

MC^e
Performance



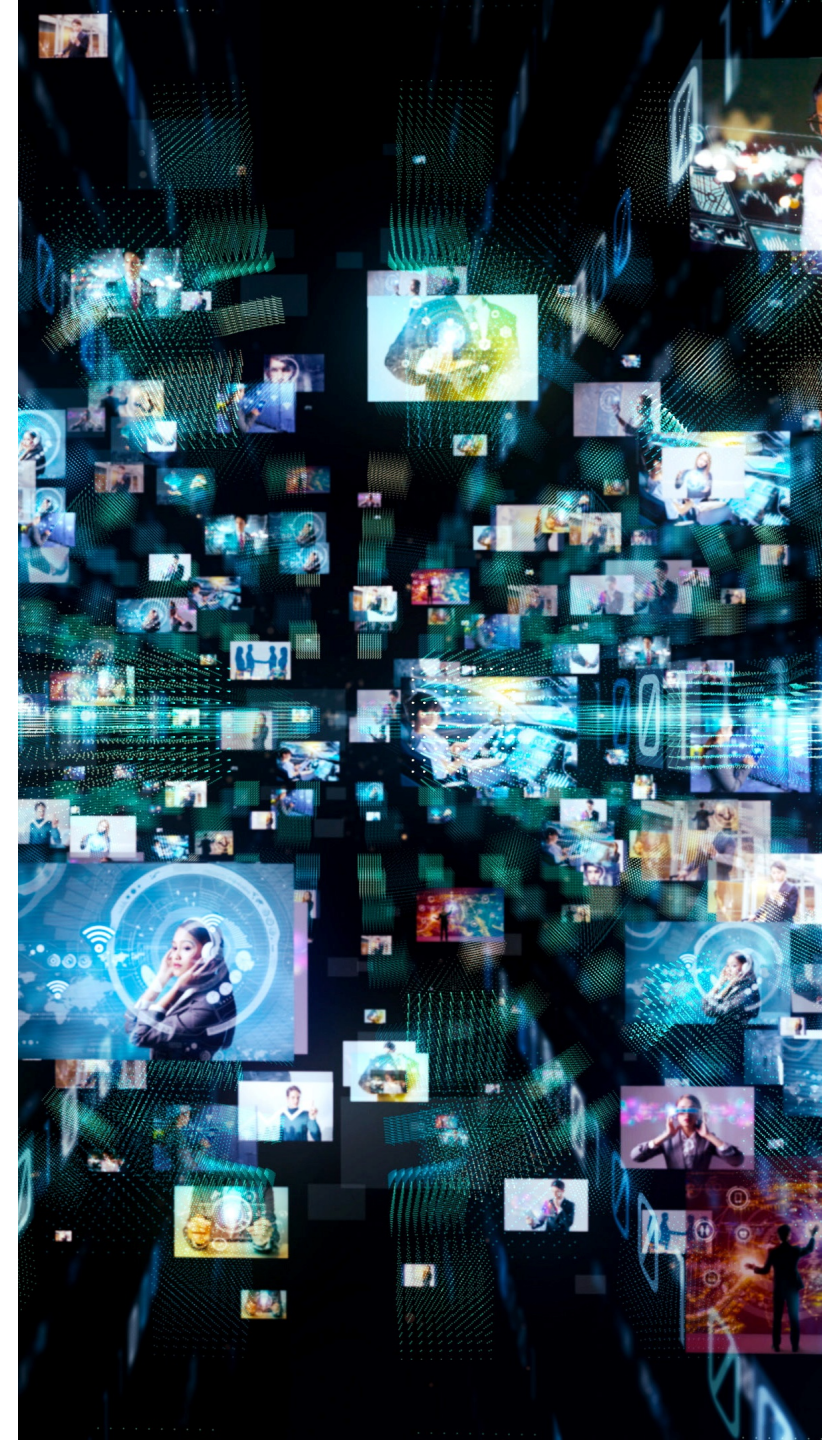
Give your data a voice.™

Companies have an extensive and detailed cache of data available to them about their website visitors, their competitor's website visitors, and industry trends through keyword usage.

