InsideUp™

PREDICTIVE AI AND THE VISIBILITY PROBLEM IN U.S. BPO GROWTH

Why Most Outsourcing Demand Remains Invisible

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Executive Overview

U.S. enterprise demand for outsourced services is increasingly difficult to detect through traditional inbound, intent, and ABM-led approaches. Most buying activity occurs quietly, across long evaluation cycles, creating a structural visibility problem for BPO technology companies seeking to grow in the U.S. market. This whitepaper underscores the pivotal role of proprietary contact-level data in the application of Predictive AI to achieve unparalleled success in demand generation. It emphasizes the effectiveness of Predictive AI in predicting buyer behaviors and how this methodology can be applied to complex outsourced services and BPO buying decisions

We explore a specific AI capability called **Predictive AI**, which refers to the ability of a deep learning model to discern patterns in historical data and make predictions for future outcomes. At first glance, this process resembles statistical modeling, and statistics are used in model development; however, the complexity, scale, and learning capability of neural nets far surpass that of traditional statistical techniques.

When employed for demand generation, **Predictive AI** can predict, with high precision, a significant number of specific contacts matching the target account audience, even within companies that are not considered "in-market."

Phenomenal results are possible, but only when models are trained using highly accurate, robust, and sufficiently nuanced data to accommodate the diverse particulars of the target audience. With very few exceptions, proprietary data is required to achieve such a high level of quality.

Proprietary data is both a strategic imperative and a competitive advantage for **Predictive AI** systems that can now reach a population of "out-of-market" but likely buyers of a cloud technology solution. This paper also examines the types of data attributes that should be used to fuel a **Predictive AI** system at both the contact and company level.

Introduction

AI is reshaping how enterprise buyers evaluate complex outsourced services, and demand generation for BPOs is no exception. AI technologies can help cloud technology vendors to connect with diverse, fragmented, and out-of-market buyer segments and deliver appropriate content promptly and at the scale fast-growing businesses must achieve.

Growing privacy concerns, the proliferation of irrelevant third-party company-level intent data, and the increasing complexity of the cloud technology sales cycle require an evolved approach to demand generation on these grounds alone.

Fortunately, tools exist today to solve topic relevance and outreach at scale and to improve, accelerate, and grow pipeline value. Predictive AI is one such technique we will focus on in this paper.

Because the success of Predictive AI relies on quality data and quality data is generally housed within proprietary databases, it is critical to focus on getting this aspect right.

At InsideUp, this emphasis on data quality has been shaped by years of supporting BPOs and outsourcing providers selling into the U.S. enterprise market using our InCapture demand execution platform.

THE AI IMPERATIVE

A global survey conducted in 2022 by McKinsey asked over 2,900 business leaders and AI experts across various industries for their opinions on the role of AI in business. Their responses can be summarized as follows:

- 80% of respondents say AI is a competitive driver in their industry

- Almost 50% believe they will lag in five years without scaling AI capabilities

- Over 65% **cited proprietary AI algorithms** and data as differentiators

Proprietary Data and the Network Effect

An easy way to understand the **power of proprietary data** in a modern business setting is to reflect on use cases that we see in our personal lives. For example, the recommender systems in place for customers of Amazon and Netflix use proprietary data to inform their models.

Amazon has data on over 300 million customer transactions, product interactions (customers who viewed X also viewed Y), and inventory and pricing data across 50+ product categories. With every customer's purchase history revealing their preferences and trends, this dataset powers recommendation engines that competitors can't match.

Netflix has proprietary viewership data on its video content catalog. This data enables personalization algorithms that surface optimal content for each user. Rival streaming services lack comparable personalized data at Netflix's scale.

These consumer-oriented behemoths enjoy an additional, powerful "network effect" – more proprietary data fuels better AI, attracting more users and, thus, more data.

Given the diversity of roles, authority, and visibility inherent in the cloud technology buying environment, demand generation is arguably more complex; thus, the quality of proprietary data is critical; predictions are made at the contact level in a given company.

For BPOs, the challenge is similar—but magnified by longer buying cycles, committee-based decisions, and fewer explicit signals.

What Is Predictive AI?

AI tools and techniques for marketers are many and varied, and many valuable synergies exist.

The most powerful AI solutions, like the recommender systems embedded in Amazon and Netflix accounts, use neural networks to simulate learning trained to a specific outcome.

One obvious piece of the AI Pie these days is Generative AI, in which large content datasets are deployed in deep learning models, and, as a result, original content can be generated.

