfo.com › tavus-inc  
**Tavus - Overview, News & Competitors**  
Tavus's official website is www.tavus.io What is Tavus's Revenue? Tavus's revenue is <\$5 Million What is Tavus's SIC code?  
Missing: https:// | Show results with: https://
- Dealroom.co**  
https://app.dealroom.co › companies › tavus  
**Tavus company information, funding & investors**  
Revenues, <1m, <1m ; % growth, -, 43 % ...
- Crunchbase**  
https://www.crunchbase.com › organization › tavus  
**Tavus - Crunchbase Company Profile & Funding**  
Company Type For Profit. Tavus is an AI video cloning platform that creates hundreds of unique personalized videos in seconds.  
Missing: revenue | Show results with: revenue

For simplicity, we'll check ZoomInfo.

It says, the company revenues are <\$5 Million.



The screenshot shows the ZoomInfo profile for Tavus. The profile includes the following information:

- Who is Tavus**
- Headquarters:** 2101 Citywest Blvd Fl 1, Houston, Texas, 77042, United States
- Website:** [www.tavus.io](http://www.tavus.io)
- Revenue:** <\$5M (highlighted with a red box and a callout bubble that says "Company revenues")
- Industry:** Multimedia, Games and Graphics Software; Software Development & Design; Software
- Tavus's Social Media:** [in](#)
- Is this data correct?** (checked)

We will add their revenue numbers in our spreadsheet.

That way, we know that we're chasing the right companies.

	A	B	C	D
1	Company	Domain	Linkedin_Url	Revenue
205	Tavus	<a href="http://tavus.io">tavus.io</a>	<a href="https://www.linkedin.com/company/tavus-io/">https://www.linkedin.com/company/tavus-io/</a>	<\$5M
206	ProsperOps	<a href="http://prosperops.com">prosperops.com</a>	<a href="https://www.linkedin.com/company/prosperops/">https://www.linkedin.com/company/prosperops/</a>	
207	BlueCargo	<a href="http://bluecargo.io">bluecargo.io</a>	<a href="https://www.linkedin.com/company/bluecargo/">https://www.linkedin.com/company/bluecargo/</a>	
208	Buk	<a href="http://buk.cl">buk.cl</a>	<a href="https://www.linkedin.com/company/bukhr/">https://www.linkedin.com/company/bukhr/</a>	
209	Scrut Automation	<a href="http://scrut.io">scrut.io</a>	<a href="https://www.linkedin.com/company/scrut-automation/">https://www.linkedin.com/company/scrut-automation/</a>	
210	LandTech	<a href="http://land.tech">land.tech</a>	<a href="https://www.linkedin.com/company/landtech/">https://www.linkedin.com/company/landtech/</a>	
211	Mappedin	<a href="http://mappedin.com">mappedin.com</a>	<a href="https://www.linkedin.com/company/mappedin/">https://www.linkedin.com/company/mappedin/</a>	
212	FireCompass	<a href="http://firecompass.com">firecompass.com</a>	<a href="https://www.linkedin.com/company/firecompass/">https://www.linkedin.com/company/firecompass/</a>	
213	Kanarys	<a href="http://kanarys.com">kanarys.com</a>	<a href="https://www.linkedin.com/company/kanarys/">https://www.linkedin.com/company/kanarys/</a>	
214	Reveleer	<a href="http://reveleer.com">reveleer.com</a>	<a href="https://www.linkedin.com/company/reveleer/">https://www.linkedin.com/company/reveleer/</a>	
215	Rivet	<a href="http://rivet.work">rivet.work</a>	<a href="https://www.linkedin.com/company/rivet-work/">https://www.linkedin.com/company/rivet-work/</a>	
216	Dotfile	<a href="http://dotfile.com">dotfile.com</a>	<a href="https://www.linkedin.com/company/dotfile/">https://www.linkedin.com/company/dotfile/</a>	