A deep dive into the data reveals multiple competitive advantages. By fine-tuning the insights derived from the data analysis, marketing materials and messaging can be developed specifically for an individual to deliver far greater sales success.

In other words, there is real actionable data available that the marketing and sales teams can use to **target the right companies, the right individuals, at the right time, with the right message** - maximizing company resources, creating predictable sales pipelines, and driving revenue growth.

Give your data a voice.™



Bilin Technologies

AI Powered B2B Marketing

Bilin's proprietary AI engines provide comprehensive data on:

- What's trending on the internet about specific key words and pre-determined parameters.
- Identifying prospects sourced from the entire sphere of likely buyers.
- Clarifying website content consumption.



Give your data a voice.™

What if you knew who was visiting your competition's website, what content they consumed, and their contact information?

Timely insights derived from the data analysis and translation, empowering your marketing materials and sales messaging.

Give your data a voice.™

Bilin Technologies

AI Powered B2B Marketing

Programmatic Account-Based Marketing – Delivers personalized ads to targeted accounts, decision makers, and influencers.

Target thousands of prospects/accounts via banner ads.

- Generate leads/prospects ready for CRM or MAS import
- Detect intent signals on new and targeted accounts
- Support various AMB strategies

Use direct mail to personalize your messaging and brand directly at your competitor's website visitors.

Give your data a voice.™



Bilin Technologies

AI Powered B2B Marketing

Detailed reporting including engaged account summary and details:

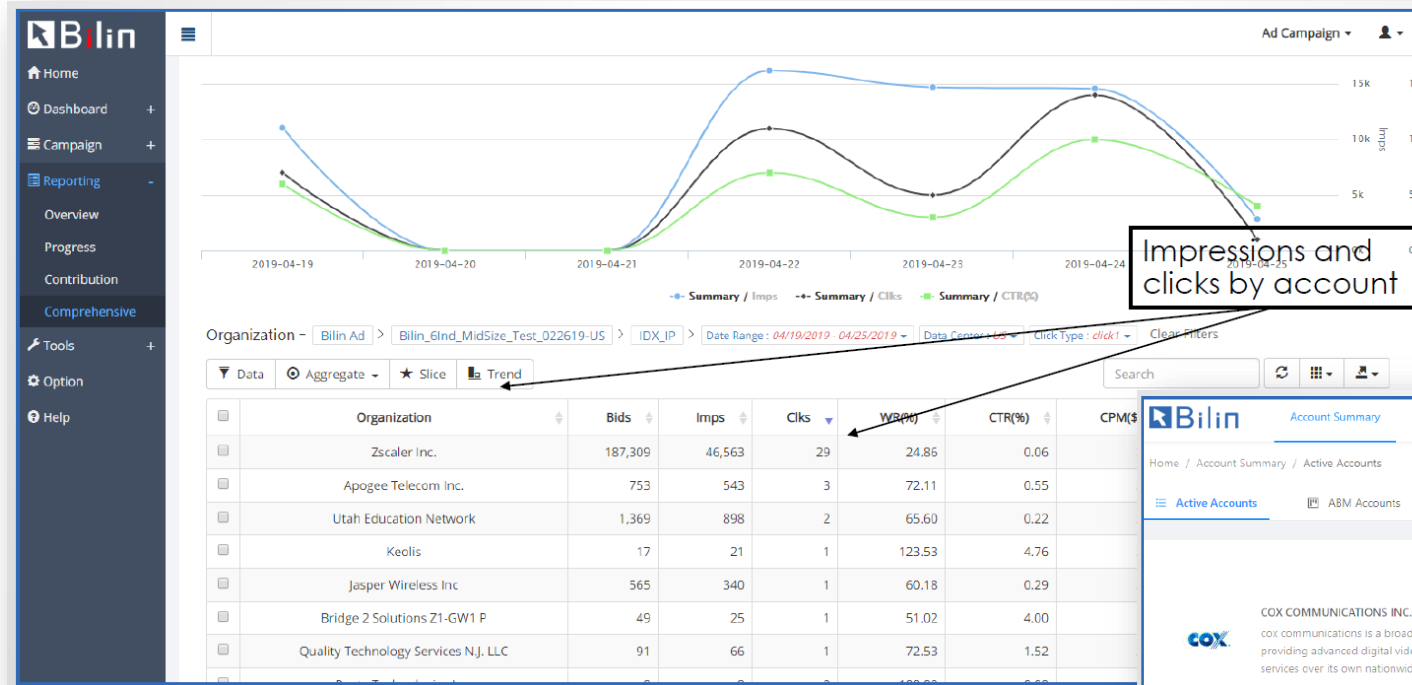
- Keyword based
- Custom defined
- Unlimited micro categories
- Specific for each customer, each campaign
- AI and Cloud based, uniform standards, high quality, and easy access
- Time and location of activity