Predictive AI is another example of using neural networks trained on historical data to predict future outcomes with precision.

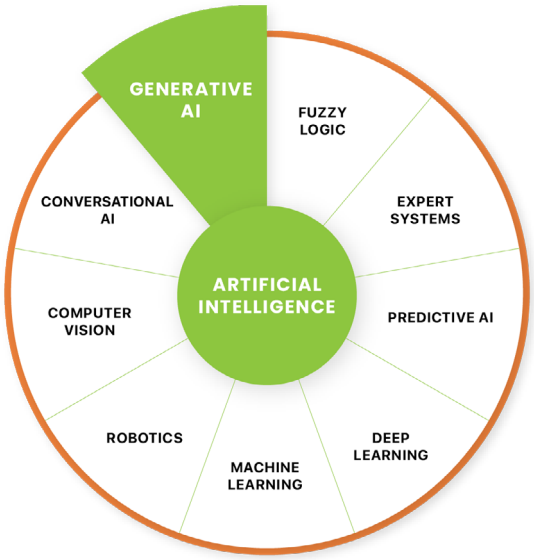


FIGURE #1

The AI Pie

IMPORTANT DIFFERENCES BETWEEN PREDICTIVE AI AND PREDICTIVE ANALYTICS

A popular but erroneous argument is that **Predictive AI** is little more than predictive analytics, a capability already widely used in demand generation. However, there are several important distinctions between the two. Predictive AI is entirely autonomous in learning, adapting, and improving through iterative processing. Predictive analytics must rely on human interaction to query data, identify trends, test assumptions, run experiments, and improve predictions, an impossible task at scale or within practical timeframes.

Moreover, **Predictive AI** transcends the traditional analytics model by incorporating layers of machine learning that intuitively grasp and evolve with market dynamics, buyer behavior, and complex patterns that escape conventional data analysis. While predictive analytics often works within the confines of structured data, **Predictive AI** thrives on unstructured data, harnessing everything from social media chatter to nuanced market shifts. In the arena of B2B marketing, this can be the difference between leading the market and lagging behind, as **Predictive AI** equips marketers with the acumen to anticipate needs and craft strategies that align with the future landscape of their industry.

Proprietary Data Fuels Predictive AI

Predictive AI models autonomously analyze myriad data such as technographic and firmographic data, company milestones, and online activity. Predictive AI harnesses neural networks to learn from thousands of data points and their interconnections, aiming to predict specific outcomes, such as the likelihood of a purchase.

