

SUCCESS STORY

UNITED STATES

SOFTWARE & TECHNOLOGY

ELASTICSEARCH

Sprouts.AI boosts customer sales efficiency by 50% with Elasticsearch

[Sprouts.AI](#) is leading the B2B marketing and sales revolution. Its AI-powered solution integrates and consolidates previously separate databases, intent products, and sales outreach platforms. This cost-efficient approach has attracted customers who use Sprouts.AI to embed efficiency, personalization, and intelligence into every step of the demand generation process.

[Elasticsearch](#) provides the scalable storage and analytics to support [generative AI](#), [semantic search](#), and predictive analytics for Sprouts.AI customers. Critically, Elasticsearch supports the use of AI agents within a secure framework that oversees decision-making and accuracy, while Sprouts.AI leverages solutions from Elastic partner Tumeryk, recently recognized as a Gartner® Cool Vendor™ 2025 in AI Cybersecurity Governance, to increase trust in those agents.



60% increase in qualified sales pipeline

With Elastic advanced semantic search and real-time predictive analytics, Sprouts.AI customers can identify high-potential leads with exceptional speed and accuracy.



85% Ideal Customer Profile mapping accuracy

Elastic enables Sprouts.AI customers to take advantage of sophisticated AI-driven processes secured by Tumeryk AI Guardrails that lay the foundation for successful targeting.



50% increase in sales efficiency

Sprouts.AI has transformed sales team performance through hyper-personalized, AI-driven recommendations secured by Tumeryk AI Guardrails.

Integrated AI marketing at scale

Kapil Chaudhry, cofounder and CTO of Sprouts.AI, says that Elasticsearch was the only solution that supported the company's ambition to combine sales and marketing with an AI-powered platform. "Sprouts.AI processes over 400 million data records from more than 40 disparate sources that are refreshed every week. Managing, indexing, and querying this vast corpus in real time required the highly robust and scalable infrastructure that Elastic provides," he says.

Chaudhry wanted to embed AI recommendations, generated by Sprouts.AI, directly into Salesforce, so that customer sales agents can act in real time. The team also faced cost pressures, needing to balance high-performance AI operations with infrastructure efficiency. "Elasticsearch is an affordable solution that supports real-time, AI-driven marketing operations," says Chaudhry.

Qualified sales pipeline increases by 60%

Elasticsearch's ability to ingest, index, and rapidly query over 400 million records spanning terabytes of data has transformed Sprouts.AI's own sales activities. Thanks to advanced semantic search and real-time predictive analytics, the business can identify in-market accounts and high-potential leads with exceptional speed and accuracy, leading to a 50%–60% increase in the qualified sales pipeline.

"Before Elasticsearch, achieving sophisticated, performant search on our massive dataset was nearly impossible," says Chaudhry.

By transforming vast, [unstructured data](#) into actionable, AI-driven insights delivered through intelligent agents and enabling hyper-personalized, multi-channel engagement via generative AI, Sprouts.AI has delivered a 50% increase in sales efficiency for its clients.

Using AI agents to construct and execute tasks in real time

Elasticsearch, running on Elastic Cloud, is both Sprouts.AI's primary data store and vector database for AI-powered outputs. The Elasticsearch Model Context Protocol (MCP) server plays a critical role in this infrastructure. Whereas traditional retrieval augmented generation (RAG) systems retrieve content based on user queries, MCP uses AI agents to dynamically construct and execute tasks in real time. Tight integration between Elastic's MCP server and Tumeryk's AI Trust Platform ensures AI trustworthiness, security, and privacy across AI-generated content and conversational data.

Sprouts.ai puts its go-to-market data to work by layering Agentic AI on top of Elasticsearch, to support complex, real world questions in natural language. Our autonomous agents orchestrate retrieval, reasoning, and actions to surface context-aware insights. Integrated with multiple enterprise grade Agentic AI applications, including Salesforce Agentforce, Sprouts.ai delivers answers directly inside the tools your teams already use, bringing insights to where work happens.

Sprouts.AI's clients also enjoy peace of mind. Elasticsearch MCP server combined with Tumeryk guarantees best-in-class AI trust, security, and compliance. This combined solution mitigates hallucinations, prevents sensitive data leakage in AI-generated content and private conversations, and enforces strict compliance standards. It also supports a robust governance framework that enables Sprouts.AI to deploy generative AI for hyper-personalized outreach, even in highly regulated environments.

This allows Sprouts.AI to apply AI across every stage of the martech workflow, starting with AI-driven Ideal Customer Profile (ICP) refinement, which delivers target account list creation with 85% accuracy. The system then conducts continuous data enrichment and intent discovery to identify "in-market" accounts. All data is fed into AI-powered predictive scoring and prioritization, while generative AI crafts and deploys hyper-personalized, multi-channel outreach.

The system pushes all insights, including scores, intent, and AI-generated content, into Salesforce to provide human agents with actionable recommendations. These include prioritized account and lead lists, AI-generated messages for multi-channel outreach, optimal engagement strategies, and Next Best Action (NBA) suggestions to accelerate prospect progression.



Before Elasticsearch, achieving sophisticated, performant search on our massive dataset was nearly impossible.

Kapil Chaudhry

Cofounder and CTO, Sprouts.AI

Building autonomous AI agent workflows

Chaudhry says, “In the future, we anticipate further revenue improvement through enhanced personalization and conversion, continued cost reduction by consolidating martech stacks, and even greater efficiency as we push towards more autonomous AI agent workflows leveraging the combined power and trust of Elastic and Tumeryk.”

Sprouts.AI is strategically expanding its use of Elastic by adopting [Elastic Observability](#) for its ML capabilities for anomaly detection and deeper insights into its search infrastructure, health, and performance. [Elastic Security](#) will unify [Sprouts.AI](#)'s threat detection, data governance, and harden its security posture for its sensitive AI models and conversational data.

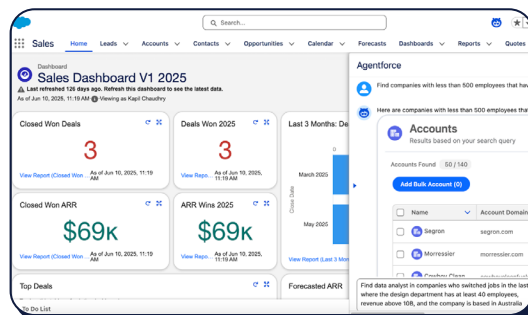
“Our partnership with Elastic is a strategic cornerstone that empowers us to redefine B2B demand generation,” adds Chaudhry. “Elasticsearch, together with Tumeryk, provides our central data platform for millions of records and AI insights as well as the AI accuracy, protection, and privacy needed to build intelligent, secure, and scalable marketing solutions.”

The company’s vision is to leverage this integrated ecosystem to support increasingly autonomous AI agents operating within CRM platforms such as Salesforce. These agents, powered by enriched data and trusted AI interactions, continue to unlock the possibilities of B2B demand generation.



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Kapil Chaudhry
Cofounder and CTO,
Sprouts.AI



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See for yourself how your business can benefit from Elastic in the Cloud, with a free 14 day trial.

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