

Building A Hyper-Targeted Lead List Using Apollo

I'm going to assume everyone here has no idea how to build a lead list, and just explain from a very basic perspective.

Building a good lead list is one of the most important parts about launching a successful campaign.

And for the most part, there are really two ways that you can build a list.

1. Targeting the companies directly on Apollo.
2. Targeting the companies on a niche specific database, and then enriching on Apollo.

Now for those of you who don't already know, Apollo is a sales database that allows you to find the contact information of decision makers that work at companies.

[CLICK HERE](#)

For 95% of the campaigns that we launch, we're using the 2nd data strategy.

Targeting using external databases

Meaning we're finding the companies that we will be targeting on another database, and then importing them into Apollo.

The reason why we do this is because there isn't an easy way to target company types on Apollo.

For example, let's say you want to target eCommerce businesses that are on Shopify.

Sure – you can do that to an extent on Apollo, but it's not perfect.

There's no filter, or tag that just automatically knows whether a company is or is not an eCommerce store.

You can try to build an ecommerce list by using keywords like “buy now” “online store” “Add to Cart” etc, but these aren’t very good strategies, as you’ll always get random companies in your lists that just don’t fit the criteria completely.

But if you have access to something like Storeleads, which as the name suggests is a platform for eCommerce leads, you could EASILY filter by what is/is not a shopify store.

The screenshot shows a vertical sidebar of filters for the Storeleads platform. At the top, there's a section 'Order Results By' with a dropdown menu set to 'Rank (Asc)'. Below this are several filter categories, each with a list of options and a count. The 'Platform' filter shows 'WooCommerce' (4,704,574) and 'Shopify' (2,723,801), with a link to '268 more platforms available'. The 'Status' filter shows 'Active' (7,068,894) and 'Password Protected' (359,481). The 'Category' filter shows 'None' (3,912,889), 'Apparel' (800,524), 'Home & Garden' (489,337), 'Beauty & Fitness' (338,444), and 'Food & Drink' (281,603), with a 'Show More' button. Other filters include 'Lists', 'Integration Companies', 'Integration Contacts', 'Integration Leads', 'Created At (monthly)', 'Created At (weekly)', 'Installed Apps', 'Reviewed Apps', and 'Technologies'.

Filter Category	Option	Count
Platform	WooCommerce	4,704,574
	Shopify	2,723,801
	268 more platforms available	
Status	Active	7,068,894
	Password Protected	359,481
Category	None	3,912,889
	Apparel	800,524
	Home & Garden	489,337
	Beauty & Fitness	338,444
	Food & Drink	281,603
	Show More	

On Storeleads, there are LITERAL filters for “Shopify” or “WooCommerce” and on top of that really good segmented categories, like these:

Category		
☒	Health	21,269
☒	Nutrition	21,269
☒	Vitamins & Supplements	21,269
☐	Special & Restricted Diets	29
☐	Health Conditions	345
☐	Heart & Hypertension	27
☐	Pain Management	18
☐	Diabetes	15
☐	Arthritis	12
☐	Sleep Disorders	9
☐	Cancer	5
☐	Reproductive Health	147
☐	Women's Health	73
☐	Men's Health	48
☐	Pharmacy	32
☐	Drugs & Medications	21
☐	Vision Care	13
☐	Oral & Dental Care	6
☐	Medical Devices & Equipment	5
☐	Mental Health	5
☐	Anxiety & Stress	5
☐	Medical Services	1
☐	Beauty & Fitness	3,962
☐	Fitness	1,215
☐	Face & Body Care	695
☐	Skin & Nail Care	317
☐	Perfumes & Fragrances	1
☐	Weight Loss	601
☐	Hair Care	77
☐	Hair Loss	15

So you don't just get "Health" companies, but you get segments and subsegments of health as well.

In the example above, we specifically selected Health>Nutrition>Supplements

And were able to get 21,269 supplement companies from that query.



Lead Academy

APP

Today at 1:54 PM



georgeytishin

Exporting all Shopify stores that are Active in the Health category under the Nutrition subcategory.

- Total leads found: 21269
- Google Drive Download Link: https://docs.google.com/spreadsheets/d/1-fomyYjvMb4OnNSibWvr_kmOCynSzUECT9YG1EcUBro/edit?usp=drivesdk



Requested by georgeytishin • Today at 1:54 PM

But the thing is, that storeleads will only give you company URLs, it won't give you decision makers.

And that's why we then take those URLs, and enrich them with Apollo.

Filters

More Filters

Company

☒ Is any of

Enter companies...

