

CONVERTURE MEDIA

Your Partner in Navigating the Evolving
Landscape of B2B Lead Generation





Things To Discuss

Key Takeaways >>>

01 Who We Are

02 What We Do Not Do

03 AI Backed Demand

04 What We Do

05 How We Do It

06 QA Process

07 Database Overview

08 Reach Us



Who We Are

Our team consists of seasoned experts who harness AI's power for demand generation, lead nurturing, and account-based marketing.





About Scott Campbell

The driving force behind Converture Media, brings to the table a wealth of experience and a proven track record in the demand generation industry.

His journey is one of dynamic leadership, strategic insight, and unwavering commitment to helping businesses thrive.

As the Managing Director of Converture Media, his experience and expertise are poised to revolutionize the demand generation landscape, benefiting both the industry as a whole and the client it serves.



AI ≡



Backed Demand

The Potential of AI, Made Practical

At **Converture Media**, we harness the power of business intelligence and analytics to decode consumer behavior, unveil market trends, dissect market segments, and empower you with unparalleled market intelligence.

Our services fall under the overarching umbrella of "**Business Optimization & Sales Enablement Transformation**." We've engineered these services to not only elevate customer growth but also enhance productivity, delivering a holistic approach to propel your business forward.



Make **Smarter Decisions** without overshooting your marketing budget

For years, marketers have clung to traditional methods, relying on manual upskilling of SDRs to reach new heights. As B2B Solutions specialists, we recognize that today's marketers prefer to invest their time in the creative aspects of their work, rather than slogging through data analysis and manual tasks.

This is precisely where we shine! We are in tune with the current trends and needs of the industry. We don't just make sense of data; we automate the mundane tasks and craft personalized responses to supercharge lead conversion. At **Converture Media**, we are passionate about technology. Our AI-powered engine is the driving force behind our ability to achieve greater lift and scalability across all our campaigns.





“Businesses implementing AI close 59% more sales, report 58% more revenue, generate 54% more traffic and engagement, and experience and 52% higher conversion

”

MarketingProfs.com





Conventional Demand Generation

- Conventional Demand Generation prioritizes quantity over quality.
- It adopts a reactive stance towards leads.
- It relies on a trial-and-error method for identifying the ideal client profile.
- It operates independently of in-market buyer signals.
- It offers a traditional customer experience.



AI Powered Demand Generation

- AI-Enhanced Demand Generation effectively draws in qualified audiences, transforming them into high-quality leads.
- It employs a proactive strategy when dealing with leads.
- Utilizes predictive techniques for creating lookalike audiences.
- Leverages in-market buying signals to predict high-value accounts.
- Delivers a personalized customer experience through advanced Machine Learning.



What We Do



Full Funnel Demand Generation

SQL - BANT - MQL
Whitepaper Circulation, Custom
Questions, Call Backs & Opt-Ins



Email Marketing

AI Backed customized emails that
are tailor-made for each of your
individual subscribers



Intent-data Targeting

Using intent data, we enable sales and
marketing teams to engage buyers at
the ideal time using data-driven
strategies

Account Based Marketing

Identify & Capitalise Account based prospects exhibiting in-market signals and intent.



What We Do

Lookalike Audience Mapping

Data and Analytics backed approach to create custom audiences based on behavioral data.



Appointment Setting

Identify, qualify, and nurture leads through highly-trained sales development representatives (SDRs)



What We Do



Content Generation

Our current reach of over 45 million opted-in subscribers gives us access to a wide variety of content seekers around the globe.



Programmatic

Elevate your advertising strategies with our expertise, delivering targeted and efficient campaigns for optimal results.



Custom Survey

Segment your leads with the help of surveys and identify your most qualified leads.



TELE MARKETING



EMAIL MARKETING



DIGITAL MARKETING



CONTENT CREATION



INTERNAL LEAD GEN



45M+

GLOBAL B2B AUDIENCE



1M+

*LEADS PROCESSED
ANUALLY*



80+

SATISFIED CLIENTS

How
We
Do It



Our Process



Designing a sales plan and an ideal client profile aligned with corporate goals. We can custom design tailored to the clients needs.



