

# The Entire UK & Eire Out-of-Home (OOH) Market at your fingertips with Caterlyst Connections App.

Connections is a game-changing CRM mobile app; fully loaded with truly unique, live and complete OOH market data.

Close deals faster with data driven prospecting. Granular detail on every group operator, their outlets, independent businesses and routes to market.

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*With Connections, businesses can efficiently identify and engage with the right prospects across the ever changing OOH channel, with the entire market in their pocket.*

 **Nick Peutherer,**  
Managing Director

**400,000+**  
Sites

**250,000+**  
Hotels, Restaurants,  
Pubs and QSR's

**100,000+**  
Education, Healthcare  
and Workplace

**60,000+**  
Convenience  
Food Stores

**200,000+**  
Live business  
email contacts

Connections is built to Supercharge Sales for ↙



### Food & Beverage Suppliers

Develop distribution with RTM partners, collaborate on pull through. **Engage** directly with key group and independent targets.



### Kitchen Equipment Suppliers

To aid **collaboration** with manufacturers and dealers. Identify strategic targets.



### Field Sales Agencies

Radically improve call file efficiency & output with dynamic **live market data**.



### Route-to-Market Channels

Wholesalers, Distributors, Contract Caterers, Cash & Carries. Identify growth areas for **new customer development**.



### Marketing, PR & Design Consultants

**Grow your audience** for your portfolio of clients, with targeted outlet and contact data.



# Win More Customers

## Key Features & Benefits

### Visualise Your Pipeline

Drive activity, track progress and maximise Sales

### Market Data Integration

Including demographics, group linkages and sector specific insights

### Manage Your Day

Sync tasks, meetings, and follow-ups

### Dedicated Support

Seamless onboarding and optimising the ongoing use of Connections



### Advanced Prospecting Tools

Use 'Near Me' and prioritise prospects by type, sector and location

### Track Your Performance

Are your important measures trending? Identify shortfalls and take action

### Nurture Relationships

Locate customers and prospects. Identify contacts and record key activity

### Centralise Customer & Prospect Data

Saving time with CRM functionality & real-time insights



Want to see how **Connections** can transform your Sales process?

 **Dipesh Suralia,**  
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- live data
- real insights
- more wins