Give your data a voice.™

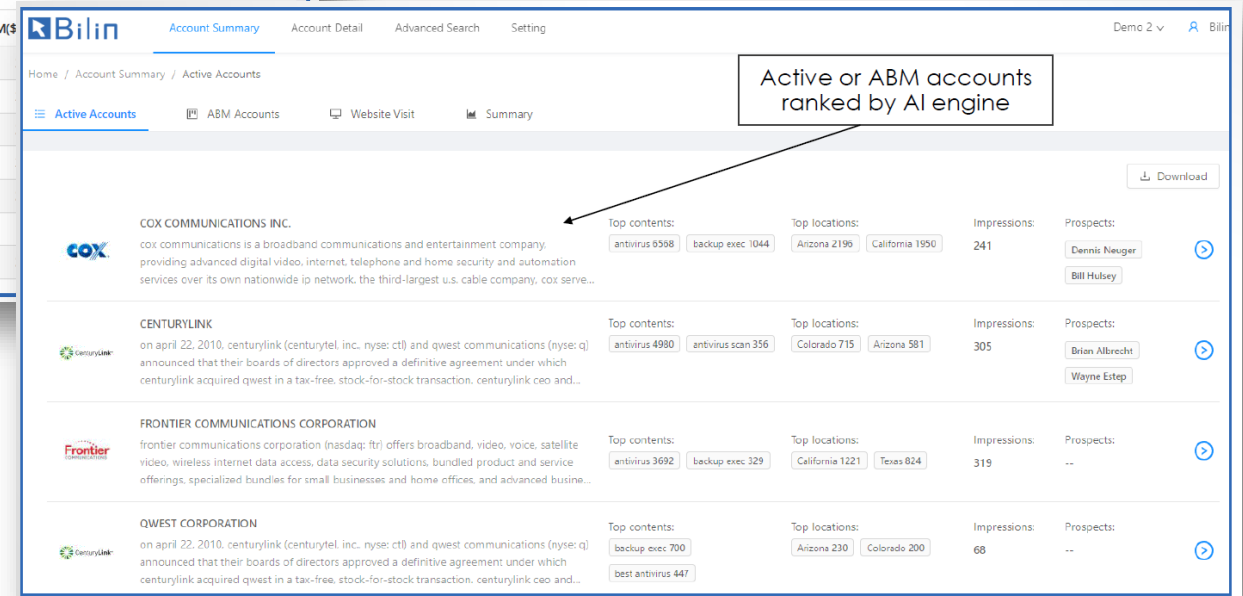


Screen Captures

ABM Platform



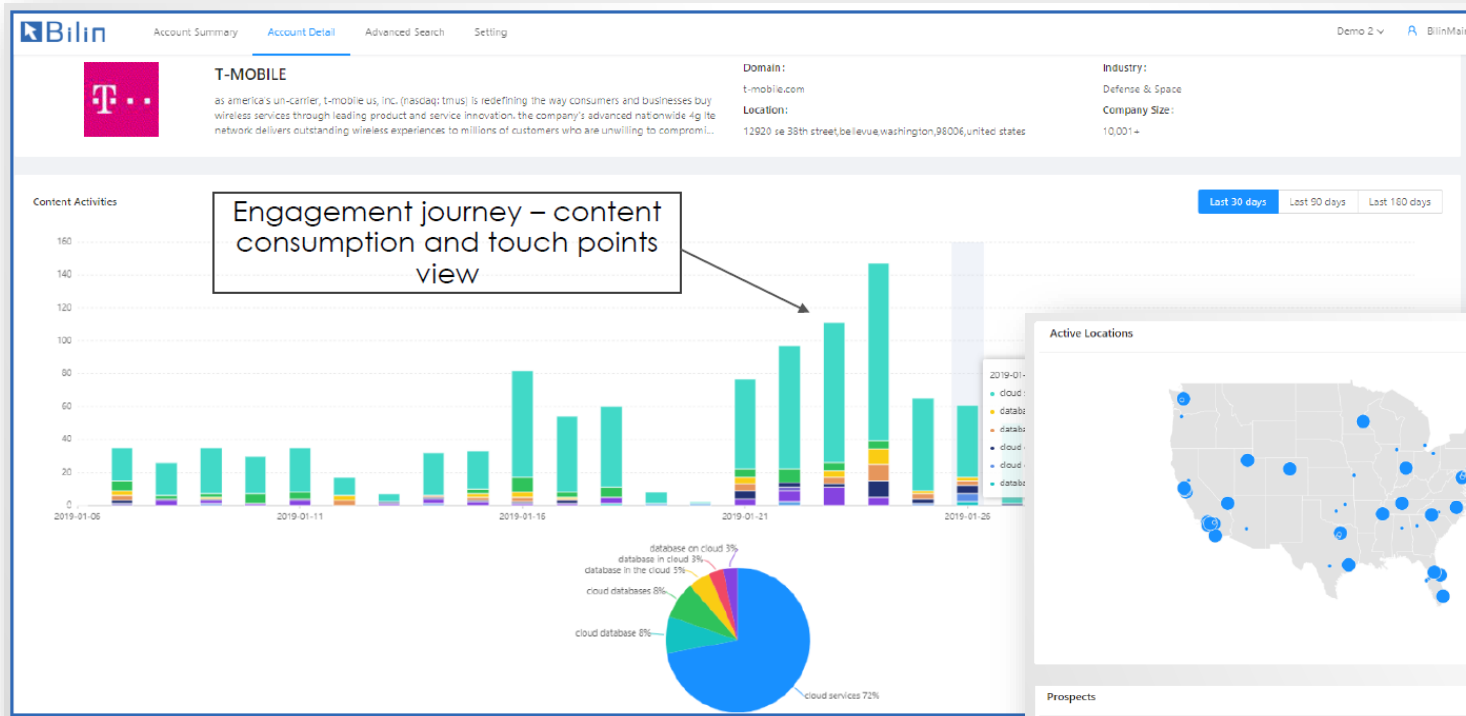
Impressions and clicks by account



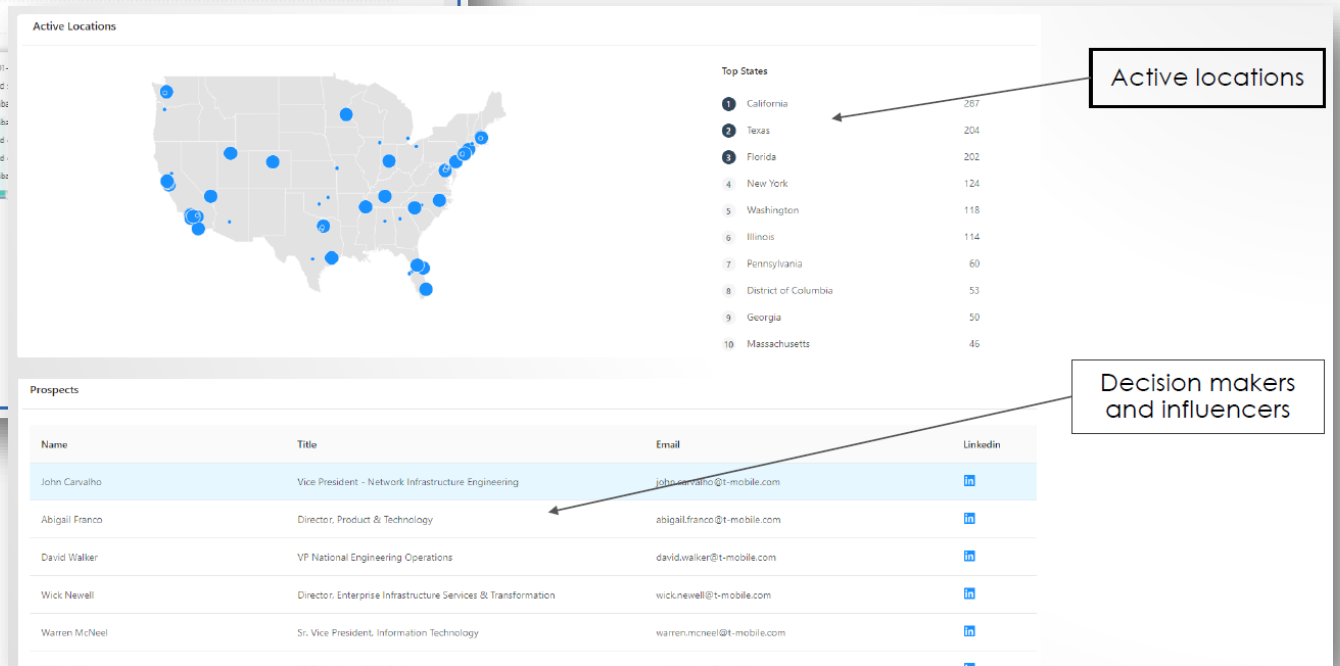
Active or ABM accounts ranked by AI engine

Engaged Account Summary

Screen Captures



Engaged Account Details



Engaged Account Details

Sample Data

Exported Excel docs of leads. The data gathered is based on your parameters including keywords, target title, list of competitors, industry types, and company size.

