

The big picture. DotRadar finds you the right **carriers**; contacts and CRM sync turn them into **outreach**. There are three ways to get contact info — one is **free and built in**, two use tools you may already own — and a one-click push to send any carrier into HubSpot, Salesforce, or Dynamics. You never *need* a paid tool to start.

1 • THREE WAYS TO GET CONTACTS

FREE • BUILT IN

Enrich contacts

No account needed

On any carrier, click **Enrich contacts**. DotRadar reads the carrier's own website, pulls published emails & phones, and builds verified department mailboxes (recruiting@, safety@, hr@, dispatch@). Saved for your whole team.

YOUR TOOL

ZoomInfo • Seamless • Apollo

Connect once via < Connect

If you already pay for a data tool, connect it and **Enrich contacts** queries it live for named decision-makers with direct emails/phones — searched by the titles that matter to your active persona.

BULK

CSV import

Import button

Export a list from ZoomInfo/Apollo/Seamless and drop the CSV in. Existing carriers are enriched; new companies are verified against FMCSA and added to your map.

Start here, free. Even with zero tools connected, **Enrich contacts** gives you a working way in on almost every carrier that has a website — a real recruiting@ or safety@ address the domain actually accepts, plus the main office line. Paid tools are an upgrade, not a requirement.

2 • FREE ENRICHMENT — WHAT YOU GET & HOW IT WORKS

- 1 Open a carrier and click **Enrich contacts**. If the carrier has no website on file, DotRadar searches for their official site first, then reads it.
- 2 It scans the site's **contact, about, team, and careers** pages for real published emails and phone numbers.
- 3 It confirms the carrier's mail domain is live (an **MX check** — the domain can actually receive email), then offers the standard **department mailboxes** that domain accepts: recruiting@ · safety@ · hr@ · dispatch@ · sales@ · info@.
- 4 For a named person (e.g. one the AI search found), it builds the **likely address pattern** — first.last@ · flast@ · first@ — on that verified domain.
- 5 Everything is saved to your team's **shared contact store**, so once one rep enriches a carrier, everyone reuses it — no duplicate work.

Use it right. Department mailboxes and pattern addresses are **verified-domain, not verified-inbox** — the domain accepts mail, but always confirm the exact person before a high-stakes send. They're built for real first-touch outreach (a recruiting@ intro is completely legitimate), not for blasting.

3 • CONNECTING A PAID DATA TOOL (ZOOMINFO / SEAMLESS / APOLLO)

- 1 Click < **Connect** and pick your tool. Enter the credential it uses: **Apollo** = API key · **Seamless.ai** = API key · **ZoomInfo** = username + password.
- 2 From then on, **Enrich contacts** queries your tool first — returning named contacts with title, direct email, phone, and LinkedIn, searched by your active persona's target titles (recruiting → Safety Director / Driver Recruiter, insurance → Owner / CFO, etc.).
- 3 Results write back onto the carrier and flow straight into your **Outreach Pack**, **Deep Dive**, and **CRM push** — one enrichment, reused everywhere.

Note on Apollo: its people search returns names, titles, and LinkedIn for free; **direct email & phone use Apollo enrichment credits** on your account. ZoomInfo and Seamless return full contact details when your seat has export access.

4 · PUSHING CARRIERS TO YOUR CRM

Connect **HubSpot**, **Salesforce**, or **Microsoft Dynamics 365** under **Connect**, then use **Push to CRM** on any carrier (or from RadarCRM). DotRadar creates the company and its contacts in one click.

CRM	WHAT YOU ENTER UNDER Connect	CREATES
HubSpot	Private-app token	Company + associated Contacts
Salesforce	Username + password + client ID + secret	Account + Contacts
Dynamics 365	Tenant + client ID + secret + org URL	Account + Contacts

5 · WHAT DATA MAPS INTO YOUR CRM

Each push sends the carrier's firmographics and any enriched contacts:

FIELD GROUP	SENDS
Company / Account	Legal name, DOT#, city, state, phone, truck count, employees, cargo type, safety rating, est. revenue
Contacts	Every enriched contact — name, title, email, phone (from your data tool or the free enrichment)

Best practice — enrich, then push. Run **Enrich contacts** before **Push to CRM** so the contact records land with the company instead of an empty shell. Adding a carrier to RadarCRM also records a good-fit signal that trains your Radar IQ scoring.

6 · THE RECOMMENDED WORKFLOW

- 1 **Find** — filter to your persona + territory, sort by score, open a Tier A carrier.
- 2 **Enrich** — click Enrich contacts (free, or via your connected tool) to get a way in.
- 3 **Brief** — run Deep Dive / Live Signals for the angle and timing.
- 4 **Pack** — generate the Outreach Pack (email, LinkedIn, voicemail) using the enriched contact.
- 5 **Push** — send the carrier + contacts to your CRM and work it from your pipeline.

Quick reference. Free enrichment needs nothing but a carrier with a website. Paid data tools (ZoomInfo/Seamless/Apollo) and CRMs (HubSpot/Salesforce/Dynamics) are connected once under **Connect** and reused everywhere. Contacts you enrich are shared across your team so nobody re-hunts the same carrier. Questions? hello@dotradar.io · © 2026 DotRadar LLC.