



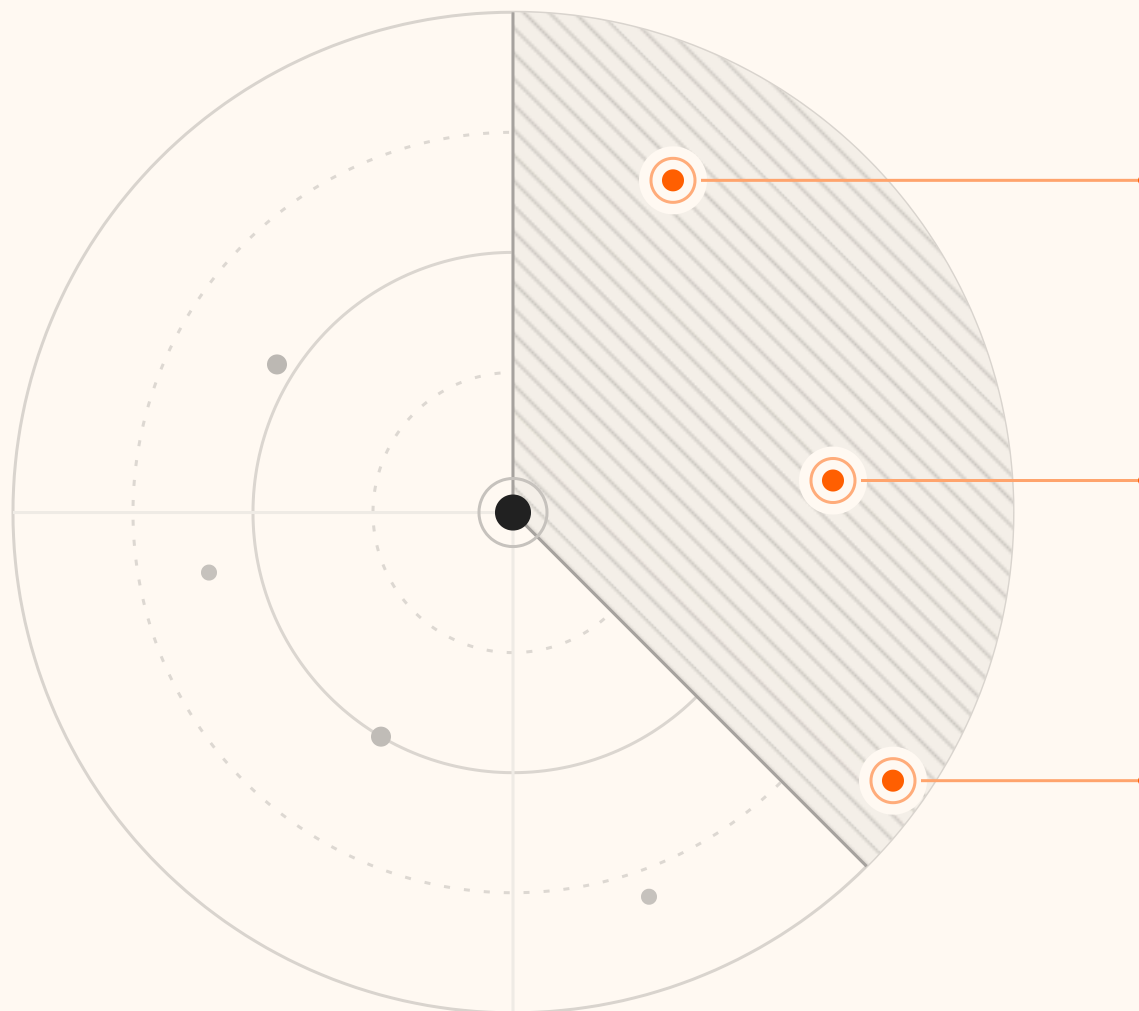
Built by
Vendisys

• 23 YEARS OF PIPELINE

Outmaneuver Competitors. **Win** **More Deals.**

Real-time sales intelligence based on LinkedIn activity.

What GTM Teams Miss



Missing Intent

You react after competitors already run discovery calls.