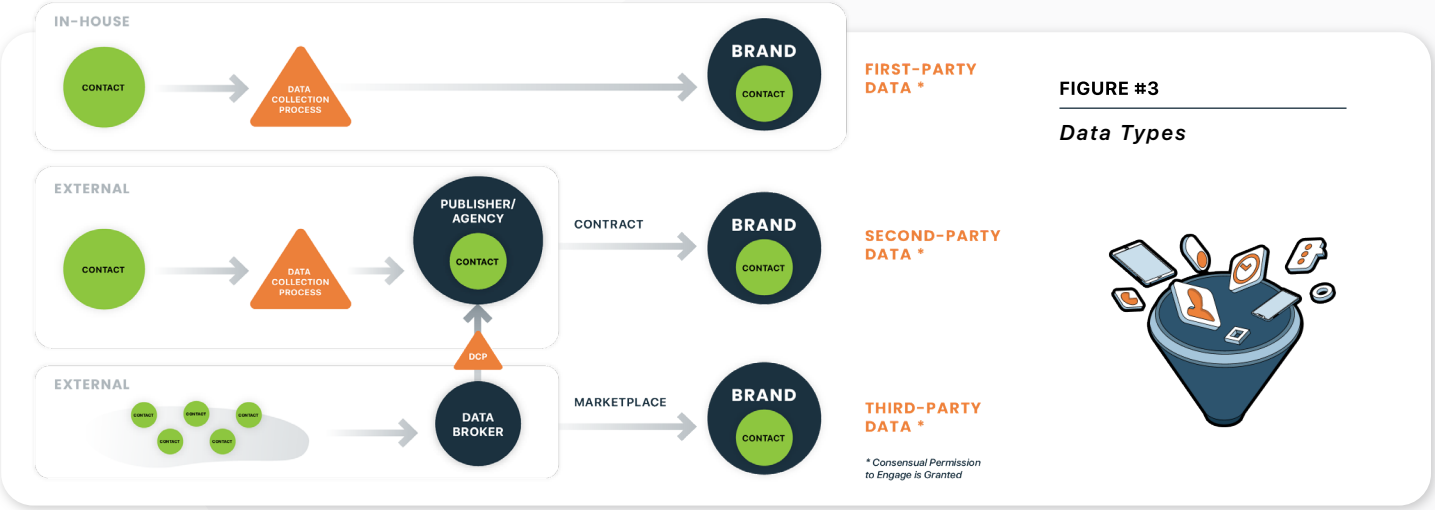


FIGURE #3

Data Types

The efficacy of these models depends on comprehensive training data. The depth and breadth of this data are crucial because insights are only as accurate as the data permits. While third-party data is widely available, proprietary engagement data at the contact level—such as the data InsideUp has accumulated through execution—is essential for identifying likely buyers earlier in complex BPO purchasing cycles.

TYPES OF CONTACT-LEVEL DATA

FIRST-PARTY DATA is the valuable, proprietary information an organization gathers from its interactions with customers or prospects. It offers the highest value in a Predictive AI system because of its richness and accuracy.

SECOND-PARTY DATA is contact-level data that is shared with or sold to one company by another trusted company. An example is the data media publishers sell to advertisers. Using another company's first-party data is valuable for training Predictive AI models.

THIRD-PARTY DATA is data collected by companies that don't have a relationship with the buying party. It can be procured from a third-party data source. Lacking prior engagement, its value for training Predictive AI models is relatively low.

Elevating Demand Generation

Through years of executing U.S.-focused demand programs for BPO and technology services providers, InsideUp has aggregated its first-party engagement data for hundreds of campaigns, tens of millions of emails and hundreds of thousands of phone conversations conducted over many years. This data includes email content, subject lines, sender details, open/click rates, and customer sentiment.

In addition to creating a prediction score for all first-party contact-level data that match the target audience specifications for a specific client campaign, InsideUp also uses Predictive AI to automate the procurement of additional third-party data to meet the total data requirements of each campaign.

The constant increase in incremental proprietary data enables continuous refinement of data-driven recommendations and insights to optimize performance for client campaigns.

Insights gained from related categories can be applied to benefit a solution in another category that would not have been otherwise uncovered solely from the first-party engagement data held by that solitary brand.

The Critical Role of Data Hygiene

In general, but especially when it comes to fueling Predictive AI systems, a smaller amount of clean, high-quality data is considerably more valuable than a large quantity of poor-quality data.

Clean data produces more efficient AI models. Those trained on clean data often require fewer computational resources and can make faster predictions with lower computational costs.

Clean data also allows AI models to generalize well to new, unseen data. When the training data is noisy or biased, AI systems may struggle to make accurate predictions for situations that differ from the training data.

InsideUp addresses this challenge by integrating data hygiene directly into its InCapture execution platform, ensuring Predictive AI models are trained on current, verified, and relevant engagement data.

Our process begins with objective-based data extraction and continues with the normalization of all relevant data attributes, data append from trusted sources to fill in missing attributes and contact data verification (includ ing verification by phone when necessary).

The data verification tasks incorporated in our workflow automation process ensure our very large, accumulated database is refreshed with a periodicity of no longer than six months.

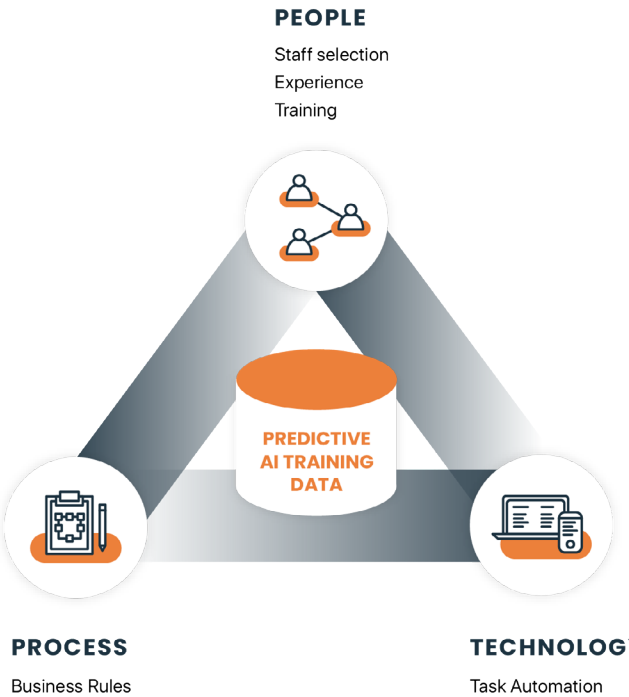


FIGURE #3

Elements of High-Quality Data Hygiene

The (Severe) Limitations of ABM and Intent Data

To help marketers manage the complexity of buyer committee-based technology purchases, many brands have relied on predictive analytics to inform their decisions on creating a set of target accounts within a defined Total Addressable Market (TAM) that can be approached and nurtured using an Account-Based Marketing (ABM) platform.

