



How to Use **AI-Powered** Contact Search to Reach Real Buyers

✦ AI-Powered Contact Search

Define the role you're actually targeting ✦

✦ Who runs paid acquisition in the UK?

Use AI Contacts to find role-based buyers 👤

Build targeted lists by use case ✦

✦ France – Fleet Operations Contacts

Sync to CRM and launch ⚡



Table of contents

| | |
|---------------------------------------------------------------------|----|
| Introduction | 01 |
| Why job titles don't cut it in B2B | 02 |
| Meet Dealfront's AI Contacts: Role-based prospecting, powered by AI | 03 |
| Step 1 – Define the role you're actually targeting | |
| Step 2 – Use AI Contacts to find role-based buyers | 04 |
| Step 3 – Build targeted lists by use case | 05 |
| Step 4 – Personalize outreach by role | 07 |
| Step 5 – Sync to CRM and launch | 08 |
| What's next: Steal our AI Contact search prompts | |
| Expected results | 11 |

Introduction

In B2B marketing and sales, reaching the right person can make or break your results. But job titles alone rarely tell the full story. A "Marketing Manager" at one company might own paid acquisition. At another, they could be running events. And your ideal buyer might go by a completely different title altogether.

That's the challenge this Playbook solves.

With Dealfront's AI-powered Contacts feature, you no longer have to rely on guesswork or outdated job titles. Instead of searching for exact matches, you can describe what your buyer does, and let AI identify the right people based on job function, responsibilities, seniority, and context.

"Are you tired of guessing who the right contact is just based on job titles? This Playbook will show you how to use AI-powered role matching in Dealfront to find and reach decision-makers—based on what they actually do."



Matthew Fairey. Partnership Executive

Recommended For:

- ✓ B2B marketers running ABM campaigns
- ✓ SDRs and BDRs doing outbound prospecting
- ✓ RevOps teams syncing contact lists

Expected results

- ✓ Build highly accurate contact lists for your ICP
- ✓ Create more relevant, personalized outreach based on actual responsibilities
- ✓ Reduce time spent on manual contact research

This Playbook shows you how to:

- Use AI search to describe your real buyer's function
- Build hyper-relevant contact lists across your ABM accounts
- Personalize outreach at scale with role-specific messaging
- Improve campaign match rates and conversion