01. Custom Design Solutions



Taking up lead generation initiatives & developing internal sales processes



02. Process



Develop sales tracking, follow up methodologies, scripts & value propositions



03. Intent Goals



Daily milestone tracking mechanism along with performance analysis for result based tracking



04. Performance Goals

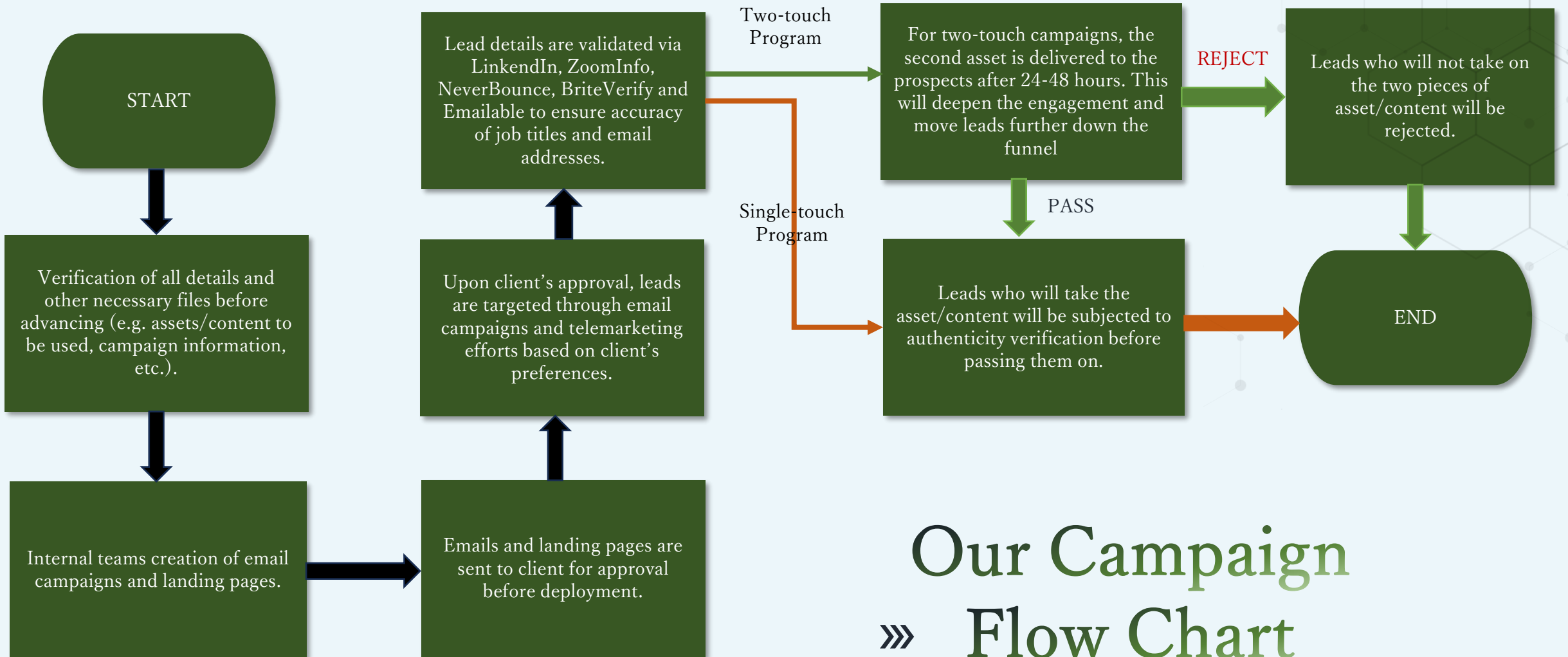


Developing detailed weekly and bi-weekly reporting keeping in mind asset deliveries



05. Reporting Goals





Our Campaign »» Flow Chart



Campaign Verification

- Assets
 - Abstracts
 - Filters



1

Email Creation

- Our team develop emails which are hosted on our domains.
- Emails and landing pages are sent for approval before deployment