☐ Is not any of

☐ Is known

☐ Is unknown

Include / exclude list of companies

Include list of companies

https://www.eurhythmictherapies.com
https://vivanaturals.com
https://www.wildnutrition.com
https://eatfungies.com
https://elixhealing.com
https://youcanbeam.com

Save and Search

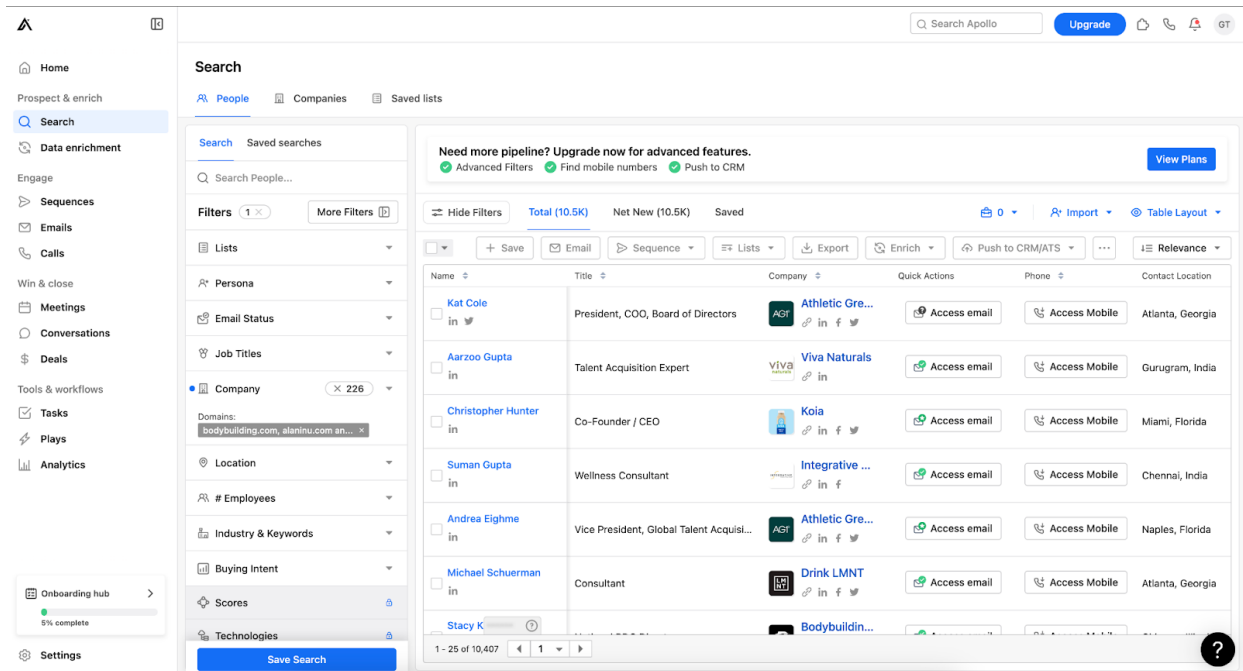
I only have company names

Exclude list of companies

e.g.

Save Search

In Apollo, you can directly enter company website URLs, and Apollo will automatically match those URLs with the companies on their database, and then find the people that work there.



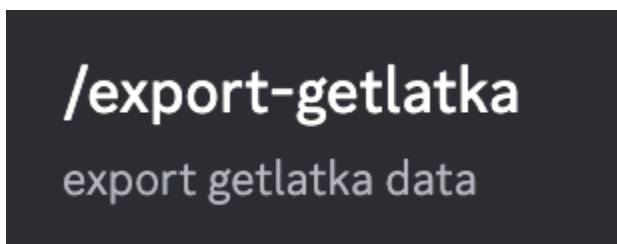
So out of those 226 companies we just provided, we have 10.5K people that work at those companies.

Now we can apply the broad filters like location, employee count, job titles, and so on – without having to worry about whether the company targeting is actually on point.

Now that's an example for JUST eCommerce, but the same concept applies for every niche.

These are some of the ones we have in Lead Academy:

Need SaaS leads -> Get Latka



Need Agency data -> Clutch or AgencyVista

/export-clutch

Export clutch data

/export-agencyvista

export agencyvista data

But besides those, there are tons of data sources for any given industry.

Here are some more examples:

Need local business data -> Google My Business / Yelp

Need publicly traded companies -> Nasdaq

Need companies running Facebook ads -> Facebook Ads Library

The point is – there are much better ways of targeting, than just going on Apollo and trying to put on filters.

Another underrated way of targeting companies is through intent based technologies.

Intent based technology targeting, is where you use a software like BuiltWith.com to scrape a list of companies that are using some sort of technology, and then you make assumptions based on that technology.

For example:

If a website is using Shopify, it's very likely they're an eCommerce store.

If a website is using a Facebook Ads Pixel it's likely they're running ads.

If a website is NOT using Intercom, it's likely they don't have good customer support.