Added to spreadsheet

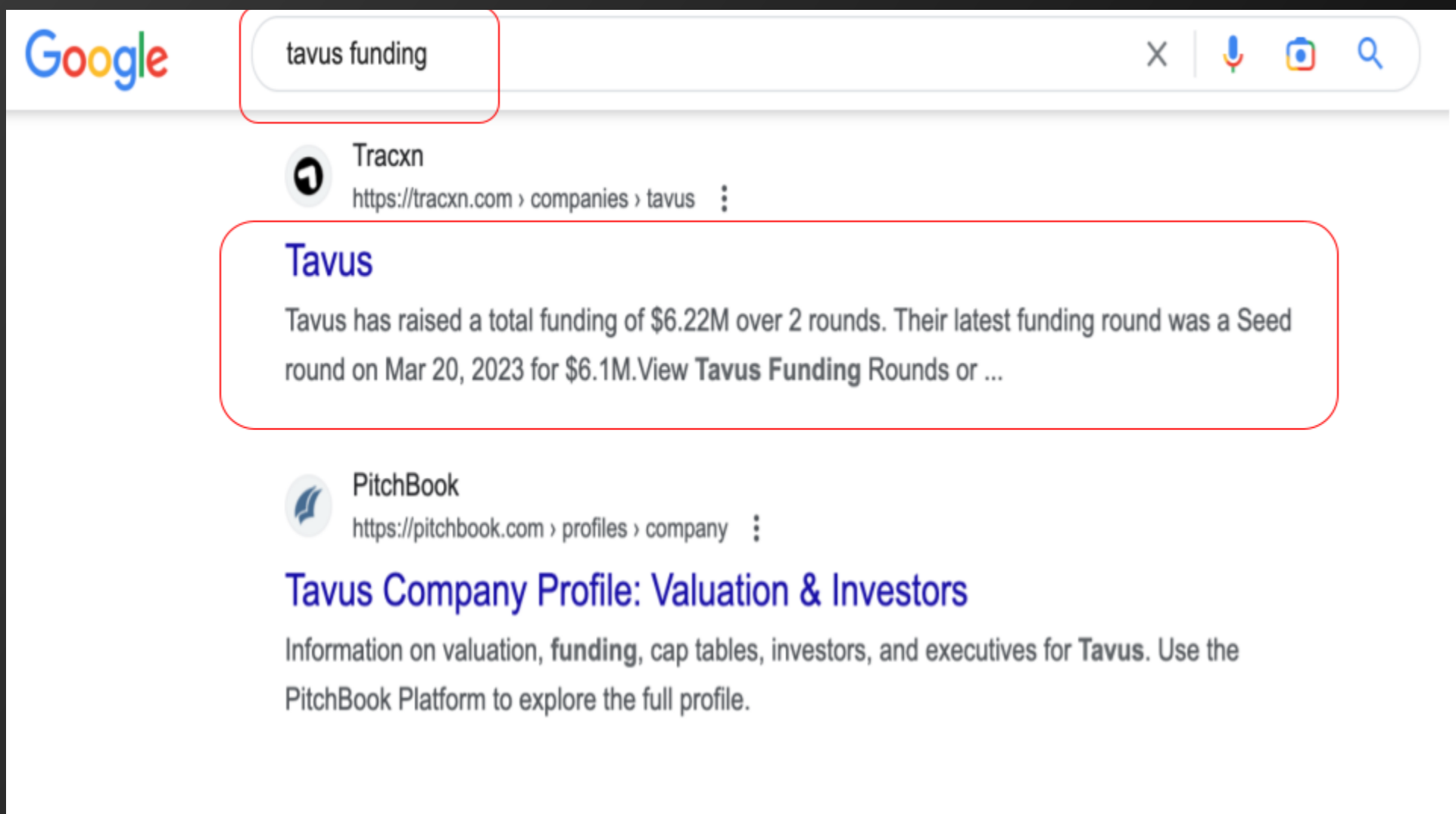
## Pro tip

Finding revenue information tells us if the company is earning money to meet its expenses like employee payroll, tech license fee etc.

So, if a company does not report revenues, it may not be an ideal prospect (unless there are other reasons to sell to them).

**Step 8:** We'll also find if they have raised any funding. Many SaaS companies raise funding and make it public.

We found from Tracxn that this company has raised \$6.22M in funding so far.



