



# ZIDAL MEDIA

Leads Comes First

[www.zidalmedia.com](http://www.zidalmedia.com)

# About Us

Having a client first approach, Zidal Media has built strong networks and relationships across the world to ensure their clients get the most effective and efficient results. We provide a diverse range of B2B marketing services, from establishing a business presence - to - driving customer interest



**Clients  
Catered To**



**Number of  
Countries**



**Monthly  
Leads Generated**



# Our Services

We offer a plethora of pure B2B and Digital Marketing Services. Need your story heard? We got you covered.



**CONTENT SYNDICATION**



**LEAD GENERATION**



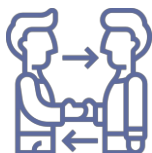
**DEMAND GENERATION**



**ACCOUNT BASED MARKETING**



**EMAIL MARKETING**



**LEAD NURTURING**



**DATA APPENDING**



**ACCOUNT PROFILING**



**WEBSITE & APP DEVELOPMENT**



**TELE MARKETING**



**EVENT REGISTRATION**



**SOCIAL MEDIA MARKETING**



**CONTACT DISCOVERY**



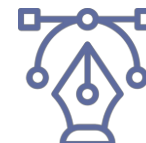
**APPOINTMENT SETTING**



**VIDEO & MOTION GRAPHICS**



**SEO & ANALYTICS**



**BRANDING & GRAPHIC DESIGN**



**SEM & PPCS**



**ONLINE REPUTATION MANAGEMENT**

# Statistics

Per Month

1	Current number of clients	<b>10 +</b>
2	Campaign capacity:Tele	<b>200 +</b>
3	Campaign capacity:Email	<b>10k +</b>
4	Mailer capacity	<b>50k +</b>
5	No. of Leads per month	<b>15k +</b>
6	No. of countries in which we manage campaigns	<b>25+</b>

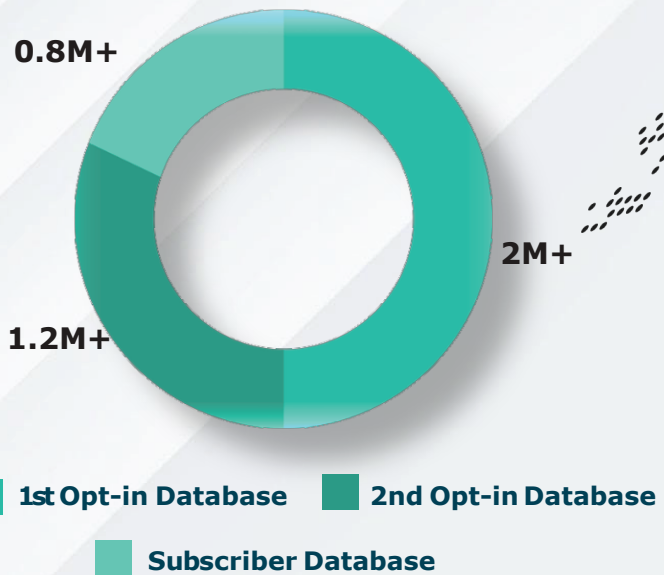
*P.S: The above numbers are average numbers and are subject to change depending on the kind of campaigns received*

# Scale and Bandwidth

## Our Benefits

- Our Data grows by 15-20 % annually, providing us with a scale to cater to bigger audiences.
- Using modern data-mining and data-analytics systems, our team can maximize the number of leads.
- Our team of highly skilled and efficient agents use a mix of both traditional and innovative techniques to increase your sales conversions with maximum ROI.
- We are also capable of running multi-platform campaigns with split-tested versions and automated algorithms to maximize our reach, contact discovery and with it the value we deliver to you!