Why job titles don't cut it in B2B

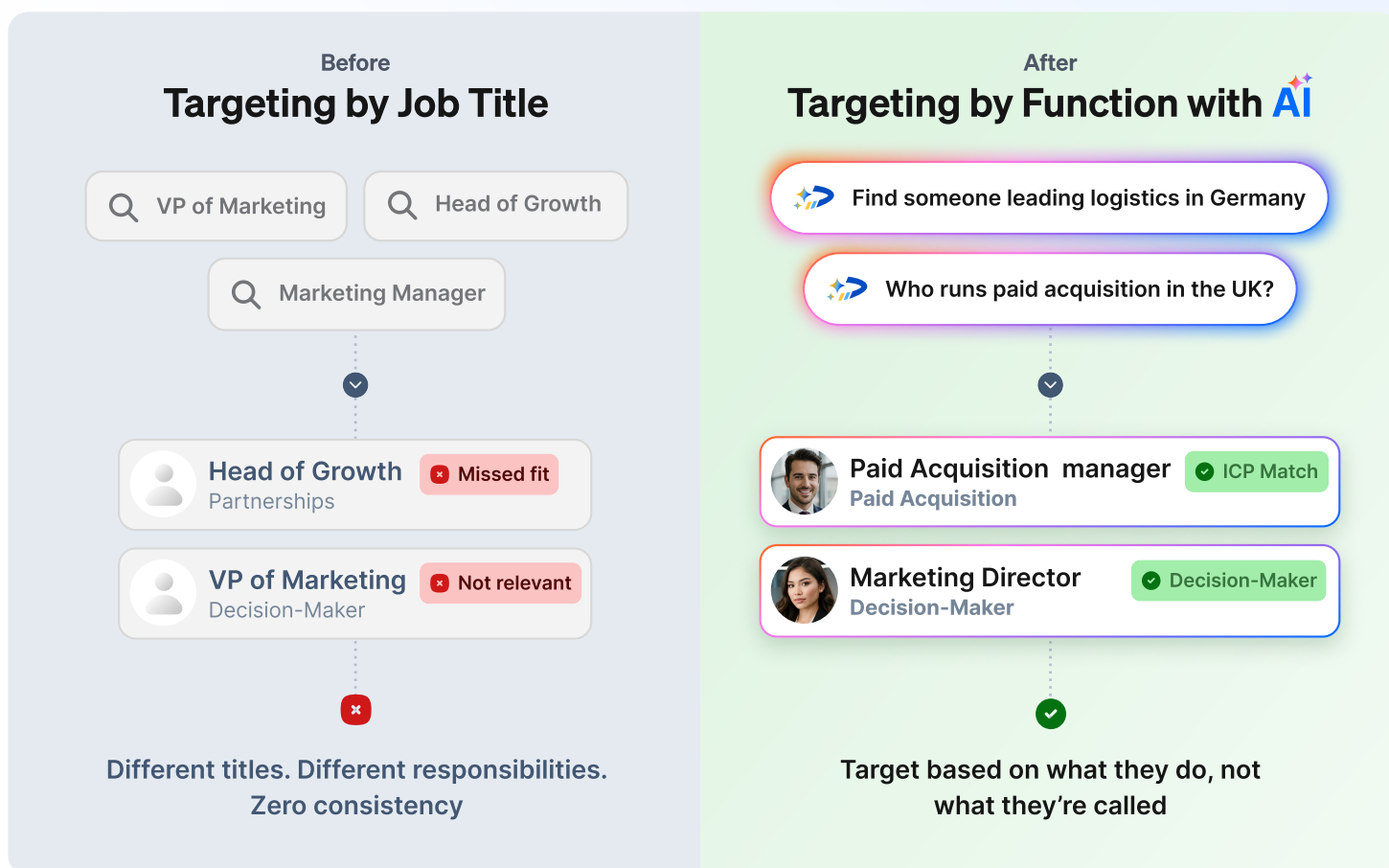
In theory, job titles should make things simple, but in practice, they're vague, inconsistent, and misleading. One company's "Head of Growth" might oversee partnerships while another's "VP of Marketing" might be focused solely on brand. There's no standard title taxonomy across industries or companies, which means you're often:

- Missing key buyers because their title doesn't match your filters
- Targeting the wrong contacts who lack decision-making authority
- Burning time and budget on outreach that doesn't convert

What you actually want to know is:

- Who owns paid acquisition?
- Who manages the company's vehicle fleet?
- Who's in charge of ESG reporting?

These are functions, not titles. And until now, finding that information required hours of manual research... But not anymore.



Meet Dealfront's AI Contacts: Role-based prospecting, powered by AI

Dealfront's AI Contacts lets you find the right people based on what they do, not just what they're called.

And it's simple. All you need to do is type in a plain-language query like:



Who runs lead gen in France?



Who is responsible for fleet maintenance?



Find someone leading ESG initiatives in Germany

Our AI interprets your query and scans job descriptions, responsibilities, and company context to return relevant, high-fit contacts, fast.

It's perfect for:

- ABM campaigns
- SDR prospecting
- Regional go-to-market
- Channel or partnership teams

You describe the role and our AI will find the list of contacts for you.

Step 1 – Define the role you're actually targeting

Start by moving beyond rigid job titles. Instead, define your ICP (ideal customer persona) based on:

- What they own (e.g. lead generation, partner management)
- What metrics they're responsible for (e.g. pipeline, conversion rate)
- Their influence in the buying process

Examples:

Old



Marketing Manager

New



Responsible for generating pipeline and running paid acquisition

Old

Q Sustainability Director

New

Leads ESG reporting and green compliance in DACH

Old

Q Operations Manager

New

Manages logistics and fleet procurement in France

Think in terms of function, not title. Use this mindset to power your searches.

Step 2 – Use AI Contacts to find role-based buyers

Go to **Contacts** → **AI Contacts Recommendations** in Dealfront.