Late Signals

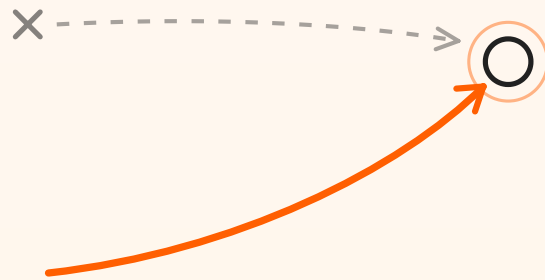
Traditional intent data arrives after the prospect is deep in another vendor's funnel.

Blind Spots on Both Sides

You don't see competitors circling your customers — or new accounts entering your category until an RFP lands.

THE PLAYS

One Signal. Three Plays.

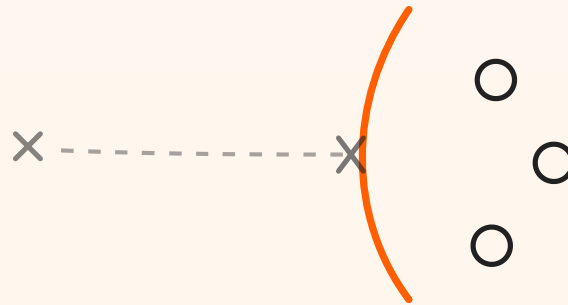


OFFENSE

Intercept Competitor Pipeline

Track competitor BDRs and AEs. Every new connection is an account entering the market. Get in before their discovery call.

Who we track: competitor sales reps.

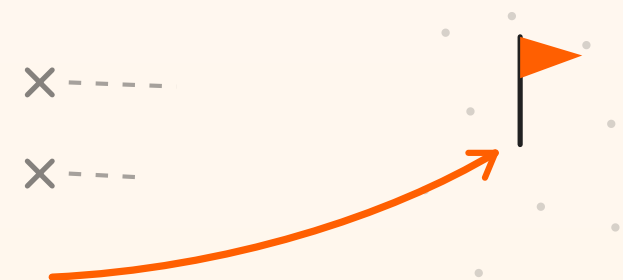


DEFENSE

Protect Your Installed Base

Get alerted the moment a competitor rep connects with someone at your existing accounts — while it's still a LinkedIn request.

Who we track: competitor reps, matched against your customer list.



GREENFIELD

Arrive Before the Category Does

Track CSMs at precursor technologies. Every new connection is a fresh implementation — and an account about to need you.

Who we track: CSMs at precursor vendors.

Same engine, same pricing, three different lists of people to watch.



HOW IT WORKS

How CAM Works

- 01 Choose Your Play**
Offense, Defense, Greenfield, or all three.
- 02 Choose Who to Track**
Named reps, or a signal volume target.
- 03 Receive Enriched Signals**
ICP-filtered and mapped to the buying committee.
- 04 Act First**
Reach the account before anyone knows it's in play.

Included in Every Plan

- ICP Filtering**
Every connection screened against your ICP before it reaches you.
- Multi-Threading / Persona Boost**
~5 additional decision makers mapped per signal.
- Verified Email Enrichment**
On every lead, included.
- Read-Only Intelligence**
No automation, no account access.
- Mobile Numbers**
Optional add-on — \$0.50 per matched number.

✓ LinkedIn-compliant, read-only

✓ No automation or scraping

✓ SOC-aligned security

✓ GDPR-aligned data handling



THE MATH

One Rep Tracked. **Fifty High-Intent Leads.**

30

New Connections

Per tracked rep / month



10

ICP-Qualified Signals

Match your ICP



5x

Persona Boost

Buying committee mapped



50

High-Intent Leads

Named decision makers, in motion

1%

LEAD-TO-DEMO

10%

DEMO-TO-CLOSE

50x

TYPICAL ROI

✓ We don't stop at the one person who got connected with. We map the account and hand you the rest of the buying committee.



PRICING

Two Ways to Buy. Both Return 50x.

