

From Cold Lists to *Warm Pipeline.*

Every account in your territory is full of people someone you know already knows. Your champions' former colleagues, your executives' board seats, your teammates' neighbors. Meerkat shows the warm path into every account on your list, the person who can make the introduction, and how they know each other.

WHAT YOU GET ON DAY ONE

Your company mapped from its name alone. Nothing to send us to start.

625M

people in the graph

1.85B

connections, each backed by a dated record

5

kinds of connection: worked together, same board, recommended by name, same street, same household

15–25%

of prospects take a warm introduction, against about 2% who reply to a cold email

AI writes more of the outreach every quarter, and reply rates keep falling. The sellers who win the next decade open with an introduction, not a sequence.

Mary Shea, PhD · Co-Founder & CGO · former Forrester Principal Analyst

What's *inside*.

A short read on what changes when every relationship in your territory is one question away. Written for enterprise account executives, SDRs, and the AI assistants they use.

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Relationships are the most powerful force in business and in life. The intelligence to understand them has always been there, scattered and out of reach. Meerkat brings it together, so every seller can see the relationships it already has and put them to work.

Ralph Schonenbach · Founder & CEO, Meerkat

Cold is saturated. *The warm path is hidden.*

Reply rates keep falling as agents write the outreach. About 2% of buyers reply to a cold email. Between 15 and 25% take a warm introduction. The introduction is the one thing an agent can't fake.

The warm path into most of your accounts already exists. Your champion's former teammate now runs procurement at your target. Your executive sits on a board with their CFO. Nothing in your stack shows you, so you keep writing cold first lines.

LinkedIn can't help

A connection is not a relationship. For most people a big network is mostly strangers, and it tells you nothing about who actually knows your buyer.

Your CRM can't help

It holds who somebody typed in, and nothing about who those people know.

Your deal hangs on one person

Single-threaded deals stall when a champion goes quiet or leaves. The rest of the buying committee is out of reach because nobody mapped the paths to them.

Your tools log everything except what closes deals: relationships. Meerkat shows every warm path in your territory, so you open with an introduction, not a sequence.

Ralph Schonenbach · Founder & CEO, Meerkat

Five kinds of connection. *Every path shows its evidence.*

Every connection Meerkat shows comes from a dated record, so you can see why two people know each other before you ask for the introduction. Paths are ranked by strength, strongest first.

WORKED TOGETHER

Both at Deloitte, 2014 to 2018

Twenty years of dated employment history, matched to the person across name and role changes. Your champion's former teammate who now runs procurement at your target account.

SAME BOARD

Same board since 2019

Corporate boards, advisory councils and industry committees, with dates. Your executive sponsor and their CFO at the same table four times a year.

RECOMMENDED BY NAME

Written recommendation on file

Public profile recommendations, where one person has vouched for another by name. The strongest signal that an introduction will be welcome.

SAME STREET

Same street in Winnetka, eight years

Licensed deed and assessor records in the United States. The teammate who lives on the same street as the decision-maker you have chased for two quarters.

SAME HOUSEHOLD

Same home address

Adults who currently share an address, from household and address records. Adults only, current residence. Meerkat does not map family structure.

CHAMPION MOVES

Know first when they move.

Job changes come through dated. When a past champion lands at a new company, that account just got warm, and you are the first rep who knows.

Public records and licensed data. Nothing scraped, nothing pooled. Nobody else offers careers, boards, deeds and households together.

Open with a name, *not a sequence.*

The same target account, run two ways. The difference is between a cold first line and an introduction from someone the buyer already trusts.

Breaking in · the path to one buyer

THE REALITY

You need the CIO of Northwind Industrial. Three sequences, no replies. LinkedIn shows a few second-degree connections you have never met. The CRM shows a bounced email.

WITH MEERKAT

Meerkat shows that your champion at Apex Systems worked alongside her at GE Digital for five years, and your Chief Product Officer sits on the same manufacturing leadership council. You ask your champion for a short call, then the introduction.

→ An introduction from someone the buyer already trusts, instead of another sequence.

Multithreading · eight stakeholders, eight paths

THE REALITY

Your deal is late stage and hangs on one champion. When he goes quiet for two weeks, the forecast slips and you have no other way into the committee.

WITH MEERKAT

Meerkat shows who in your company knows each member of the buying committee, and how. You reach the CFO through your own executive, with the reason for the ask named.

→ The whole committee, mapped, instead of a deal that hangs on one contact.

ILLUSTRATIVE EXAMPLES

2%

reply to a cold email

15–25%

take a warm introduction

1

introduction, through the right colleague

Answers where *you already work.*

Meerkat is not another tab to keep open. Ask who can introduce you in Claude, ChatGPT or Gemini, or see it alongside your CRM. No new app to open.

BEFORE MEERKAT	WITH MEERKAT
Cold sequences with a reply rate near 2%	→ An introduction from someone the buyer already trusts
Sunday nights researching one account	→ Every warm path into the account, strongest first
Your deal hangs on one contact	→ The whole buying committee, mapped
Your champion leaves and the deal goes dark	→ You see the move and the new account it opens
Territory planned alphabetically	→ Accounts ranked by how warm you already are
AI assistants see one record at a time	→ Ask Claude who can introduce you, and get the path back

AI ASSISTANTS

Claude · ChatGPT · Gemini

CRM

Salesforce · HubSpot

YOUR OWN DATA

Add your target accounts or contacts at no cost. They stay in your own workspace.

You ask Claude who can introduce you to the CIO at Northwind. The answer comes back in a sentence, with the colleague, the path and the reason, not a research project.

Start with your company. *Then add your territory.*

The fastest way to see what Meerkat does is to start with the relationships your company already has. We map your company from its name alone, before you send us anything.

STEP 01

We map your company.

From its name alone: your colleagues, their careers, boards and neighborhoods, and everyone they can reach. No data from you, no NDA.

STEP 02

Add your territory.

When you are ready, load your target accounts and open opportunities. Names and companies are enough. Imports are free.

STEP 03

Ask for the introduction.

See every warm path into your accounts, ranked, and the colleague who can open each one. Replies move first, then meetings and pipeline.

- Your own workspace. Nothing you load is visible to anyone else.
- Public records and licensed data. Nothing scraped, nothing pooled.
- Any individual can ask to be removed, and stays removed on every refresh.
- Plans for individual sellers, teams and whole companies.

FROM NAMES TO NETWORKS

Every account is a network. Now *sell like it.*

Tell us about your target list. We will show you the warm paths already in it.

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