| Contact Name | Contact Job Title | Contact Email | Company | Company Industry | Company Employees | Company Revenue | Company Website | Company Location |
|----------------------|--|-----------------------------------|----------------------------|-------------------------------------|-------------------|-----------------|-------------------------|--|
| Matt Lneberger | Sr. Manager, Site Reliability & Cloud Engineering | matt@7-eleven.com | 7-Eleven | Retail | 10001+ | 1-10B | 7-eleven.com | 16107 e. gale ave.industry,california,91745,united states |
| Michael Laws | Sr. Site Reliability Engineer | laws.michael@8x8.com | 8x8 | Information Technology and Services | 1001-5000 | 100-500M | 8x8.com | 2125 o'neil dr. san jose,california,95131,united states |
| Ramana Sampangi | VP of Engineering (Quality & Reliability) | sampangi.ramana@8x8.com | 8x8 | Information Technology and Services | 1001-5000 | 100-500M | 8x8.com | 2125 o'neil dr. san jose,california,95131,united states |
| Jeremy Brooks | Information Security Architect | jeremy.brooks@aaron.com | Aaron's, Inc | Retail | 10001+ | 1-10B | aaron.com | 400 galleria parkway se suite 300,atlanta,georgia,30339,united states |
| Brian Wallace | Engineering Manager, Site Reliability Engineering (SRE) | brian.wallace@airbnb.com | Airbnb | Internet | 1001-5000 | 500-1000M | airbnb.com | 885 brannan street,san francisco,california,94103,united states |
| Tom Monaghan | VP, Infrastructure & Site Reliability Engineering | tom.monaghan@anaplan.com | Anaplan | Information Technology and Services | 1001-5000 | 100-500M | anaplan.com | Suite 101,San Francisco,CA,94107,us |
| Nik Dahl | Site Reliability Engineer | nik.dahl@avalara.com | Avalara | Computer Software | 1001-5000 | 100-500M | avalara.com | 100 ravine ln ne ste 220,bainbridge island,washington,98110,united states |
| Varun Chandran | VP, Fraud Engineering | varun.chandran@barclays.com | Barclays | Financial Services | 10001+ | 1-10B | barclays.com | 1 Churchil Place,London,E14 5HP,gb |
| Jason White | VP of Software Engineering | jason.white@blackboard.com | Blackboard | Information Technology and Services | 1001-5000 | 500-1000M | blackboard.com | 1111 19th St. N.W.,Washington,DC,20036,us |
| Tom Beecher | VP, Software Engineering | tom.beecher@blackboard.com | Blackboard | Information Technology and Services | 1001-5000 | 500-1000M | blackboard.com | 1111 19th St. N.W.,Washington,DC,20036,us |
| Jeff Lughofer | Chief Information Security Officer | lughofer.jeff@bnymellon.com | BNY Mellon | Financial Services | 10001+ | 10+B | bnymellon.com | 225 Liberty St,New York,New York,10281,us |
| Anthony C. | Vice President, Next Generation Tech Security Architect, NextG | c.anthony@bnymellon.com | BNY Mellon | Financial Services | 10001+ | 10+B | bnymellon.com | 225 Liberty St,New York,New York,10281,us |
| Andre Ribau | Programmer Analyst / Site Reliability Engineer | andre.ribau@broadridge.com | Broadridge | Financial Services | 10001+ | 1-10B | broadridge.com | 5 Dakota Drive, Suite 300 Lake Success NY 11042 United States |
| Jonathan Klein | Chief Information Security Officer | jonathan.klein@broadridge.com | Broadridge | Financial Services | 10001+ | 1-10B | broadridge.com | 5 Dakota Drive, Suite 300 Lake Success NY 11042 United States |
| Matt Linderman | Vice President - IT Infrastructure, Reliability Engineering & Corp | matt_linderman@carmax.com | CarMax | Retail | 10001+ | 10+B | carmax.com | 12600 tuckahoe creek parkway,richmond,virginia,23238,united states |