The screenshot shows a Google search for "tavus funding". The search bar is highlighted with a red box. The first result is from Tracxn, with the URL "https://tracxn.com › companies › tavus". The result is highlighted with a red box and contains the following text: "Tavus has raised a total funding of \$6.22M over 2 rounds. Their latest funding round was a Seed round on Mar 20, 2023 for \$6.1M. View Tavus Funding Rounds or ...". The second result is from PitchBook, with the URL "https://pitchbook.com › profiles › company". The result is titled "Tavus Company Profile: Valuation & Investors" and contains the text: "Information on valuation, funding, cap tables, investors, and executives for Tavus. Use the PitchBook Platform to explore the full profile."

We'll add the funding information on our spreadsheet too.

Notice how our spreadsheet is slowly becoming a solid database.

	A	B	C	D	E	F	G
1	Company	Domain	Linkedin_Url	Revenue	Funding Y/N	Funding Am	Funding Dat
205	Tavus	<a href="https://www.linkedin.com/company/tavus-io">tavus.io</a>	<a href="https://www.linkedin.com/company/tavus-io">https://www.linkedin.com/company/tavus-io</a>	<\$5M	Yes	\$6.1M	Mar 20, 2023
206	ProsperOps	<a href="https://www.linkedin.com/company/prosperops-com">prosperops.com</a>	<a href="https://www.linkedin.com/company/prosperops-com">https://www.linkedin.com/company/prosperops-com</a>		Yes	\$72M	Feb 23, 2023
207	BlueCargo	<a href="https://www.linkedin.com/company/bluecargo-io">bluecargo.io</a>	<a href="https://www.linkedin.com/company/bluecargo-io">https://www.linkedin.com/company/bluecargo-io</a>		Yes	\$14M	Feb 23, 2023
208	Buk	<a href="https://www.linkedin.com/company/buk-cl">buk.cl</a>	<a href="https://www.linkedin.com/company/buk-cl">https://www.linkedin.com/company/buk-cl</a>		Y	\$85M	Feb 22, 2023
209	Scrut Automation	<a href="https://www.linkedin.com/company/scrut-io">scrut.io</a>	<a href="https://www.linkedin.com/company/scrut-io">https://www.linkedin.com/company/scrut-io</a>			\$10.5M	Feb 21, 2023
210	LandTech	land.tech				\$69.9M	Feb 7, 2023
211	Mappedin	<a href="https://www.linkedin.com/company/mappedin-com">mappedin.com</a>				\$16.1M	Feb 22, 2023
212	FireCompass	<a href="https://www.linkedin.com/company/firecompass-com">firecompass.com</a>				\$7M	Feb 6, 2023
213	Kanarys	<a href="https://www.linkedin.com/company/kanarys-com">kanarys.com</a>				\$9.6M	Feb 15, 2023
214	Reveleer	<a href="https://www.linkedin.com/company/reveleer-com">reveleer.com</a>	<a href="https://www.linkedin.com/company/reveleer-com">https://www.linkedin.com/company/reveleer-com</a>		Yes	\$145.8M	Feb 21, 2023
215	Rivet	rivet.work	<a href="https://www.linkedin.com/company/rivet-work">https://www.linkedin.com/company/rivet-work</a>		Yes	\$8.3M	Feb 14, 2023
216	Dotfile	<a href="https://www.linkedin.com/company/dotfile-com">dotfile.com</a>	<a href="https://www.linkedin.com/company/dotfile-com">https://www.linkedin.com/company/dotfile-com</a>		Yes	€2.5M	Feb 7, 2023
217	<a href="https://www.linkedin.com/company/palm-hr">palm.hr</a>	<a href="https://www.linkedin.com/company/palm-hr">palmhr.net</a>	<a href="https://www.linkedin.com/company/palm-hr">https://www.linkedin.com/company/palm-hr</a>		Yes	\$5M	Feb 8, 2023

Added to spreadsheet

## Pro tip

If a SaaS company has raised funding, chances are they are looking to grow fast.

Plus, it also shows that a group of investors have done their due diligence on this company before investing money.

So, make sure to find companies that have recently raised money.



## Pro tip

If a SaaS company has raised funding, chances are they are looking to grow fast.

Plus, it also shows that a group of investors have done their due diligence on this company before investing money.