Input a natural-language query like:


Looking for someone running demand generation for SaaS companies in the UK







Then apply some additional filters for precision:

- Country or region
- Industry
- Company size
- Department or seniority


AI will return a tailored list of contacts who:



- Match the job function, not just title
- Belong to ICP-fit companies
- Can be immediately added to outreach lists



 **Pro Tip: Save your best-performing queries as templates for future use.**



 **Acme Ltd.**  
 London, UK |  acmeltd.com | Sale of cars and light... |  1,001-5,000 (1,760 known)

Overview **Contacts** 82 Activity CRM Signals AI Insights **Beta**

 **AI Contact Recommendations** **Beta**

 Who is the CEO? 

 Marketing leaders 

 I want to sell them office supplies 

Get recommendation

Step 3 – Build targeted lists by use case

Once you've used AI Contacts to find role-relevant buyers, it's time to organize them into lists that reflect your go-to-market motion.

Whether you're building an ABM campaign, empowering SDRs, launching region-specific plays, or identifying partner leads, AI-powered contact search helps you group the right people in the right way.

Here's how to tailor your contact lists for different use cases:

1. Build segmented ABM lists

Use AI search results to build account-specific lists grouped by job function, geography, or solution relevance and turn AI-powered search results into segmented, campaign-ready lists:

 **UK – Paid Acquisition Leads**

 **Germany – ESG Decision-Makers**

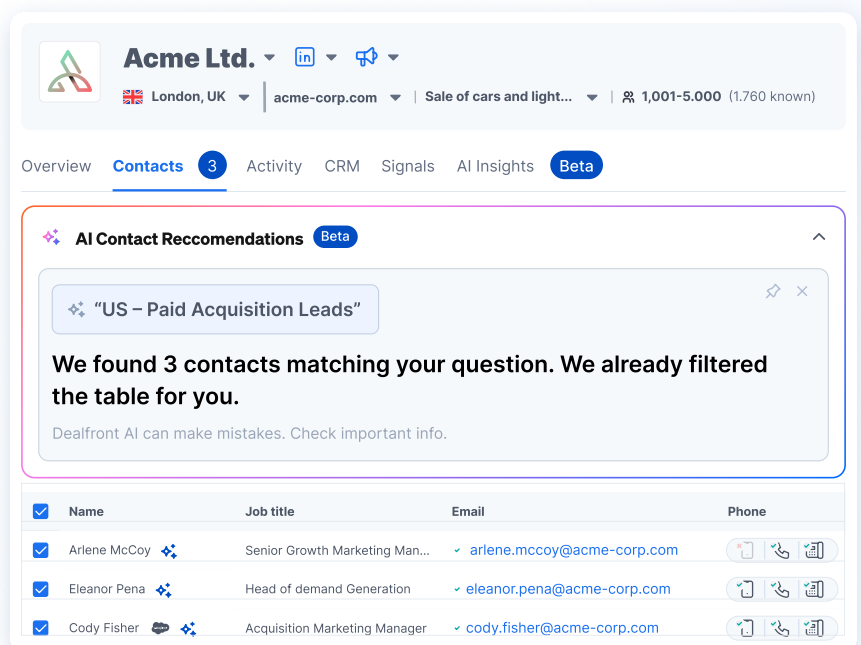
 **France – Fleet Operations Contacts**

From here, you can:

- Add company filters like revenue or tech stack
- Tag contacts with campaign relevance
- Use these lists across outbound, retargeting, or direct mail

This ensures you're targeting:

- The right role
- At the right company



The screenshot shows the Acme Ltd. contact search interface. At the top, the company name 'Acme Ltd.' is displayed with a dropdown menu. Below it, the location 'London, UK' and website 'acme-corp.com' are shown. The 'Contacts' tab is selected, showing 3 results. A section titled 'AI Contact Recommendations' (Beta) displays a search for 'US – Paid Acquisition Leads'. It states: 'We found 3 contacts matching your question. We already filtered the table for you.' Below this, a table lists the contacts:

| Name | Job title | Email | Phone |
|--------------|--------------------------------|----------------------------|-------|
| Arlene McCoy | Senior Growth Marketing Man... | arlene.mccoy@acme-corp.com | |
| Eleanor Pena | Head of demand Generation | eleanor.pena@acme-corp.com | |
| Cody Fisher | Acquisition Marketing Manager | cody.fisher@acme-corp.com | |

2. SDR prospecting to prioritize your daily outreach lists

SDRs can use AI Contacts to generate focused lists for their daily prospecting workflows.