| Douglas Meating | SVP, Chief Software Architect | douglas.meating@centage.com | Centage | E-Learning | 5001-10000 | 100-500M | centage.com | Boston, MA,02210,us |
| Thyagarajan Anandan | Senior Site Reliability Engineer | tanandan@chevy.com | Chevy | Retail | 5001-10000 | 500-1000M | chevy.com | 1855 griffin road,dania,florida,33004,united states |
| Jody Pearson | Senior SRE | jody.pearson@citadel.com | Citadel | Financial Services | 1001-5000 | 10+B | citadel.com | 131 south dearborn street,chicago,illinois,60603,united states |
| George Tian | Director, Site Reliability and Data Engineering | gtian@cornerstoneondemand.com | Cornerstone OnDemand | Computer Software | 1001-5000 | 100-500M | cornerstoneondemand.com | 1601 cloverfield blvd. ste 600s,santa monica,california,90404,united states |
| Ernest Teem II | SRE (Site Reliability / Automation Engineer) | eteem@creditacceptance.com | Credit Acceptance | Financial Services | 1001-5000 | 500-1000M | creditacceptance.com | 25505 west twelve mile road,southfield,michigan,48034,united states |
| Christopher Hoye | Director SRE | christopher@datadoghq.com | Datadog | Computer Software | 1001-5000 | 100-500M | datadoghq.com | 620 8th avenue,new york times building,45th floor,new york city,new york,100 |
| Damon Daniel | VP, Engineering, Platform Architecture | damon.daniel@docuSign.com | DocuSign | Computer Software | 1001-5000 | 100-500M | docuSign.com | 221 main st. suite 1000,san francisco,california,94105,united states |
| Eric Fleischman | Chief Architect & VP Platform Engineering | eric.fleischman@docuSign.com | DocuSign | Computer Software | 1001-5000 | 100-500M | docuSign.com | 221 main st. suite 1000,san francisco,california,94105,united states |
| Esteban Araya | VP of Engineering | esteban.araya@domo.com | Domo, Inc. | Computer Software | 1001-5000 | 100-500M | domo.com | 772 E Utah Valley Dr.,American Fork,UT,84003,us |
| Ken Chu | VP of Software Engineering | ken.chu@etrade.com | ETRADE | Financial Services | 10001+ | 1-10B | etrade.com | us |
| Jeffrey Pavia | Site Reliability Engineer | jpavia@ebico.com | EBSCO Information Services | Information Services | 1001-5000 | 1-10B | ebico.com | 10 Estes Street Ipswich MA 01938 United States |
| Steven Wright | DB Systems Architect | swright@ebisco.com | EBSCO Information Services | Information Services | 1001-5000 | 1-10B | ebisco.com | 10 Estes Street Ipswich MA 01938 United States |
| Anirudh Chauhan | VP Engineering, Encompass NG Lending Platform | anirudh.chauhan@elie-mae.com | Elie Mae | Computer Software | 1001-5000 | 100-500M | elie-mae.com | 4420 rosewood drive, suite 500,pleasanton,california,94588,united states |
| Iman Roodbaei | Sr. SRE & CloudOps Engineer | iman.roodbaei@elie-mae.com | Elie Mae | Computer Software | 1001-5000 | 100-500M | elie-mae.com | 4420 rosewood drive, suite 500,pleasanton,california,94588,united states |
| Jonathan Alarcon | Staff Engineer, SRE/DevOps - Cloud Operations | jonathan.alarcon@elie-mae.com | Elie Mae | Computer Software | 1001-5000 | 100-500M | elie-mae.com | 4420 rosewood drive, suite 500,pleasanton,california,94588,united states |
| Selim Aissa | Senior Vice President and Chief Information Security Officer | selim.aissa@elie-mae.com | Elie Mae | Computer Software | 1001-5000 | 100-500M | elie-mae.com | 4420 rosewood drive, suite 500,pleasanton,california,94588,united states |
| Selchar Nagasundaram | Vice President, Cybersecurity Engineering & Cyberdefense | selchar.nagasundaram@elie-mae.com | Elie Mae | Computer Software | 1001-5000 | 100-500M | elie-mae.com | 4420 rosewood drive, suite 500,pleasanton,california,94588,united states |
