



PredictLeads sat down with founder **Jordan Crawford** from **Blueprint** to find out how Blueprint utilizes PredictLeads company intelligence data and what adds value. Here’s what he had to say:

How do you use PredictLeads data to gain company insights?

“Job openings data is an amazing way to determine which companies you should target, when you should target them and what you should say to them.”

What challenges were you able to overcome with PredictLeads data or what insights did you gain?

“There are a variety of different providers which pull in data about companies that are hiring. The challenge with other datasets is that they are aggregating aggregators.

We attempted to solve this problem in house with unique scrapers. While this yielded great results it didn’t produce enough volume and therefore it’s not meaningful enough to understand the market.

PredictLeads has solved this by going directly to the source. They have been working for almost a decade, understanding structures (subpages, redirects...) to identify a career site and pull the data at such a frequency that the jobs are posted faster. This provides us with high confidence that the data is very accurate.

Timing is 9/10 of any GTM challenge in order to gain insights from the job and PredictLeads is able to deliver this better than anyone else in the market.”

Why did you choose to use PredictLeads data?

"I have worked with many different data providers and never found another provider that is as committed to both my happiness as a customer as well as my new data requests.

The team is absolutely delightful to work with, and there has never been a request that has been denied; they always find a way to make it happen.

As data is PredictLeads' core business, the majority of the resources have been put into the amazing engineering team rather than their go-to-market. They are our best-kept secret that a lot of people don’t know about, which gives us a competitive advantage.

It’s why I never worry about recommending PredictLeads dataset; we know that the whole team revolves around the quality of data."

“ The best source of truth that is up to date is company websites.



How is PredictLeads data valuable to sales platforms?

"One thing that most sales platforms are now doing wrong is focusing on breadth rather than depth. Sales platforms don't need another data source; they need insights derived from the data.

If a sales platform were to use PredictLeads data, they should focus very deep on datasets like News Events or Technologies. They should also use LLMs on top of certain datasets to programmatically deploy insights to the market.

The best thing a sales platform can do is take a dataset, build a verticalized workflow against it so it is really easy for lazy sales teams to turn it into revenue.

The key value is to deploy data in a much more intelligent way and set sail on building the dataset itself. It does not add anything else to the market that doesn’t exist yet.

PredictLeads is the best way to get this data."


Besides sales platforms, what other customers do you believe could gain value from PredictLeads data?

"Large organizations that have internal data teams that are already exceptionally good at deploying APIs and need additional data sources to layer on top of their insights, such as growth teams."

What are some of the trends you currently identify using PredictLeads data?

“One of the things we’re doing is some technographic scoring on top of the data, where we are seeing around 500 new technologies being entered into the database each week.

PredictLeads data can be used to identify new technologies or trends mentioned in job descriptions. Tracking the adoption of these new technologies is a great way to help sales teams stay informed about emerging competitors and market trends.”



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Jordan Crawford
Founder, Blueprint