For brands with a niche solution, a target account list may cover most of its TAM. However, brands with a more cross-industry solution or big-ticket deals will not be able to scale with an ABM program alone.

It has become fashionable for ABM platforms to embed AI to offer clients "look-alike modeling" and programmatic access to third-party company-level intent data to structure their client's ABM activities.

This approach has some fundamental drawbacks. Most commercially available intent data is either insufficiently fine-grained or unremarkably trivial due to its wide availability. According to a recent Forrester Trends Report, using intent data over a limited time can create false positives (an account is showing intent signals, but it isn't in market) and false negatives (an account isn't showing signals, but it is in market).

This can create a marketing and sales data echo chamber where incomplete, rehashed data signals obscure audiences' actual needs and behaviors. Even worse, the revenue impact of this company-level data collection is generally unknown or attributed to generalized "influence."

For BPOs selling complex, long-cycle services, these limitations are amplified.

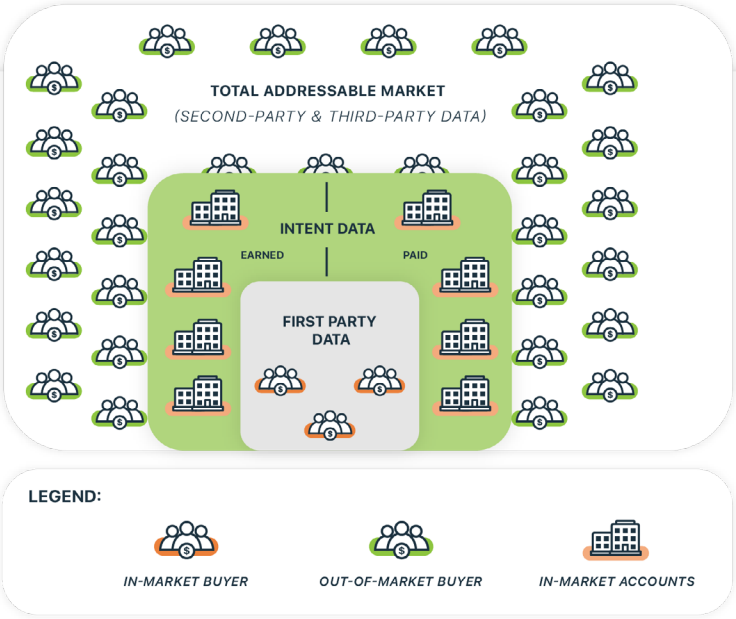


FIGURE #4

Scope of Intent Data Compared to Total Market Size

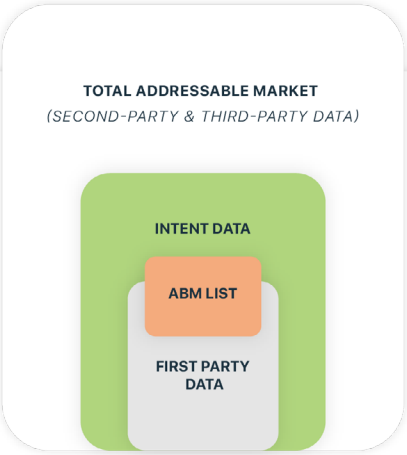


FIGURE #5

ABM Target Accounts Compared to Total Market Size

Limiting a predictive model to intent data is especially problematic because studies show that between 75% - 95% (depending on the solution) of a brand's Total Addressable Market (TAM) will not show up as being in-market at any point in time.

As mentioned, brands with a more cross-industry solution will not be able to scale by limiting themselves to an ABM program because, even by working with a relatively larger list of target accounts, many more potential prospects exist outside this prescribed area.

LIMITATIONS OF USING AN INTENT DATA-BASED PREDICTIVE MODEL

01

Purchased data only logs the online behaviors of unknown employees working for companies who are considered in-market; hence, the gap between behavior and authentic intent is too wide.