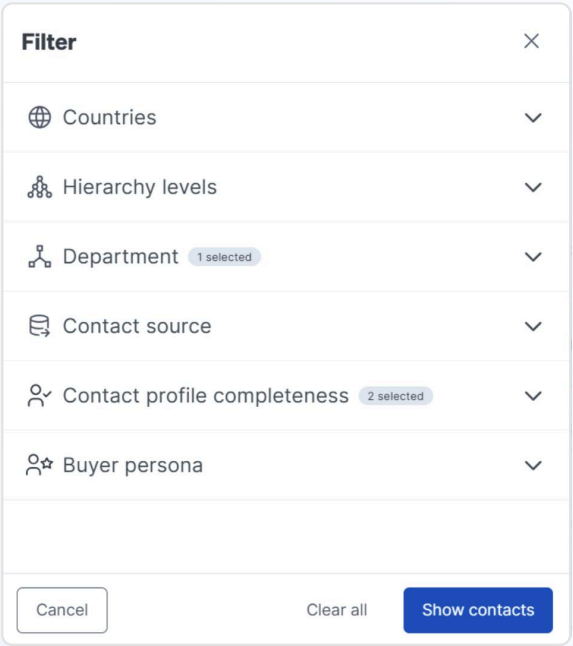
How:

- Search by buyer function (e.g. "Who runs outbound sales in SaaS companies")
- Filter by region, industry, or company size
- Tag contacts by funnel stage or play type (e.g. cold, warm, intent)

Then you can:

- Push directly to your CRM or sales engagement platform
- Use role-specific messaging to improve relevance
- Focus on the contacts most likely to respond today

The goal is to give SDRs better starting points, so they spend more time selling and less time guessing.



The screenshot shows a 'Filter' modal window with a close button (X) in the top right corner. It contains several filter categories, each with a dropdown arrow: 'Countries' (with a globe icon), 'Hierarchy levels' (with a hierarchy icon), 'Department' (with a person icon and a '1 selected' badge), 'Contact source' (with a list icon), 'Contact profile completeness' (with a person icon and a '2 selected' badge), and 'Buyer persona' (with a person icon and a star icon). At the bottom of the modal, there are three buttons: 'Cancel', 'Clear all', and 'Show contacts'.

3. Regional GTM or Partnerships must surface the right local contacts

When expanding into new markets or growing partnerships, local relevance matters. Use AI Contacts to find the right person in-region, fast.

Examples:



Who owns partnerships in the Nordics?



Find someone running GTM operations in DACH



Who manages channel sales in France?



Show me the partner marketing lead for retail companies in the UK

Then layer on filters such as:

- **Location:** Country, region, or language
- **Industry:** e.g. retail, SaaS, manufacturing
- **Department:** Partnerships, business development, operations
- **Company size:** Tailor for SMB, mid-market, or enterprise

From here, you can:

- **Tag contacts by region or partner type** (e.g. reseller, VAR, affiliate)
- **Prioritize by strategic value or readiness**
- **Route to partner or regional reps for follow-up**
- **Launch territory-specific outreach or co-marketing plays**

Now you can empower your GTM and partner teams with locally relevant, functionally accurate contacts, so they can move faster and close stronger.

No matter your go-to-market motion, whether it's ABM, outbound prospecting, regional expansion, or partner development, AI-powered contact search helps you start with precision. By following these steps you'll have now built smart, segmented lists of real decision-makers based on what they do, not just what they're called.

Step 4 – Personalize outreach by role

Generic job-title outreach doesn't cut it, so instead, tailor your messaging based on the function they actually perform.

Tailor messaging based on what they **do**.

Instead of

"I saw you're a Marketing Manager..."

Try

"I noticed you're responsible for demand programs. We've helped teams reduce CPL by 25% across similar paid channels. Want to see how?"

