



## Mechanized PLG Funnel with the Openprise RevOps Data Automation Cloud

### Turning freemium users into revenue

**Building a successful self-serve product that users love is just the first step in product-led growth (PLG). Signups are strong, usage is steady, and your user base is growing. Now it's time to turn that momentum into a sales pipeline – and real revenue.**



Freemium users generate volume, not clarity. Only a small percentage will become enterprise buyers, but hidden within that volume lies untapped potential. With the right data automation, PLG companies can uncover hidden opportunities in their user base and turn overlooked signups into revenue-generating accounts.

Many PLG companies struggle to monetize freemium users at scale due to:

- **Limited user visibility:** Most signups lack business emails, titles, or company info, leaving GTM teams in the dark.
- **Poor data quality:** Incomplete, duplicate, or messy data stalls enrichment and segmentation.
- **Siloed data across teams and tools:** Product usage, marketing engagement, and firmographic data live in disconnected systems—making it nearly impossible to build a unified view of user or account behavior.
- **Prohibitive enrichment costs at scale:** Enriching millions of records with traditional vendors is expensive and inefficient.
- **Inability to prioritize high-value accounts:** Freemium users often appear anonymous, even when valuable usage signals exist. Without lead-to-account matching and group-level analysis, companies miss signs and ICP scoring, sales teams can't focus on accounts that are ready to buy.

- **Outbound sales blind spots:** Reps don't know if users from their target accounts are already active—missing critical context for warm outreach.

To turn PLG into pipeline your GTM engine needs data automation, orchestration, and intelligence at scale.

### Your PLG funnel, fully automated. No code needed.

The Openprise Mechanized PLG funnel automates and scales your product-led growth funnel, quickly filtering through millions of users to surface those gaining traction and complete the full buying group.

No code. No manual lookup. Just results.

- **Enrich users at scale with Identity Resolution:** Match personal emails to business identities and add key details (like name, title, and company) so you can segment, qualify, and activate freemium users.
- **Identify and segment buying cohorts:** Use lead-to-account matching to connect users to the right companies, then group them by company, department, or geography to reveal traction by cohort.
- **Spot sales-ready signals with connected data:** Unify product usage, marketing engagement, and firmographic data to identify which cohorts are engaging with advanced features, hitting milestones, or showing signs they're ready for sales engagement

