

**Company:** HASE & IGEL GmbH, Oldenburg, Lower Saxony, Germany  
**Company Description:** HASE & IGEL is the company behind the NEUTRUM.AI, an Explainable AI platform empowering companies to decide faster & optimize ROI. The cloud products collect, integrate and analyze data from an unparalleled diversity of sources to predict trends, identify success drivers and optimize measures. Founded in 2018, HASE & IGEL serves over 200 clients and has won numerous product & innovation awards.  
**Nomination Category:** Product & Service Categories - Business Technology Solutions  
**Nomination Sub Category:** Lead Generation Solution  
**Nomination Title:** AI-empowered system automatically finds the perfect B2B clients



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the the nominated new or new-version product or service, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: If this is a brand-new product, state the date on which it was released. If this is a new version of an existing product, state the date on which the update was released:

Soft Launch NEUTRUM B2B Client Finder 2.0: 1.10.2024

Official Release NEUTRUM B2B Client Finder 2.0: 2.12.2024

The previous version 1.0 was launched in 2022 in Germany and won the German Stevie Awards 2023 in the same category. This new version 2.0 functions worldwide, offers much more data sources and scoring options and is paradigmatically easier to use for anyone (not requiring data science expertise or special training).

4. If you are providing written answers for your submission, you must provide an answer to this second question: Describe the features, functions, and benefits of the nominated product or service (up to 350 words):

**Total 350 words used.**

For companies looking for B2B clients, research & analytics is the hardest part but crucial to their success: It is not enough to find companies in the right industry and region. To determine which of them make sense, you also have to collect data on them from many different sources - annual reports, information on the company website, ratings across the web etc. And to prioritize who to approach first, you need a robust model predicting customer value. So you can either invest the time and personnel for this research & modeling - resulting in high cost and low speed. Or you can buy generic lists of companies - resulting in poor fit and low conversion rates.

Our NEUTRUM B2B Client Finder is a game changer using Explainable AI to automate these steps and deliver a scored lead list with companies perfectly fitting your business, reliably and without “hallucinations”. Based on the multi-award-winning NEUTRUM platform (IBA 2024 & 2023, 12 German Stevie Awards 2022-2024, Digital Communications Award 2023), the intuitive no-code interface guides users through 9 steps to describe which clients in which region they want to find. They can describe targets by industry (NACE codes), free text (language model) or the jobs a company offers (e.g. anyone hiring forklift drivers, as we want to sell forklifts) and then further qualify them by size and revenue, website visitors & online marketing spendings per country, recruiting behavior, ratings across the web and a website content (e.g. products, certifications, awards etc.). The data is automatically collected in real time across the web, public and commercial databases, then integrated and analyzed by the NEUTRUM algorithms. Users receive an up-to-date lead list according to their individual criteria that can be further refined within seconds (i.e. "show only companies with organic products") and exported into Excel, various CRMs or LinkedIn Sales Navigator.

If a company uploads client data from their CRM, they can not only enrich it with the above-mentioned information but also let the NEUTRUM AI build a digital twin for their best clients to score new leads by expected CLV.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable (up to 350 words):

**Total 346 words used.**

Previewed at DMEXCO in September 2024. the product garnered so much attention that the first paying clients were already onboarded in October for the closed Beta. By the official launch December 2, 5 companies were already using the product to find and score B2B leads in 15 countries. 6 months after launch, 36 companies are using this SaaS. Use cases include finding B2B clients, assessing market potential in new countries, partner management (scoring sales/project partners), identifying M&A targets, competitor research and forensics (identifying and analyzing suspect companies). [REDACTED FOR PUBLICATION]

Annual Recurring Revenue is in the six figures. [REDACTED FOR PUBLICATION] By now, several international software distributors have signed contracts to distribute the solution in 35 countries in Europe and MENA.

The new product has triggered positive press coverage in renowned industry & business publications like Absatzwirtschaft, CMM 360 and CMO Review and keynote speaking invitations from top industry events like data:unplugged and Contra.

Customer voices:  
"The NEUTRUM B2B Client Finder can automate desktop research and data analysis delivering results faster and more efficiently than humans. This not only gives us a better basis for decisions and allows us to focus human work on highest value creation." - Marc Boscheinen, Head of Corporate Finance, Advyce & Company

"Helped us enormously to identify and prioritize use cases, industries and clients, advancing our business model and sales strategy" - Felix Knoll, CEO, Berky

"Rather than calling tens of thousands of companies we focus on those who have great relevance and obvious need, e.g. filling a job vacancy. The NEUTRUM B2B Client Finder reveals these companies and gives relevant context." - Nils Oberschelp, CEO, Clarius Legal

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 40 words used.**

The following materials are attached:

- Short Product Video
- Detailed Product Page including in-depth information on the solution, use cases, success stories and FAQ
- Two news articles in renowned business / industry magazines
- Three case studies from clients with different use cases

**Attachments/Videos/Links:**

[AI-empowered system automatically finds the perfect B2B clients](#)

[REDACTED FOR PUBLICATION]