If a website has both a facebook ads pixel and klaviyo its likely they are an ecommerce company spending money on advertising.

If you start to think outside the box, you can really create some really targeted lists that will always fit your icp perfectly.

Home / Trends / eCommerce / Shopify Usage Statistics / Shopify

Websites using Shopify

Download a list of all 4,685,309 Current Shopify Customers

Download Full Lead List

Website	Location	Sales Revenue	Tech Spend	Social	Employees	Traffic
buy.seahawks.com	United States		\$1000+	2,000,000+	100+	Medium
store.sho.com	United States	\$323k+	\$5000+	400,000+	100+	Very High
shop.stereogum.com	United States		\$2000+	160,000+		Very High
store.jessicagavin.com	United States		\$250+	1,000+		Medium
food.shared.com	Canada		\$1000+	10,000+	100+	Medium
sgwttestimages.shopgoodwill.com	United States	\$524k+	\$2000+	1,000+		Medium
shop.soaphub.com	United States		\$1000+	10,000+	10+	Medium
shopjustice.com	United States	\$496k+	\$5000+	750,000+	1,000+	Medium
shop.spoonuniversity.com	United States		\$5000+	200,000+	100+	Medium
ae.sunglasshut.com	United States	\$776k+	\$5000+	10,000+	10,000+	Medium
subscribe.inspirato.com	United States	\$28m+	\$10000+	2,000+	100+	Medium
studio.jane.com	United States	\$633k+	\$5000+	20,000+	100+	Medium
shop.independent.ie	Ireland		\$2000+	400,000+	100+	Very High
store.swappa.com	United States	\$390k+	\$500+	1,000+	10+	High
shop.saveur.com	United States	\$47k+	\$500+	400,000+	10+	High
shop.spectator.org	United States	\$32k+	\$1000+	10,000+	10+	High
reports.statnews.com	United States		\$5000+	5,000+	10+	Very High
shop.vote.org	United States	\$202k+	\$1000+	5,000+	10+	Very High
shop.smiledirectclub.com	United States	\$39m+	\$5000+	300,000+	1,000+	Medium
store.sofrep.com	United States		\$2000+	0+	10+	High
store.sendlane.com	United States	\$150k+	\$5000+	1,000+	10+	Medium
root.irobot.com	United States	\$98m+	\$10000+	20,000+	100+	High

Home / Trends / Analytics and Tracking / Facebook Pixel Usage Statistics

Facebook Pixel Usage Statistics

Top 10k

Top 100k

Top 1m

All Internet

Download Lead List

Get a list of 13,982,736 websites using Facebook Pixel which includes location information, hosting data, contact details, 5,523,488 currently live websites and an additional 6,336,400 domains that redirect to sites in this list. 8,459,248 sites that used this technology previously and 2,395,621 websites in the United States currently using Facebook Pixel.

Site Totals

Total Live5,523,4886,336,400 additional website redirects.

United States Live Sites

2,395,621

Live and Historical

13,982,736

Top 1m

15.85%

158,524

Top 100k

22.58%

22,580

Top 10k

24.19%

2,419

Countries

United States

2,395,621

Brazil

370,946

United Kingdom

208,584

Australia

164,203

Italy

123,706

Facebook Pixel is Facebook's conversion tracking system for ads on Facebook to websites.

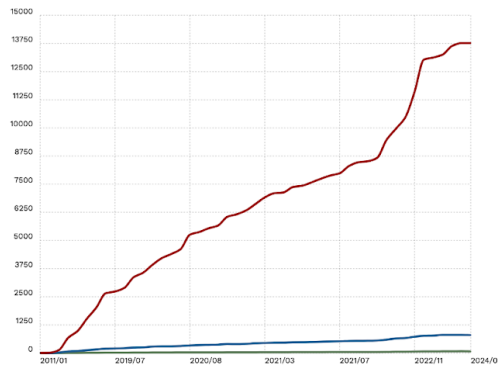
https://www.facebook.com/business/help/952192354843755

Analytics and Tracking

Facebook Pixel Customers

Klaviyo Usage Statistics

☒ Top 10k ☒ Top 100k ☒ Top 1m ☐ All Internet



Customer Lifecycle Management platform for Web Apps and eCommerce.

<https://www.klaviyo.com/>

[Analytics and Tracking](#) · [Conversion Optimization](#) · [Feedback Forms and Surveys](#) · [Audience Measurement](#) · [Marketing Automation](#)

Klaviyo Customers

Download Lead List

Get a list of **858,323** websites using Klaviyo which includes location information, hosting data, contact details, **368,485** currently live websites and an additional **495,804** domains that redirect to sites in this list. **489,838** sites that used this technology previously and **199,627** websites in the United States currently using Klaviyo.

