



How Amplemarket Turns Conference Data into Sales Gold

Amplemarket is an AI-powered sales tool platform that automates low-value tasks and helps sellers at companies like Vanta and Datastax focus on closing deals. Conferences are a gold mine for valuable leads, exhibitors, attendees, sponsors, all signaling buying intent. The problem? Every conference website works differently.

Traditional automation breaks the moment sites change layouts or structures. Without a reliable solution, sales teams either miss these opportunities entirely or waste hours manually collecting prospect data from dozens of different event sites.

The Solution: Agents That Adapt

Amplemarket deployed TinyFish enterprise web agents to handle conference websites like humans do. These agents navigate event pages, adapt to layout changes, and extract lead intelligence.

João Batalha, Amplemarket's CEO: "We wanted reliable event prospecting for our customers. TinyFish gave us agent infrastructure that work across conference sites without custom code."

The Results

Amplemarket processes dozens of events monthly with clean lead data. The TinyFish agents adapt automatically to changing websites, delivering structured data ready for sales teams, turning conference complexity into reliable sales intelligence.

TinyFish agents don't just extract—they adapt. They handle real websites and deliver structured data at scale. That's become essential for our go-to-market."

João Batalha

CEO & Co-Founder, Amplemarket