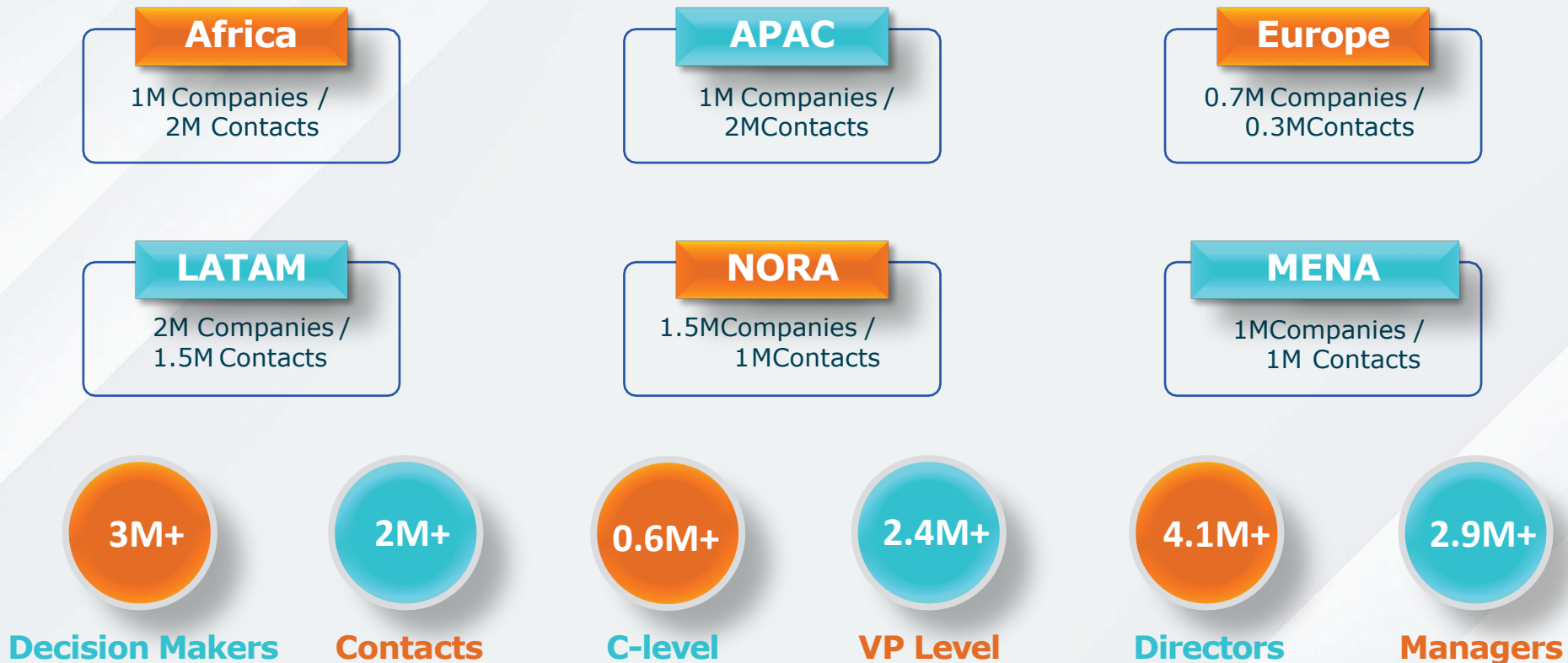
# Our Reach



**15M+ Global Data**

**25 Countries**

# Data: Intelligent. Relevant. Actionable.



Our global database, made up of 15M+ detailed B2B records, is maintained, updated, and augmented daily—ensuring the niche target audience is a readily-accessible. We also provide the database of the companies with what latest technologies they are using. We take a holistic, intent-driven approach to demand generation and martech solutions.

# Demand Generation Model

We follow a proprietary Demand Generation Model. The strategy envisioned in this model consists of the following subparts.



Acquire a Campaign



Run the Pilot Project



Set the needed Benchmarks



Generate Leads as per specifics



Quality Check each lead



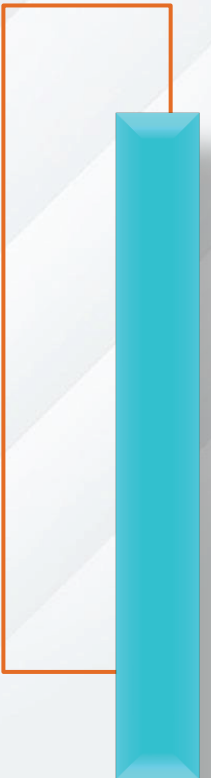
Compare Leads to Benchmarks



Register Acquired Leads



Delivery to the Client





The Demand Generation Process is built based on the model and integrating it with various needs and customizations of the client



After the process has been formulated, the process timeline is decided upon using the following parameters.



# Industries



TECH



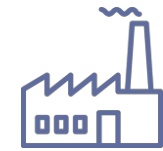
HEALTHCARE



SECURITY



AUTOMOTIVE



MANUFACTURING



DATA



SAAS



EDUCATION



GOVT.

+ many more.

# Data Verification

**Every single lead is validated.**

- For every single data point, there are multiple checks and balances.
- Reverification of every lead at every single stage of sales funnels.
- Computer-aided re-checking
- AI algorithms providing a confidence percentage on every lead
- Humanistic verification, via both tele as well as email conversations

# Data Privacy

We value the privacy of data being acquired and ensure no malpractices take place while collecting them.

We are well aware of the global standards and regulations regarding data, and follow these guidelines absolutely accurately and are compliant to these 100%.

**1. GDPR**

**2. CANSPAM**

**3. CASL**

**4. CCPA**

We employ advanced anti-malware, and sophisticated firewall systems to prevent data breaches and losses.

Our databases are constantly monitored and repetitive data is cleansed out regularly using state-of-the-art technologies

All our acquired data has secure physical backups in undisclosed locations, along with exclusive cloud storage.

## INDIA

 **Address :**

Rajyog Apartment, Office No. 1, Besides  
Salunke Hospital, Mitra Mandal Society, Ganesh  
Nagar, Wadgaonsheri, Pune, MH, 411014

 **Contact No :** +91 8390955799

## UNITED STATES

 **Address :**

989 Broad St, Bridgeport, CT 06604

 **Contact No :** +1 2034456273



**Email:** [info@zidalmedia.com](mailto:info@zidalmedia.com)



**Website:** [www.zidalmedia.com](http://www.zidalmedia.com)

  
**ZIDAL MEDIA**  
Leads Comes First