Site Totals

Total Live **368,485**

495,804 additional website redirects*

United States Live **199,627**

Sites **858,323**

Live and Historical

Top 1m **1.48%**

Top 100k **0.87%**

Top 10k **0.81%**

Building a list on Apollo directly

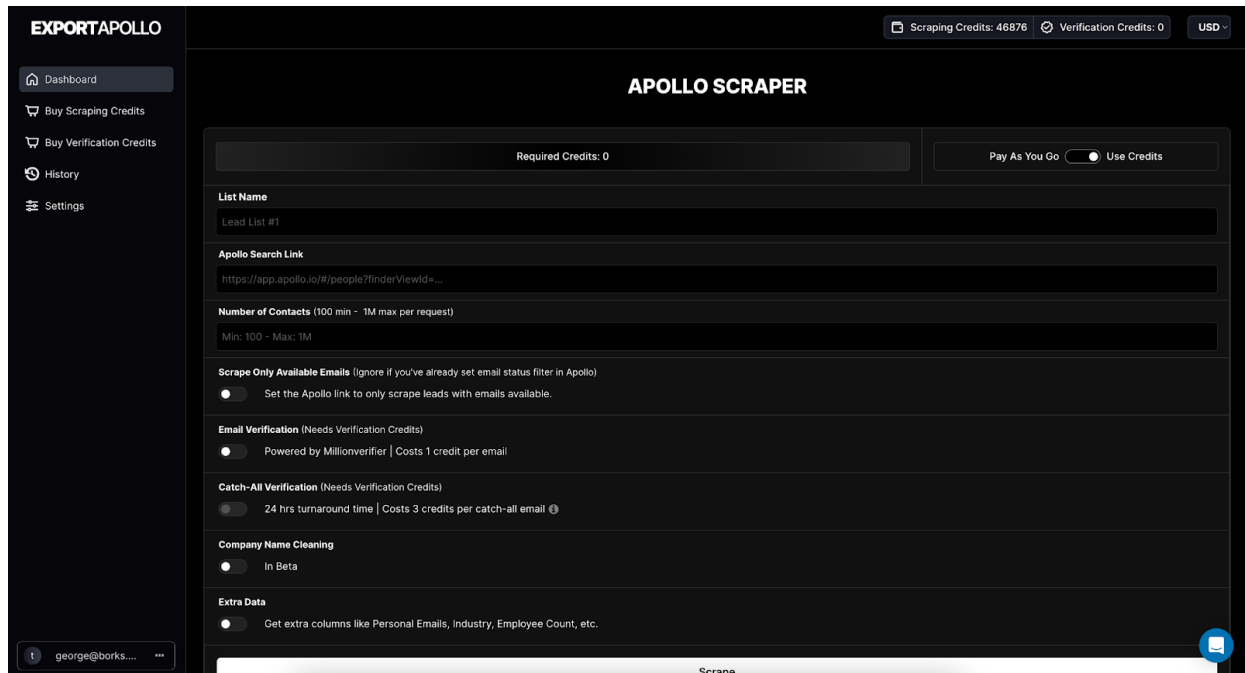
Now let's discuss how to build a lead list on Apollo:

[CLICK HERE](#)

Once you have a lead list ready, whether you built it directly on Apollo, or you imported URLs – you're going to have an Apollo URL.

Scraping data from Apollo

Now we're going to discuss how you can scrape that Apollo URL.



We personally use a service called ExportApollo.com

It's around \$3 - \$4 for 1K leads.

There are cheaper options on the market, but ExportApollo is in my opinion the best platform, because they:

- Allow you to scrape small lists (for segmented campaigns)
- They have an API for programmatically scraping
- They have an optional integration with MillionVerifier
- Automatic scraping & delivery
- Good customer support

We're also partnered with them, so if you want to get 1K free leads, you can use our link:

<https://www.exportapollo.com/?ref=lead-academy>

Example Apollo Query **(WITH VERIFIED & LIKELY TO ENGAGE TURNED OFF)**:

[https://app.apollo.io/#/people?finderViewId=5b8050d050a3893c382e9360&organizationIndustryTagIds\[\]=5567e0c97369640d2b3b1600&organizationIndustryTagIds\[\]=5567cd4773696439b10b0000&organizationIndustryTagIds\[\]=5567cd4d736964397e020000](https://app.apollo.io/#/people?finderViewId=5b8050d050a3893c382e9360&organizationIndustryTagIds[]=5567e0c97369640d2b3b1600&organizationIndustryTagIds[]=5567cd4773696439b10b0000&organizationIndustryTagIds[]=5567cd4d736964397e020000)

[&page=1&organizationNumEmployeesRanges\[\]=10001&personTitles\[\]=CEO&personLocations\[\]=United%20States](#)

The Scraped Leads:

 Webinar Example