So, make sure to find companies that have recently raised money.

Now, we have a good database of target companies to pursue.

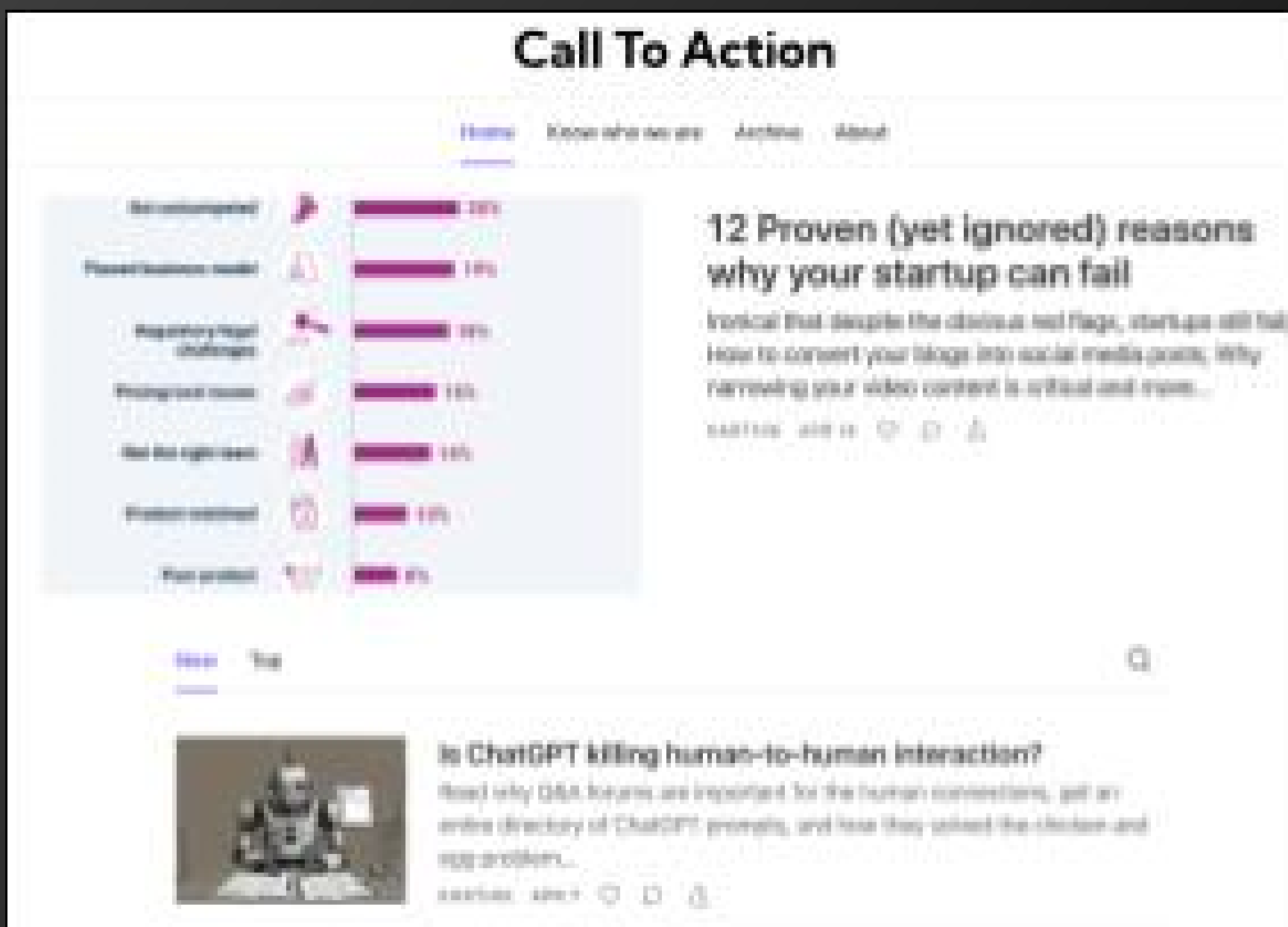
In the next chapter, we'll look for:

- Executive information
- Their work history, their roles, designations, etc.
- What make them ideal prospects?

Stay tuned!

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