

# B2B TECH INTENT - Media Kit

Drive Revenue By Engaging With Prospects  
At Every Stage Of The Sales Funnel



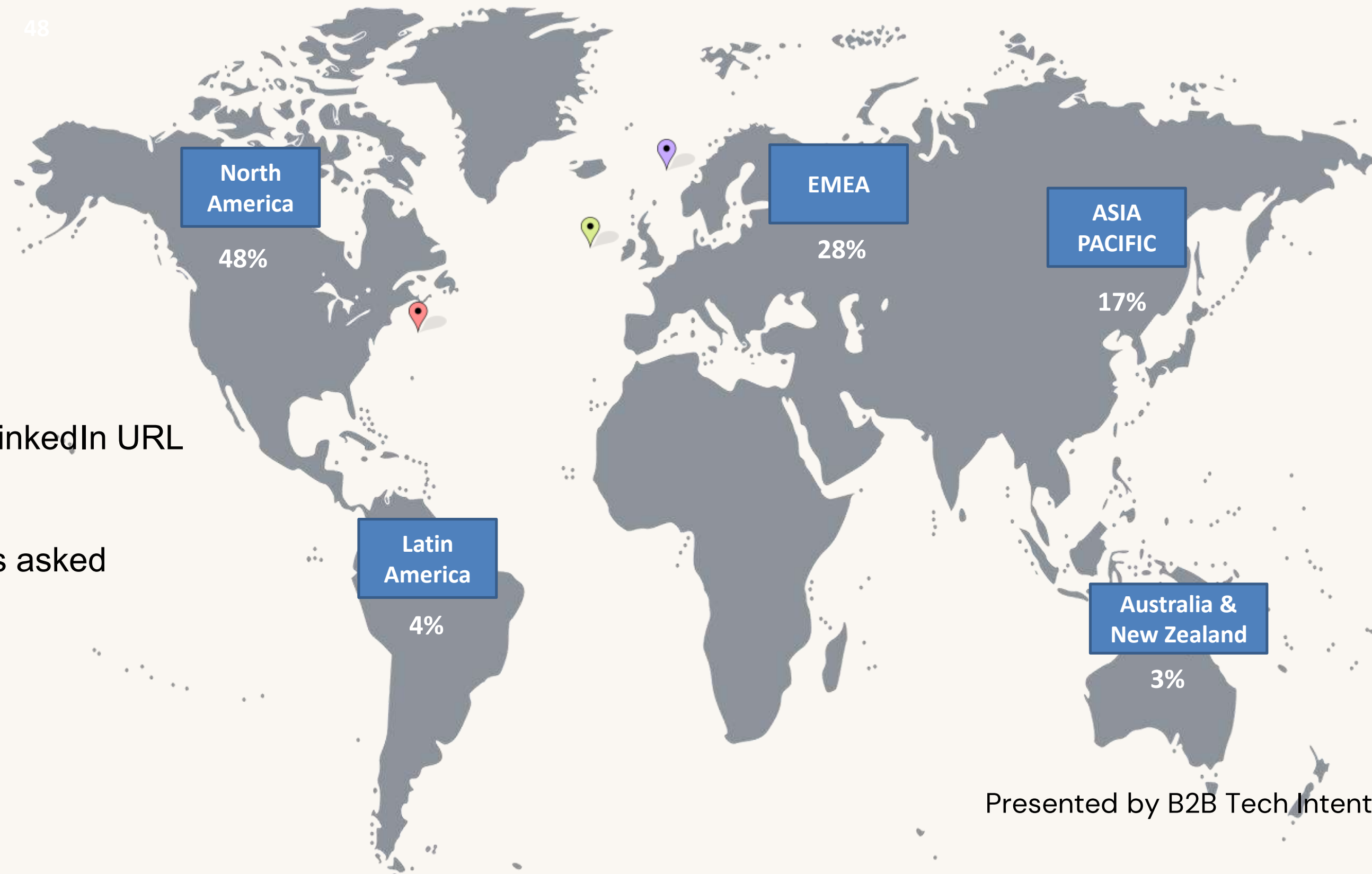
Global contact data

Know the buying committee that works in and around your qualified lead



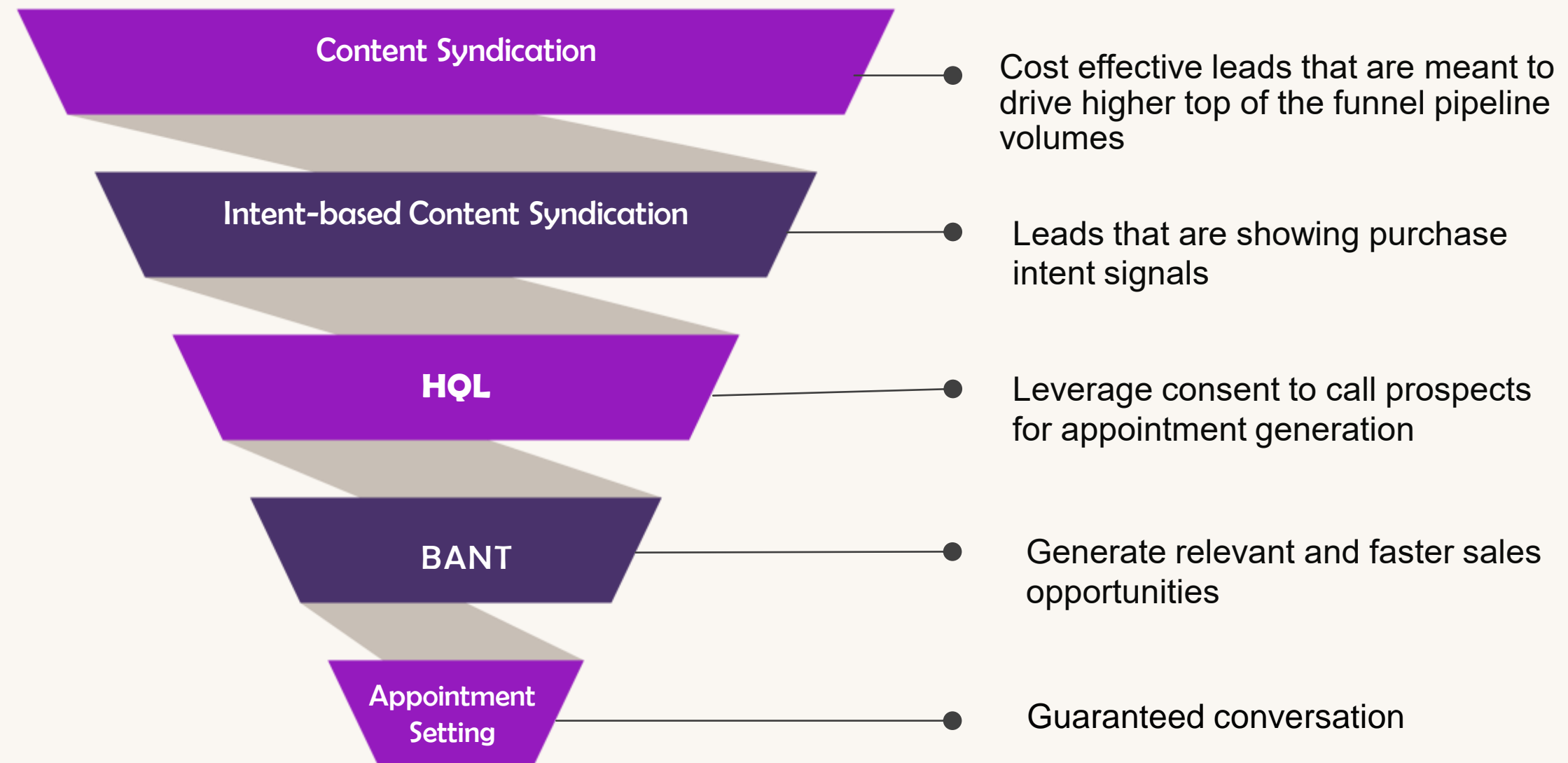
**35+ Million CONTACTS**

- 180 countries
- Human verified contacts with LinkedIn URL
- Starting at \$1.50 per contact
- 95% Quality, Guaranteed
- Replacement with no questions asked



## Uncover leads throughout the funnel and grow your pipeline

Take a full-funnel approach to identifying your best leads, delivering relevant content, and converting them with personalized communication and offers.