REP-BASED

The Standard Monthly

\$5,000 / month

\$2,000 one-time setup

- ✓ 50 tracked reps at \$100 per rep / month
- ✓ You choose the people — competitor reps or precursor-vendor CSMs
- ✓ Unlimited signals from those reps
- ✓ 50 reps is the minimum for a pilot

SIGNAL-BASED

Performance Plan

\$10,000 / block

\$2,000 one-time setup

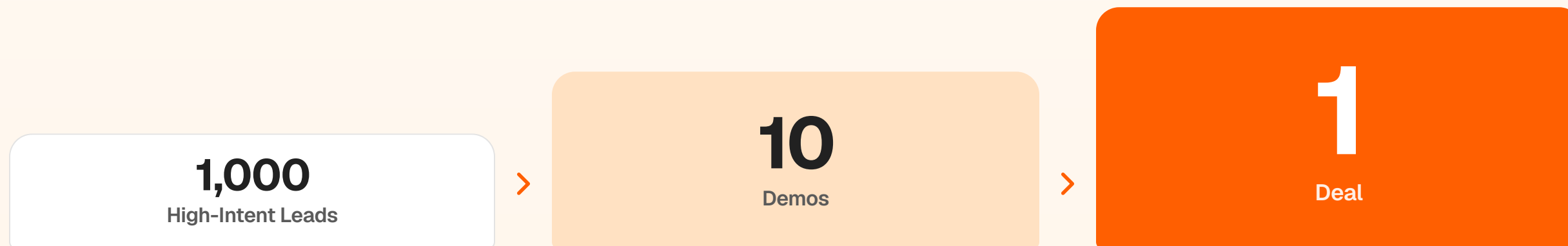
- ✓ 1,000 guaranteed ICP-qualified signals at \$10 per signal
- ✓ Pay only for signals we actually detect
- ✓ Predictable volume, no wasted spend
- ✓ 1,000 signals is the minimum commitment

- ✓ ICP filtering, persona boosting, and email enrichment included in both. Mobile enrichment \$0.50 per match. Both models work across Offense, Defense, and Greenfield.



UNIT ECONOMICS

The Unit That Produces a Deal



Rep-Based Pilot — \$5,000/mo

50 reps → 500 ICP signals → ×5 boost → 2,500 leads → 25 demos

2.5 deals/mo

At \$100k ACV: **\$250,000 → 50× ROI**

Performance Plan — \$10,000/block

1,000 signals → ×5 boost → 5,000 leads → 50 demos

5 deals/block

At \$100k ACV: **\$500,000 → 50× ROI**

Clients typically sell \$50k–\$500k+ products. \$100k is our blended average ACV. Setup is a one-time \$2,000 in both models. Defense adds retained revenue on top of net new.



RESULTS

Proven Results Across Industries

ROI

FinTech Unicorn (\$32B Valuation) 150 reps, 4 competitors, 3 months Investment: \$30,000	11,430 new connections · 2,184 ICP-fit leads · 212 demos · 19 deals @ \$78,500 ACV Revenue: \$1,491,500	49.7x
Workflow Automation SaaS Unicorn (\$4.2B) 150 reps, 6 competitors, 6 months Investment: \$60,000	22,380 new connections · 4,112 ICP-fit leads · 371 demos · 28 deals @ \$96,000 ACV Revenue: \$2,688,000	44.8x
Sales Enablement SaaS (\$3.8B)	65 reps / \$15,000 → 88 demos, 7 deals, \$365,750	24.4x
AI Ops SaaS (Bessemer-Backed)	30 reps / \$9,000 → 41 demos, 3.4 deals, \$107,440	11.9x
Developer Tools (Kleiner Perkins-Backed)	30 reps / \$9,000 → 46 demos, 4.2 deals, \$157,080	17.4x



THE TEAM

Who's Behind CAM



CAM is built by Vendisys – 23 years of building pipeline for B2B companies.

23

Years Building Pipeline

Founded 2002

\$2B+

Net New Revenue

Delivered for clients

2,200+

Clients Served

200K+

Qualified Meetings

Booked

300

Seat Call Center

Phoenix – human confirmation

12 years fuelling hyper-growth at RingCentral. Instrumental in acquisitions by IBM, Oracle, and Microsoft. Trusted by YC, Kleiner Perkins and Matrix portfolios, Series A through IPO. Led by founder & CEO Erik Paulson.



Let's Chat Before Your Competitors **Catch On.**

Stop reacting. Start intercepting.

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