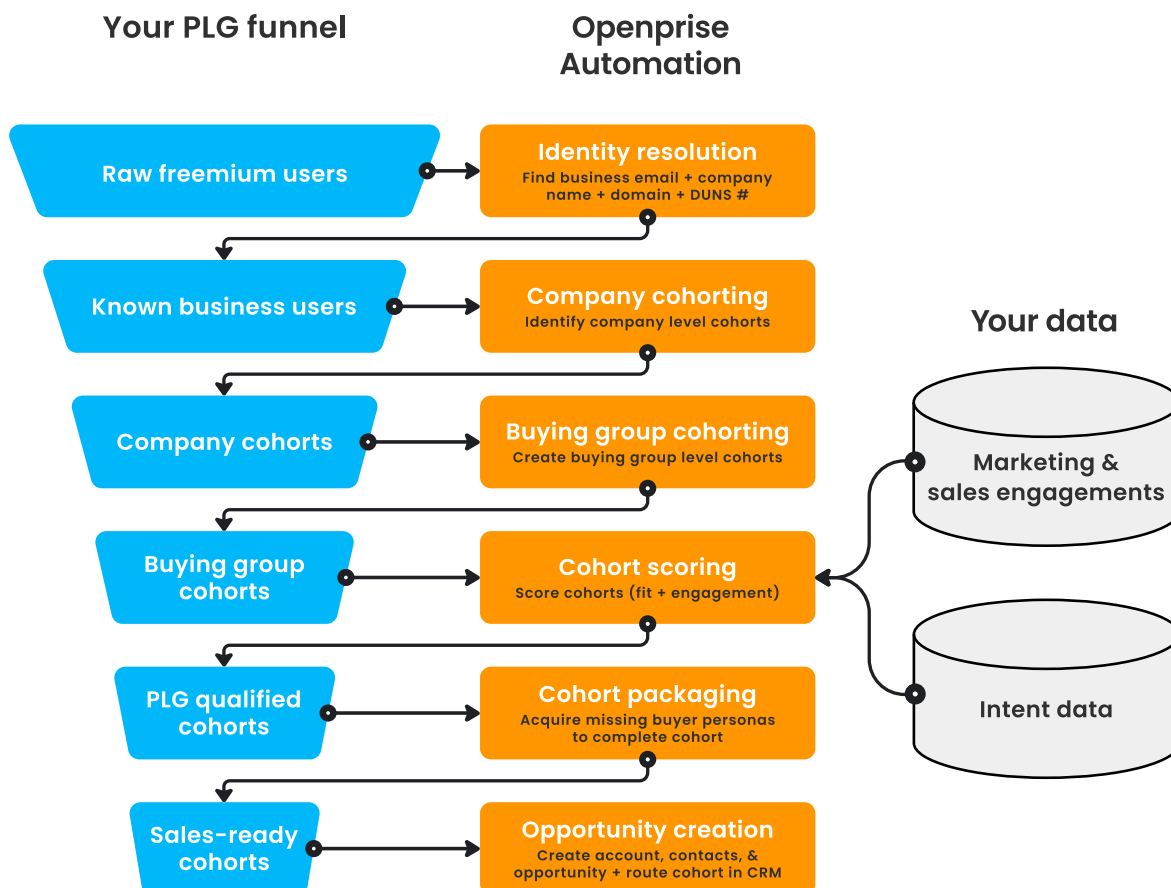


- **Fill in buying group gaps:** Find missing personas (like budget owners, influencers, and decision-makers) through contact acquisition, so sales has a complete view of every opportunity.
- **Enrich top cohorts with better data:** Use multiple enrichment vendors to add detailed contact, firmographic, and technographic data to high-priority groups. No vendor lock-in –just the best data available.
- **Score and prioritize smarter:** Blend fit and behavioral signals to highlight the best opportunities for sales outreach.
- **Deliver clean, actionable records to your CRM:** Send accurate, enriched records directly to your CRM, organized by account and ready for sales engagement.

## Powered by the Openprise RevOps Data Automation Cloud

The Openprise RevOps Data Automation Cloud is a no-code, full-stack, AI-powered data automation platform for builders. It combines data cleansing, unification, enrichment, and orchestration on a single platform, delivering go-to-market ops teams with data they can trust, take timely action on, and make the right decisions with.

The RDA Cloud eliminates the need for multiple single-point solutions and a tangle of siloed tools and products. It connects sales and marketing applications to your systems of record without requiring additional tools. This gives GTM Ops teams clean, accurate data, accelerates sales cycles, simplifies their tech stack, and delivers better operational agility.





## Empowering PLG leaders

Many Openprise customers—like **Vimeo**, **Zendesk**, **JumpCloud**, and **Security Scorecard**—have already built powerful, automated PLG engines.

Whether you're at 5,000 users or 50 million, Openprise helps you transform that volume into sales.

## Make your PLG strategy revenue-ready

The Openprise RevOps Data Automation Cloud is built for GTM teams looking to scale smarter. As your needs evolve, the platform scales with you, enabling everything from enrichment and scoring to attribution and full GTM automation.

To get more information or [schedule a demo](#), visit [openprisetech.com](https://openprisetech.com) or contact us at (888) 810-7774.



### About Openprise

Openprise is a leader in RevOps data quality, helping companies transform their go-to-market data into data they can trust, take timely action on, and make the right decisions with. At Openprise, data is at the center of what we do. First and foremost, we're data nerds. We believe high-quality data and great processes are core to a thriving business. We're here to free marketing ops, sales ops, and RevOps teams from the complexities of bad data so they can navigate change, capitalize on new opportunities, and outpace their competitors. Revenue leaders from Fortune 500 and fast-emerging enterprise companies depend on Openprise and our industry-leading partner ecosystem to drive competitive advantage. Openprise has offices in San Mateo, CA and in Hyderabad, India. To learn more about Openprise, visit [www.openprisetech.com](https://www.openprisetech.com) and follow us on [LinkedIn](#), [X](#), and [YouTube](#).