## Guaranteed four step lead quality check

**Every lead delivered to you undergoes a stringent B2B Tech Intent Quality Check Promise**

### **B2B Tech Intent Quality Check Promise**

- ✓ Compliant with all privacy regulations that govern us. This includes opt-in consent.
- ✓ Confirmation of contact information includes verifying email address and telephone number.
- ✓ LinkedIn verification includes confirming contacts role/title and company.
- ✓ All campaign filters are verified to ensure that they match your pipeline needs.

### **All our leads are generated through**

- ✓ Telemarketing
- ✓ Email
- ✓ Or a blend of both, depending on the campaign requirements

# 1. Content Syndication

**Build and expand top of the funnel pipeline with companies and contacts that meet your criteria.**

## What you get

Contacts based on filter or TAL based targeting; wherein the prospect has demonstrated a desire to consume content either via telemarketing or downloading an asset.

## Includes

- B2B Tech Intent Quality Check Promise
- Business card data

## Data augmentation (add-on)

- Add up to 2 questions that provides area of interest and company profiling
  - B2B Tech Intent - Intent
  - Company Intelligence
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## 2. Intent-based Content Syndication



### Build and expand top of your funnel pipeline with in-market buyers

#### What you get

Targeted contacts derived from a group of individuals within a business who have shown buying signals towards specific technology segments; wherein the prospect has demonstrated a desire to consume content either via telemarketing or downloading an asset.

#### Includes

- B2B Tech Intent Quality Check Promise
- Lead with category buying intent
- Business card data

#### Data augmentation (add-on)

- Add up to 2 questions that provides area of interest and company profiling
- B2B Tech Intent - Intent
- Company Intelligence

### Accelerate sales conversations with the in-market contacts that have agreed to talk to your reps

#### What you get

Targeted contacts who are members of the buying collective and have confirmed a technology challenge and willing to be contacted for a solution. Leverage the opportunity for a consent to call and nurture towards an appointment.



#### Includes

- B2B Tech Intent Quality Check Promise
- Business card data
- Right person contact
- Solution interest
- Project timeline
- Consent to call

#### Questions included

- Are you influencing this decision?
- Are you interested in evaluating CLIENT's solution to solve your company's challenges?
- What is your time frame to implement such a solution?
- Can someone from the CLIENT team call you about a possible solution that fits your pain area?

#### Data augmentation (add-on)

- B2B Tech Intent - Intent
- Company Intelligence

### Marketing verified leads that you can leverage to set appointments and drive sales opportunities

#### What you get

Highly targeted, pre-qualified lead used to further qualify a potential customer, based on answers to client centric/specific budget, authority, need and time questions.

#### Includes

- B2B Tech Intent Quality Check Promise
- Business card data
- Budget
- Pain area
- Purchase horizon
- Right person contact
- Fully marketing verified

#### Questions included

- What is your current pain area?
- Over what time frame are you considering a purchase?
- Are you a decision maker or influencing this decision?
- Does your company have budgets allocated?

#### Data augmentation (add-on)

- B2B Tech Intent - Intent
- Company Intelligence





## 5. Appointment Setting



### Guaranteed Meetings / Conversations, with ICP

#### What you get

- Guaranteed Conversations with your ICP
- Accepted Meeting Invitations by Prospects
- Prospects Who has Budget, Challenges and Who are In Market for similar products/Services like yours.

