

OVERVIEW

The whole product, on five pages.

What Dizenly does, where it stops and waits for a person, and what your team gets back. This is the same detail we would walk through on a call — written down, so you can send it round before you book one.

IN SHORT

One spreadsheet in, a ranked queue out

Dizenly runs the repetitive half of the sales process. Seven of the nine stages happen with nobody involved; the other two are the places where judgement or a real relationship matters, and those stay with your team by design.

7

of 9

stages run unattended

Import, enrichment, scoring, ranking, assignment, queueing and reply classification need no one. Running the sequence and approving the opener do.

87

%

of the list never reaches a person

In the worked example below, 1,500 imported leads produce 195 above a 70% threshold. Nobody is paid to read the other 1,305.

100

%

of decisions explainable

Every score, assignment, message and classification is written to the activity log with the reasoning that produced it.

The worked example. A single import of 1,500 leads returns roughly 25 above 90%, 50 between 80 and 89%, 120 between 70 and 79%, and 1,305 parked below the threshold. It is an illustration of how the bands behave, not a performance claim.

THE PIPELINE

Nine stages, start to finish

A lead moves through all of these without being re-entered, re-sorted or re-explained by hand. Stages 7 and 8 are the two that wait for a person.

01

AUTOMATIC

Import your list

Upload an Excel or CSV export. Dizenly validates the columns, normalises LinkedIn URLs and email addresses, detects duplicates against every previous import, and keeps the full import history.

02

AUTOMATIC

Enrich every record

Each row becomes a normalised lead intelligence profile — role, seniority, company, industry, size, location, background, relevance and contact completeness.

03

AUTOMATIC

Score against your ICP

The engine compares each lead to your company profile and Ideal Customer Profile across nine weighted factors, then returns a 0–100% match score with a written explanation.

04

AUTOMATIC

Qualify and rank

Leads at or above your threshold — 70% by default — enter the priority queue, highest first. Ties break by import date, so the ordering is always deterministic.

05

AUTOMATIC

Assign an owner

Round-robin, capacity-based or criteria-based allocation. The owner is attached to the lead for its entire lifecycle, so nothing becomes nobody's job.

06

AUTOMATIC

Fill today's queue

Your daily limit decides the volume — say 25 leads a day, globally or per owner. Anything that does not fit rolls into tomorrow keeping its rank, never the back of the line.

07

YOU ACT

Run the outreach sequence

Day 1 review the profile, day 2 engage with a post, day 3 send the connection request. Approved integrations execute it; otherwise it appears as a one-click action in the owner's daily list.

08

YOU APPROVE

Send an AI-written opener

Once the prospect connects, AI drafts a message from your services, relevant past projects and the prospect's own role and company. Review, regenerate, edit, approve — then send.

09

AUTOMATIC

Classify replies, create tasks

Every reply is tagged positive, neutral or negative. Positive instantly becomes a sales task for the owner; negative closes the lead; neutral returns to the pool for a later cycle.

HOW A LEAD IS SCORED

Nine weighted factors, totalling 100

Editable in Settings. Every score carries the breakdown that produced it, so a rep can always see why a prospect ranked where it did.

FACTOR	WEIGHT	SHARE OF THE TOTAL
Role / decision authority	20 pts	
Industry match	15 pts	
Services-to-needs alignment	15 pts	
Company size fit	10 pts	
Geography match	10 pts	
Technology relevance	10 pts	
Outsourcing probability	10 pts	
AI / digital transformation fit	5 pts	
Contact info completeness	5 pts	
Total	100 pts	

factor contribution = factor weight × (factor fit % ÷ 100), summed across all nine

BANDS AND THRESHOLDS

What the score decides

90–100%

Excellent

80–89%

Strong

70–79%

Potential

Below 70%

Parked

The qualification threshold defaults to 70% and is configurable. Parked leads keep their score and reasoning, so they can be re-run against a new ICP rather than re-bought.

WHAT SHIPS

Twenty modules across six jobs

Each module is independent, so the platform extends — new data sources, new channels, new CRMs — without rebuilding the core.

Set-up & company intelligence

- 01 Secure internal authentication
- 02 Company profile: services, expertise, case studies, team skills
- 03 Ideal Customer Profile: roles, industries, geographies, company size

AI qualification

- 07 Lead scoring engine — nine configurable weighted factors
- 08 Priority queue with thresholds, tie-breaks and roll-over

AI conversation

- 13 AI personalised message generator with review and regenerate
- 14 Reply capture and storage against the lead
- 15 Sentiment and intent classification — positive, neutral, negative
- 16 Automatic sales task creation on a positive reply

Lead acquisition

- 04 Excel / CSV bulk import with validation and field mapping
- 05 Connector layer for LinkedIn and Sales Navigator sources
- 06 Provider-independent enrichment into a normalised profile

Ownership & outreach

- 09 Outreach owner profiles with specialisms and capacity
- 10 Lead distribution engine — round robin, capacity, criteria
- 11 Outreach settings: daily limits, pause, resume, timings
- 12 Configurable day-by-day sequence engine

Visibility & control

- 17 Lead 360° view — data, score, ownership, outreach, history
- 18 Dashboard: lead, outreach, conversion and owner metrics
- 19 Platform settings for limits, thresholds, AI and sequences
- 20 Activity and audit tracking on every state change

GET STARTED

Bring one export. Leave with a ranked queue.

Tell us how your team sources and qualifies today, and we will show you the scored, ranked, owner-assigned queue that comes out the other side — and what it replaces.

Talk to us

See the platform

- No LinkedIn credentials required
- Outreach runs from your own accounts
- Every action audit-logged