| Philip Kohler | Solutions Architect | pkohler@empiretoday.com | Empire Today | Retail | 1001-5000 | 500-1000M | empiretoday.com | 333 northwest ave,northlake,il,60164,us |
| Rishi Sethi | Senior Director of SRE and Product Security | rsethi@equinix.com | Equinix | Internet | 5001-10000 | 1-10B | equinix.com | One Lagoon Drive Redwood City CA 94065 United States |
| Laurent Quérel | Senior Software Architect | lquere@f5.com | F5 Networks | Computer Networking | 1001-5000 | 1-10B | f5.com | 401 Elliott Ave. West Seattle, Washington, 98119, United States |
| Michael Corrigan | VP Engineering, Cloud Services | m.corrigan@f5.com | F5 Networks | Computer Networking | 1001-5000 | 1-10B | f5.com | 401 Elliott Ave. West Seattle, Washington, 98119, United States |
| Roy Ruermann | Cloud Solution Architect | r.ruermann@f5.com | F5 Networks | Computer Networking | 1001-5000 | 1-10B | f5.com | 401 Elliott Ave. West Seattle, Washington, 98119, United States |
| PADMAVATHI DEVI T | Site Reliability Engineer Lead | padnavathit@fico.com | FICO | Computer Software | 1001-5000 | 500-1000M | fico.com | 181 Metro Drive San Jose CA 95110 United States |
| Suneetha Garikipati | Principal Site Reliability Engineer | suneetha.garikipati@fidelity.com | Fidelity Investments | Financial Services | 10001+ | 10+B | fidelity.com | 200 seaport blvd,boston,massachusetts,02210,united states |
| Jim Kaufmann | Sr. Cyber Security Principal Architect | jaufmann@finishline.com | Finish Line | Retail | 10001+ | 1-10B | finishline.com | 3308 n mthoffer rd,indianapolis,indiana,46235,united states |
| Sheryl Sikora | Senior Site Reliability Engineer | ssikora@flexera.com | Flexera | Computer Software | 1001-5000 | 100-500M | flexera.com | 300 park blvd suite 500,tasca,illinois,60143,united states |
| Prasanna Inandar | Vice President, Software Engineering | prasanna@foxiagroup.com | Foxiagroup, Inc. | Retail | 10001+ | 1-10B | foxiagroup.com | 901 s central expy,richardson,texas,75080,united states |
| Robert Gunn | VP, Chief Information Security Officer, at H&R Block | robert.gunn@hrblock.com | H&R Block | Retail | 10001+ | 1-10B | hrblock.com | One H&R Block Way Kansas City MO 64105 United States |
| Joshua Fairbourn | Site Reliability Engineer | jfairbourn@healthequity.com | HealthEquity | Financial Services | 1001-5000 | 100-500M | healthequity.com | 15 w scenic pointe dr ste 100,draper,utah,84020,united states |
| Jared Newbold | Sr. Site Reliability Engineer | jnewbold@healthequity.com | HealthEquity | Financial Services | 1001-5000 | 100-500M | healthequity.com | 15 w scenic pointe dr ste 100,draper,utah,84020,united states |
| Melissa Phillips | Vice President, Service Engineering | mphilips@healthequity.com | HealthEquity | Financial Services | 1001-5000 | 100-500M | healthequity.com | 15 w scenic pointe dr ste 100,draper,utah,84020,united states |
| Tristan Siominski | Senior Site Reliability Engineer | tsiominski@indeed.com | Indeed.com | Internet | 5001-10000 | 500-1000M | indeed.com | Bldgs 1 & 1,6433 Champion Grandview Way,Austin,Texas,78750,us |
| Katzen Shah | Vice President, Corporate Technology and Risk Lead Instruct | katzen.shah@jpmorgan.com | J.P. Morgan | Financial Services | 10001+ | 10+B | jpmorgan.com | 270 park avenue,new york city,new york,10017,united states |
| Tony Bringardner | System Architect | tony.bringardner@jpmorgan.com | J.P. Morgan | Financial Services | 10001+ | 10+B | jpmorgan.com | 270 park avenue,new york city,new york,10017,united states |