02

Surging information is publicly available, which means a brand's competitors are looking at the same data.

03

Data is limited to companies who are deemed "in-market" by the strength of their unknown employees researching a keyworded topic.

Applying Predictive AI to Complex BPO Demand Environments

A wide range of potential attributes can be ingested by **Predictive AI** models.

InsideUp's Predictive AI models have been trained using engagement data generated through hundreds of U.S.-focused demand programs, enabling earlier identification of likely buyers across both in-market and out-of-market segments.

Individual Level

BUYING COMMITTEE

- Job Title
- Department
- Job Level
- Phone Type
- Communication Preference
- Decision-Making Authority
- Years of Experience
- Frequency of Communication
- Email Validation Status
- Phone Validation Status
- Phone Area Code
- LinkedIn Profile Summary
- Date of Last Validation
- Data Source
- Still Works at Company

ONLINE ACTIVITY

- Page Views
- Unique Visits
- Search Keywords
- Content Type Viewed
- Topics Viewed
- Video Views
- Click-Through Rate
- Downloads
- Chat Interactions
- Browser Used
- Social Media Connections
- Social Media Likes

ENGAGEMENT DATA

- Number of Engagements
- Types of Engagements
- Time Period of Engagement
- Last Date of Engagement
- Transcript of Engagement
- Conversation Length
- Tone of Conversations
- Number of Call Attempts
- Type of Phone
- Disposition

Company Level

FIRMOGRAPHICS

- Location
- Branches
- Location Zip Code
- Ownership Type
- Industry Classification
- Contract Expiration
- Issues With Current Solutions
- Number of Employees
- Annual Revenue
- Years in Business
- Total Funding
- Regulatory Compliance
- Customer Segments
- Financial Stability
- Employees in Specific Job Roles

TECHNOGRAPHICS

- Technology Stack
- Cloud Service
- Web Hosting
- Networking Hardware
- API Usage

COMPANY MILESTONES

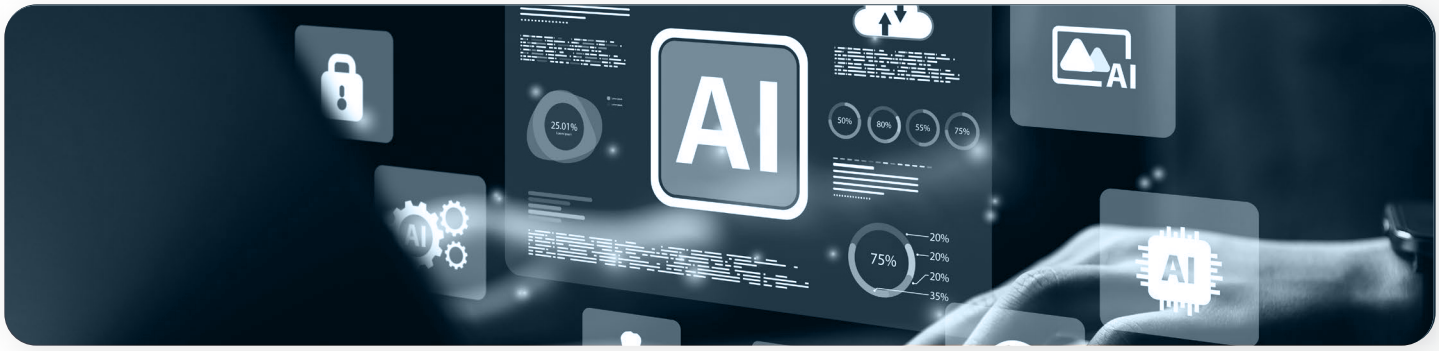
- IPO
- Mergers and Acquisitions
- Recent Funding
- Revenue Growth
- Workforce Expansion
- Ownership Changes
- Certifications and Awards
- Event Appearances by Executives
- Current Job Openings

COMPANY ACTIVITIES

- Customer Testimonials
- Employee Testimonials
- Thought Leadership Content
- New Product Announcements
- Number of Followers
- Company Followed
- Paid Advertising Expenditures

FIGURE #6

Inventory of Potential Attributes Used as Input to a Predictive AI System



Both company-level and the individual-level attributes are analyzed in combination by the InsideUp Predictive AI system to create a prediction score at the contact level. Each contact in the same company can potentially have a different prediction score.

