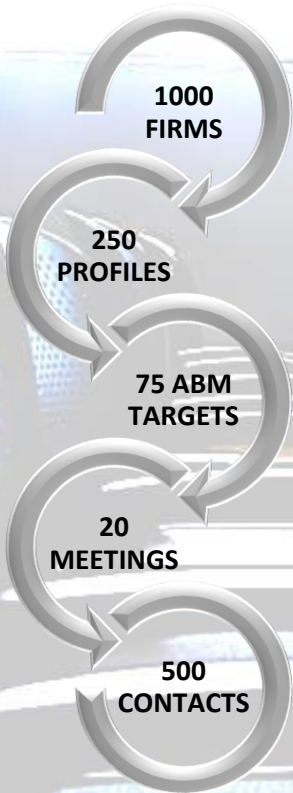




ACCOUNT-BASED MARKETING

Typical Approach...



EMAIL TELEMARKETING HIGH PROJECT COST

TO UNCOVER...



PAIN POINTS TRIGGER EVENTS COMPETITIVE LANDSCAPE TECH ENVIRON PURCHASE INTENT

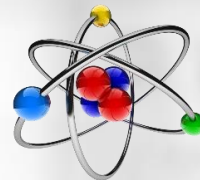
Next Gen Approach...



20 CxO VOC CALLS



60K IT / IS
DECISION-MAKER NETWORK



NEUROSCIENCE
MESSAGING



1/2 THE
PROJECT COST

TO UNCOVER...



250 LEADER PROFILES



EVERYTHING THEY DO PLUS...



125 ABM TARGETS



URGENT
RISKS



LEADER
PROFILES



ACCOUNT
NURTURING



SALES
COACHING



20 CxO SQLs



"...leveraged cutting-edge neuroscience to dramatically improve lead conversion rates, shorten sales cycles, and increase our closing percentages."

"...insights, guidance, and high-quality solutions that enabled us to realize significant gains in our sales team's ability to execute."

"...a unique combination of cutting-edge digital marketing, neuroscience messaging, and social media profiling, as well as expert sales coaches on prospect calls."

"...a unique, quality-driven approach to lead generation that stays focused on the task at hand - generating great opportunities for our partners."