High-Quality Lead Data:

- Name, title, email, no. of employees, company revenue, website, mailing address.
- What content they were interested in (not the keywords they searched).

Customers

Over 100 active clients



Give your data a voice.™

MCe Performance

Analytics Translator and Strategic Sales Consultant

Data scientists are in demand to build the analytics models for turning vast amounts of data into insights.

However, companies have recognized that success with AI and analytics requires not just data scientists but data engineers, architects, visualization experts, and — perhaps most important — translators.

Why are translators so important? They help ensure that an organization can achieve real impact from their analytics initiatives. They give your data a voice.

Give your data a voice.™



MCE Performance

Analytics Translator and Strategic Sales Consultant

The translator has a vital role to play at each step of the analytics initiative:

- Identifying and prioritizing business use cases.
- Collecting and preparing data.
- Works with Data Engineers to ensure the solution solves the business problem.
- Validating and developing business implications.
- Implementing the solution executing on insights; drives adoption among business users.

Optional consulting services to be considered:

- Sales training assistance.
- Creative marketing concepts for Account-Based Marketing.
- Marketing Tools and Online Assets Development.
- Traditional and Social Media Advertising.
- Content Creation - Copywriting/Blogs.

Give your data a voice.™



MC^e
Performance

MCePerformance.com

Give your data a voice.™