#### Includes:

- Business card data
- Budget
- Pain area
- Purchase horizon
- Right person contact
- Meeting Invite and Call Notes from us

#### Questions included

- What is your current pain area?
- Over what time frame are you considering a purchase?
- Are you a decision maker or influencing this decision?
- Does your company have budgets allocated

## 5. Custom Leads

When your business need does not fit any of the above pre-packaged solutions



**Min. CPL  
and/or  
Program  
Commits**

### Introducing Custom Lead Program

- Highly custom and outside the existing packaged offerings
  - Highly customizable data, targeting, and lead definition possibilities
  - Requires custom program scope
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## Questions and add-ons

Offerings/ Packages	Rate CPL (USD) (Includes TAL or Employee Size, Geo, Job Level)	Upto 1 Add-On Filter (Industry)	Upto 2 Add-On Questions
<b>Content Syndication</b>	<b>\$25</b>	\$5 per filter	\$10 for select answers \$7 for all answers
<b>Intent-based CS</b>	<b>\$45</b>	\$5 per filter	\$10 for select answers \$7 for all answers
<b>HQL</b>	<b>\$100</b>	\$5 per filter	<i>Not Available</i>
<b>BANT</b>	<b>\$130</b>	\$10 per filter	<i>Not Available</i>
<b>Appointment Setting</b>	<b>\$500 - 1000</b>	<i>Not Available</i>	<i>Not Available</i>
<b>Custom Leads</b>	Talk to your B2B Tech Intent representative for customized programmes.		

Product	What's included	Pricing
<b>Company Intelligence</b>	Appended <b>business and technographics</b> for accounts activated as part of the campaign. <b>Deliverable: Company, Budget, and Techno Intelligence data enrichment to lead file.</b>	<b>+ \$10 CPL</b>



# Appendix



# Targeting filters

INDUSTRY
Agriculture & Mining
Business Services
Communications
Construction
Consulting
Education
Entertainment
Finance & Insurance
IT
Legal
Lodgings
Manufacturing
Medical Services
Misc Services

INDUSTRY
Non Profit
Non-classifiable
Personal Services
Professional Services
Public Administration
Real Estate
Repair, Auto Services and Parking
Research
Retail Trade
Social Services
Software
Transportation
Utilities
Wholesale Trade

JOB TITLES
Business Operations Administrator
Business Operations VP/Director/Manager
CEO, COO, CFO, CMO, Pres, GM
CIO, CTO, CKO, CSO, Technical VP
Consultant
Finance Accounting/Controller
Finance Analyst
Finance VP/Director/Manager
HR Professional/Educator/Trainer
HR VP/Director/Manager
IT/IS Database Administrator
IT/IS Director
IT/IS Manager

JOB TITLES
IT/IS Network Administrator
IT/IS/Professional/Admin/Staff
Legal
Marketing Manager
Marketing Professional
Marketing VP/Director
Programmer/Developer - Software
Programmer/Developer - Web
Sales Manager
Sales Professional
Sales VP/Director
Student/Education Professional

EMPLOYEE SIZE
1-50
51-100
101-250
251-500
501-1000
1001-2500
2501-5000
5001-10000
10001+

# Data augmentation fields

COMPANY INTELLIGENCE		
IT Budgets	Technology Totals	Technology Installs
<ul style="list-style-type: none"> <li>• Total budget</li> <li>• Telecom budget</li> <li>• Hardware budget</li> <li>• Software budget</li> <li>• Network budget</li> <li>• IT services budget</li> <li>• IT staff budgets</li> </ul>	<ul style="list-style-type: none"> <li>• Number of servers</li> <li>• Numbers of PCs</li> <li>• Number of tablets</li> <li>• Number of laptops</li> <li>• Number of printers</li> <li>• Terabytes of storage capacity</li> </ul>	<ul style="list-style-type: none"> <li>• Manufacturer</li> <li>• Product model</li> <li>• Category</li> <li>• Sub category</li> <li>• 11,000 products inside of 6,500 manufacturers</li> </ul>

B2B Tech Intent
Technology Installs
<ul style="list-style-type: none"> <li>• Intent Segment Name</li> <li>• Intent Segment Score</li> <li>• Key Drivers</li> <li>• Key Focus</li> <li>• Vendor Interest</li> </ul>



# Thank you!

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