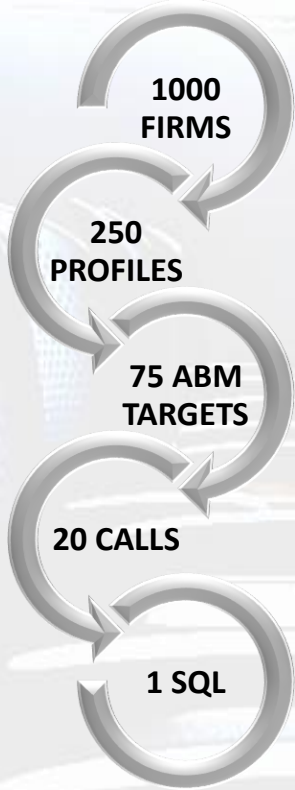




Account-Based Marketing Voice of the Customer

Typical Approach...



EMAIL TELEMARKETING HIGH PROJECT COST

TO UNCOVER...



PAIN POINTS TRIGGER EVENTS COMPETITIVE LANDSCAPE TECH ENVIRON PURCHASE INTENT

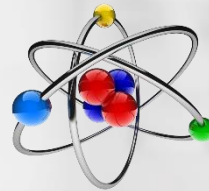
Our Approach...



250 NEURON PROFILES



50K IT / IS
DECISION-MAKER NETWORK



NEUROSCIENCE
MESSAGING



1/3 THE
PROJECT COST



125 ABM TARGETS

TO UNCOVER...



EVERYTHING THEY DO PLUS...



20 CxO VoC CALLS



UNRECOGNIZED
RISKS



NEURON
PROFILES



ACCOUNT
NURTURING



SALES
COACHING



6 CxO SQLs