

From Empreus and 247Compliance to SalesTarget.ai: The Kartikeya Mishra Story Behind a Multichannel Sales Platform

After heading with Empreus Technologies and 247Compliance, entrepreneur Kartikeya builds SalesTarget.ai, a platform combining prospect discovery, CRM and multichannel outreach across email, LinkedIn, cold calling and WhatsApp.



Wilmington, Delaware Mar 12, 2026 ([IssueWire.com](https://www.issuewire.com)) - In the world of B2B sales, one of the biggest challenges companies face is not a lack of tools, but too many disconnected ones. Sales teams often rely on separate platforms for prospect discovery, data enrichment, outreach campaigns, and CRM management. This fragmentation creates inefficiencies and slows down the process of building meaningful sales pipelines.

For Kartikeya Mishra, founder of SalesTarget.ai, solving this problem became the driving force behind building a unified sales platform.

Based in Bangalore, Kartikeya's journey into sales infrastructure began while working with companies focused on technology solutions and compliance platforms. Earlier in his career, he worked with **Empreus Technologies**, a company that provides software development services and digital technology solutions to organizations looking to build scalable systems and data-driven products.

He later started **247Compliance**, a regulatory compliance technology platform that helps financial institutions and businesses manage complex regulatory requirements, risk management processes, and compliance reporting through specialized software solutions.

During his time heading these organizations, Kartikeya was deeply involved in building outreach systems and managing lead generation processes that supported global sales operations. These environments required handling large prospect databases and managing outbound campaigns that sometimes involved sending millions of emails while coordinating multiple sales tools. Between **2018 and 2021**, both Empreus Technologies and 247Compliance experienced strong growth and recognition within their respective industries as successful emerging startups, providing Kartikeya with valuable exposure to fast-scaling technology businesses and global sales operations.

But the experience also exposed a recurring challenge.

Sales teams were spending too much time managing tools rather than building relationships with potential customers.

Prospecting tools were separate from CRM systems. Outreach platforms were disconnected from data enrichment services. Sales teams often need to switch between multiple products just to run a single campaign.

For Kartikeya, the solution was clear: build a unified platform that brings all these capabilities together.

This vision led to the creation of **SalesTarget.ai**.

SalesTarget.ai is designed as a comprehensive sales infrastructure platform that helps companies discover prospects, enrich data, manage relationships, and run outreach campaigns from a single system.

One of the core features of the platform is **Lead Explorer**, a powerful prospect discovery engine that allows businesses to identify targeted decision makers and companies across industries and geographies. Sales teams can search large datasets and filter prospects that match their ideal customer profiles.

The platform also enables **data enrichment**, allowing organizations to enhance existing contact lists with additional insights and company intelligence that improve the accuracy and effectiveness of outreach campaigns.

But prospecting alone is not enough.

SalesTarget.ai also includes a **built-in CRM system** that allows companies to organize leads, track communication history, and manage structured sales pipelines within the same platform.

Another major component of the platform is its **multichannel outreach infrastructure**.

Instead of relying on a single communication method, SalesTarget.ai allows businesses to engage prospects through multiple channels, including **email outreach, LinkedIn outreach, cold calling using verified phone numbers, and WhatsApp integrations**.

By combining these communication channels into a single workflow, the platform enables companies to run coordinated outreach campaigns and reach prospects through the channels where they are most responsive.

According to Kartikeya, the future of B2B sales will be defined by platforms that integrate data intelligence, relationship management, and communication infrastructure into a unified ecosystem.

“Sales teams should focus on building relationships and closing deals, not managing a complex stack of tools,” Kartikeya explains. “Our goal with SalesTarget.ai is to provide a single platform where businesses can discover prospects, enrich their data, manage their pipelines, and execute multichannel outreach campaigns efficiently.”

Today, SalesTarget.ai continues to evolve as a platform designed for modern sales teams looking to scale their outreach and build predictable revenue pipelines.

For Kartikeya, the journey from building outreach infrastructure at Empreus Technologies and 247Compliance to launching SalesTarget.ai represents a broader vision: creating the next generation of sales technology that simplifies how businesses connect with customers.

As sales continue to move toward data-driven and AI-powered systems, platforms like SalesTarget.ai are positioning themselves to become the backbone of modern B2B outreach.

More information about the platform can be found at
<https://salestarget.ai>



Media Contact

Salestarget.ai

*****@salestarget.ai

+1 661-336-9575

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