Instead of

"We offer vehicle management tools."

Try

"We help logistics leaders cut maintenance costs. I saw you're involved in vehicle ops—worth a look?"

Add personalization tokens such as:

- **Region**
- **Role responsibility**
- **Funnel stage**

That's how you scale relevance without sacrificing speed.

Step 5 – Sync to CRM and launch

Once your contact lists are built:

- **Push them to your CRM or outbound tool**
- **Use tags to track which campaigns they're part of**
- **Sync role descriptions as notes or custom fields**

Then activate your campaigns:

- **Email sequences based on their role**
- **LinkedIn ads matching their job function**
- **Retargeting campaigns based on list membership**

Keep refining your approach based on performance and engagement.

Effective B2B outreach prioritizes understanding roles over titles. With Dealfront's AI Contacts, you can find the person who actually does the job you're solving for. It's faster, more accurate, and more effective.

So, while AI handles the search, you can focus on the conversation.

What's next: Steal our AI Contact search prompts

With Dealfront's AI-powered Contact Search, you don't need to guess job titles or keyword-match your way through LinkedIn. Just describe the role, responsibility, or function you're trying to reach in plain language, AI does the rest.

Use natural prompts like:



Who is responsible for...



Find someone managing...



Show me someone leading...

Think beyond job titles and focus on what the person does, where they're located, and which industry or company type they work in.

Common B2B use cases

Marketing & Demand Gen



Find someone responsible for paid social



Who manages demand generation in the UK?



Show me someone leading content marketing for a SaaS company



Who owns ABM for enterprise accounts?

Why it works: Titles like “Growth Lead,” “Digital Marketing Manager,” or “Performance Marketer” vary widely, but AI focuses on the job scope, not the label.

Sales & Partnerships



Who’s the decision-maker for partnerships in the Nordics?



Find someone in charge of reseller relationships



Who leads outbound sales in Germany?

Why it works: Ideal for outbound teams building strategic ABM lists, expanding regionally, or mapping partner ecosystems.

Operations & Logistics



Who manages warehouse logistics in the DACH region?



Find someone overseeing supply chain operations in France



Who runs fleet operations for delivery companies?

Why it works: Perfect for identifying behind-the-scenes roles with non-standard or localized job titles.

HR & People Ops

 Show me who handles HR ops in the Netherlands

 Find someone leading employee engagement

 Who's responsible for internal training?

Why it works: HR titles often vary dramatically. This approach zeroes in on responsibility, not HR job title semantics.

Sustainability & ESG

 Find the person leading ESG strategy in retail companies

 Who owns sustainability initiatives for manufacturing firms?

 Who manages carbon reporting or emissions tracking?

Why it works: Sustainability roles are relatively new and inconsistently titled. AI cuts through that noise by targeting function over form.

Tech, Product & Engineering

 Find someone responsible for API integrations

 Who leads product operations?

 Show me who runs QA in software companies

Why it works: These roles often sit across engineering, IT, and product, with inconsistent titles. AI interprets the intent, not just the text.

Pro tips:

- a. Use location cues for regional targeting:
“...in DACH”, “...in the UK”, “...for France”
- b. Add function qualifiers for clarity:
“Find someone leading...”, “Show me who owns...”, “Who manages...”
- c. Be plainspoken! The AI works best with natural language, not jargon.

With these prompts and best practices, your team can quickly build high-precision contact lists that go beyond job titles and hit real buyer intent.

Expected results

By switching from title-based prospecting to role-based targeting with Dealfront's AI Contacts, your team can expect measurable improvements across every stage of the funnel.

Here's what this approach unlocks:

Higher reply and **engagement rates**

Increased match **quality for ABM** campaigns

More **meaningful personalization** at scale

Faster access to real buyers

This playbook was brought to you by Dealfront

Dealfront is the go-to-market platform for Europe that gives businesses everything they need to win leads and close deals.

Dealfront's multilingual AI understands the nuances of European data, so it can access data and insights that other tools can't, all within Europe's complex compliance standards.

Dealfront – The way to win deals in Europe.

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General inquiries

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33+

real-time
trigger events



100+

Segmentation filters

