



Accurate Activity Matching. Accurate Revenue Intelligence.



BoostUp provides automated, highly accurate and verifiable activity capture and matching to the right account, opportunity and contact record. Rely on first-party activity insights that provides the visibility your GTM team needs to drive predictability and accuracy in your forecast.

Automated & Efficient

Automate the collection of all activity data across your revenue team. Get actionable, real-time datasets at your fingertips — all without manual data capture or extra effort from your team.




Accurate & Trusted

Complete and accurately matched activity data results in consistent and reliable deal reviews. Prioritize the capture of activity data to bring more predictability into your sales process.

Verifiable & Predictable

See the actual emails and content matched. Gain the visibility and risk insights you need to understand deal execution, pipeline truth and forecast health.

Automated, Accurate and Verifiable

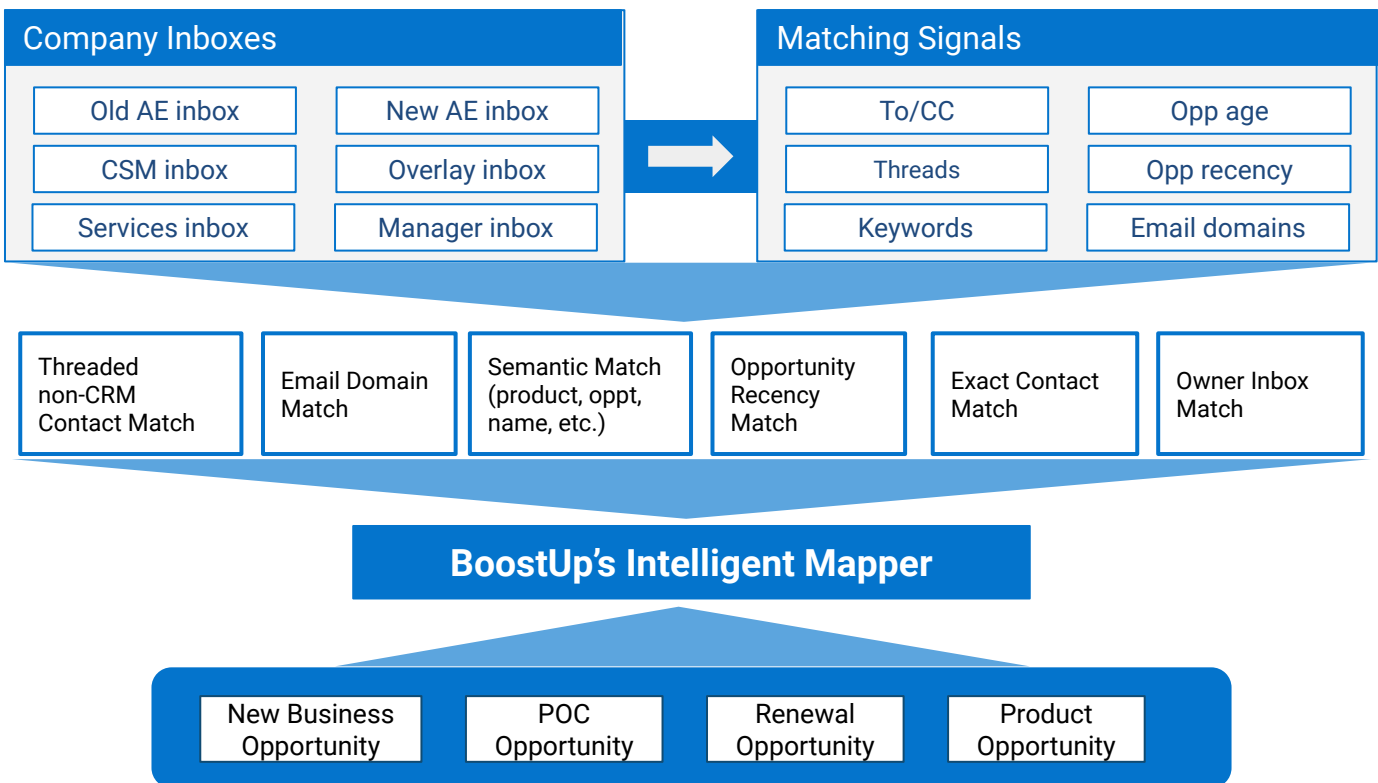
-  **Automated:** BoostUp's contextual activity matching algorithm automatically grabs all contacts and conversations from email threads and applies various signals like email keywords, email domains, opportunity aging, parent/child account relationships, partner contacts, and inbox ownership to accurately match the right account, opportunity, and contact.
-  **Accurate:** BoostUp's contextual matching AI can match activity and emails accurately even when there are multiple opportunities per account, parent child accounts and when there are no contacts in accounts and opportunities.
-  **Verifiable:** BoostUp instantly verifies the activity matching, showing you the emails, calendar and call data, while offering user controls that allows user to auto-refresh the matching algorithm pulling in the most recent activity data in BoostUp.

BoostUp's AI Matching Algorithm. Beyond CRM contacts and email domains.

BoostUp's contextual matching algorithm goes beyond pre-linked CRM contacts or simplistic email domain matching. Threaded contacts, email semantic keyword matching and contextual signals result in complete and accurate matching.

Non-Contextual Matching	BoostUp's Contextual Matching
<ul style="list-style-type: none">● Relies on contacts added to your CRM● Doesn't work with multiple opportunity accounts● Doesn't work with complex account hierarchies● Doesn't work when you have multiple product lines and selling motions● Doesn't work with renewal opportunities● Doesn't work with in partners with different email domains	<ul style="list-style-type: none">● Matches at the opportunity level, not just account level● Matches all emails/meetings with over 95% accuracy to the right account/opportunity● Matches accurately to multiple opportunity accounts, duplicate opportunities and complex parent/child accounts● Supports custom business rules and tie breaker policies

How It Works



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— BoostUp has made deal-by-deal opportunity management much simpler, which has made our forecast projections more accurate and something we can truly trust. This allows me to prioritize at risk deals and coach more effectively and the sales rep more effective. This wouldn't be possible, if we didn't trust the accuracy of the data. With BoostUp, since it's verifiable, we trust it and it's our source of trust.

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