

B2B Sales Acceleration Platform

Unleash the potential of your business, streamline your sales organization, analyze markets and find new prospects to increase your business opportunities



What is CRIF

B2B Sales Acceleration Platform?

CRIF's cutting-edge sales acceleration and marketing intelligence platform helps you unlock valuable data insights to expand your customer base, minimize risks and launch targeted campaigns. Automate your master data cleansing, customer analysis and collaboration. Elevate your negotiations and close deals on-the-go with real-time updates. Accelerate your growth journey, ensuring every decision is backed by smart and reliable data.

Main Features of CRIF

B2B Sales Acceleration Platform?

- *Automated* master data management
- *Customer* acquisition
- *Sales campaign* optimization
- *Market research* and analysis
- *Open trial* available

Key Performance Indicators

+38% | Conversion rate increase






-10% | Reduction in operating costs

+25% | Time for sales activities

+12% | Average contract value

Why use CRIF

B2B Sales Acceleration Platform?

 Uncover new high-potential leads	 Discover untouched market niches	 Higher redemption rates in the sales campaign
 Process optimization	 Reduced customer acquisition costs	 Faster time-to-market
 B2B Business growth	 Real-time updates	