To detect patterns and correlations that contribute to cloud technology adoption, our Predictive AI system uses a wide range of attributes that include some of the following:

At the company level:

1. Firmographics, such as company size (the number of employees range), annual revenue, years in business, location, and industry classification.
2. Technographic data encompassing a company's existing technology stack, cloud providers, and networking hardware.
3. Company milestones, such as current job openings, recent VC funding, IPO completion date, and mergers and acquisitions.
4. Company activities, including customer and employee testimonials, thought leadership content and new product announcements.

At the individual level:

1. Buying committee data, including job title, department, gender, years of experience, email validation, decision-making authority and LinkedIn profile summary.
2. Online activity, such as page views, video views, downloads, chat interactions, and search keywords used.
3. Engagement data, procured through multiple channels of communications, representing individuals involved in either decision making or influencing cloud technology purchases.

The most important aspect of the **Predictive AI** system is that it uses look-alike modeling to produce its predictions for companies and individuals with limited engagement data but that are found to be "similar" to other companies and individuals for which we have more engagement data.

The Superiority of Phone Engagement Data for Predictive AI

Phone engagement data is more valuable than online engagement data for specific **Predictive AI** scenarios due to:

- **Richer Communication:** Phone conversations provide more nuanced and detailed information than online interactions, allowing for a deeper understanding of the contact's needs and sentiments.
- **Voice and Tone Analysis:** Phone engagement data includes vocal cues such as tone, pitch, and inflection, which can provide insights into satisfaction, frustration, or enthusiasm that may not be apparent in text-based online data.
- **Personalization:** Agents can ask personalized questions, address customers by name, and adapt their responses based on the conversation. **Predictive AI** can leverage this personalization to improve customer experiences.

Of course, phone engagement data also has its limitations and challenges. For instance, processing and analyzing large volumes of audio data can be more challenging than text data. Additionally, obtaining consent for recording phone conversations and ensuring data privacy are crucial considerations.

Online engagement data, on the other hand, offers its advantages, such as being readily available, covering a wide range of interactions (e.g., social media, website interactions, emails), and being easier to process and analyze using text-based natural language processing techniques.

A **Predictive AI** system that utilizes both phone engagement and online data will deliver optimal results.

Summary

Predictive AI models trained on proprietary engagement data offer BPO technology companies a path to earlier visibility into U.S. enterprise demand—well before buyers formally enter vendor evaluation.

With a dedication to data hygiene and the inclusion of highly relevant, nuanced phone engagement data, the large data base accumulated by InsideUp over the last ten years is well suited to applying **Predictive AI** to demand generation.

Although ABM platforms have made the nurturing of contacts in selected target accounts a structured, albeit enterprise-level, undertaking, the widespread use of company-level intent-data has relegated brands to competing over a relative sliver of their overall Total Addressable Market (TAM) and guessing the contact-level decision-makers.

With **Predictive AI** pointing to likely buyers at the contact-level, campaigns conducted by InsideUp have the power to "boil the ocean" of out-of-market buyers with impressive conversion rates, pipeline growth and ROI.

As a complement to an in-house MarTech stack that concentrates on capturing demand from inbound hand-raisers, a **Predictive AI** driven outbound campaign enables fast-growing cloud technology brands to get in front of, and eventually engage with, the larger segment of out-of-market buyers, still within their Ideal Customer Profile (ICP) description, that typifies most TAMs.

To generate demand at scale, businesses should use **Predictive AI** to identify potential buyers of cloud technology solutions among out-of-market contacts, instead of relying on limited intent data for in-market contacts.

For BPOs seeking scalable U.S. growth, Predictive AI—grounded in proprietary data and paired with disciplined execution—offers a structurally different approach to demand generation than intent-led or inbound-only models.

InsideUp helps global BPOs and outsourcing providers grow their U.S. customer base by identifying and engaging real outsourcing demand earlier—before buyers raise their hands publicly or enter late-stage vendor comparisons.

At the core of InsideUp's approach is InCapture, its proprietary demand execution platform that unifies data, Predictive AI, Generative AI, campaign orchestration, and human-led engagement into a single solution for companies selling outsourced services. InCapture manages the full demand lifecycle—from surfacing hidden buying signals to activating multi-channel outreach, verifying interest, and converting engagement into decision-ready conversations.

InsideUp pairs its technology with an experienced execution team that validates relevance, guides consultative conversations, and protects pipeline quality. The result is earlier access to higher-value U.S. buyers, stronger positioning, and more profitable long-term customer relationships.

InsideUp was built for complex buying environments—where timing, trust, and execution discipline determine growth.

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