2



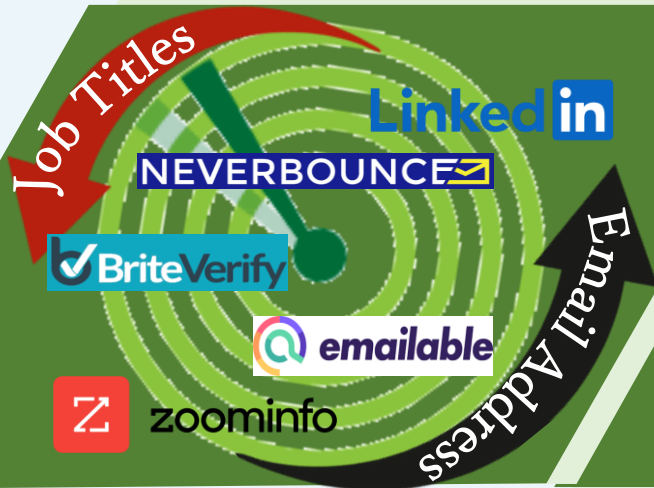
3



Communication Methods

We utilize Xlite for telemarketing.
We adapt our communication approach based on client preferences, employing both emails and calls to engage leads effectively.

4



Lead Detail Validation

We employ LinkedIn, ZoomInfo, NeverBounce, BriteVerify, and Emailable to validate lead details, ensuring accuracy of job titles and email addresses.



Two Touch Program

We initiate first contact with leads via email followed by a delivery of second asset after 24-48 hours. This will deepen the engagement and move leads further down the funnel.



5

Two Touch Pass/Fail

Pass: Leads who interact with the second piece of asset will undergo authenticity verification before delivery.

Fail: Leads who do not interact with the second asset will be rejected.



6



Our QA Validation Process



LinkedIn QA Check

The prospect should have 100+ connections or working with the same company for more than 5 yrs. Profile is verified on google or other publicly available sources

1



Email Validation

Emails are validated using tools such as Never bounce and Xverify. These are only for successful leads. This report is shared with the QA and email marketing team

2



Asset Delivery

The email marketing team would then send out the assets to the leads. We use Sendgrid, Mail Chimp & Zoho. The delivery report is shared with the QA team.

3



Project Manager Review

Project Manager double checks all the information captured against the campaign parameters along with checking the Sendgrid and email validation tool report

4

Our Delivery Mechanisms



Through APIs

01



Leads can be submitted through the API Link provided by the client

Through any client
delivery

02



We can upload leads on any client lead portals. Every step from assigning campaigns to uploading of Data Sheets with remarks.

Manual sharing of .csv
files via mail

03



We also share regular daily or weekly lead sheets (.csv) as per the reporting format as per the client requirement.

Through any Cloud
drives

04



Lead reports can be shared on cloud platforms between the client and vendor



Our Global Reach

AI-Driven B2B Marketing



Sales



Accuracy

North America / Latin America / South America



Database size: 24.52MM Contacts

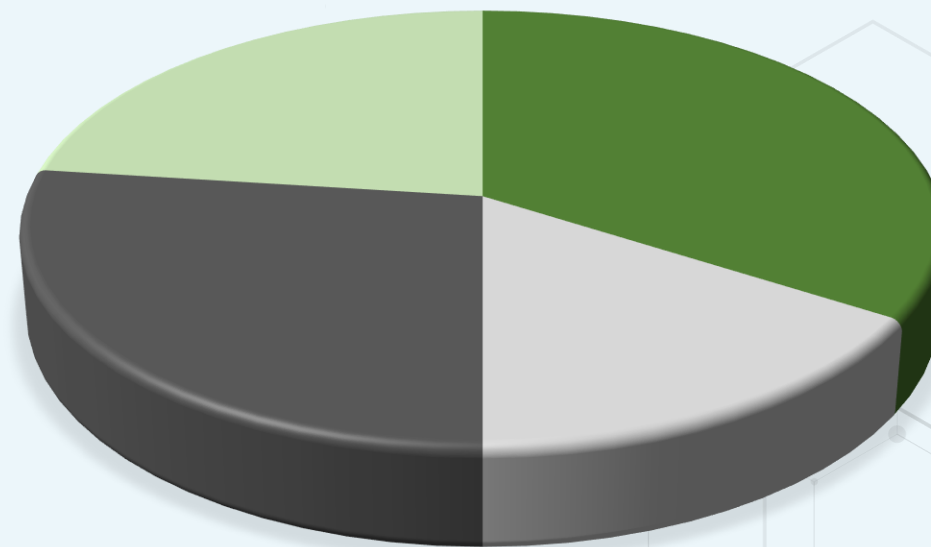


Reach By Job Title



Business: DM/Business Manager
5.6396 MM

IT: DM/Manager/Technical Title
8.3368 MM



IT: C-Level/Director
6.6204 MM

Business: C-Level/Business Director
3.9232 MM



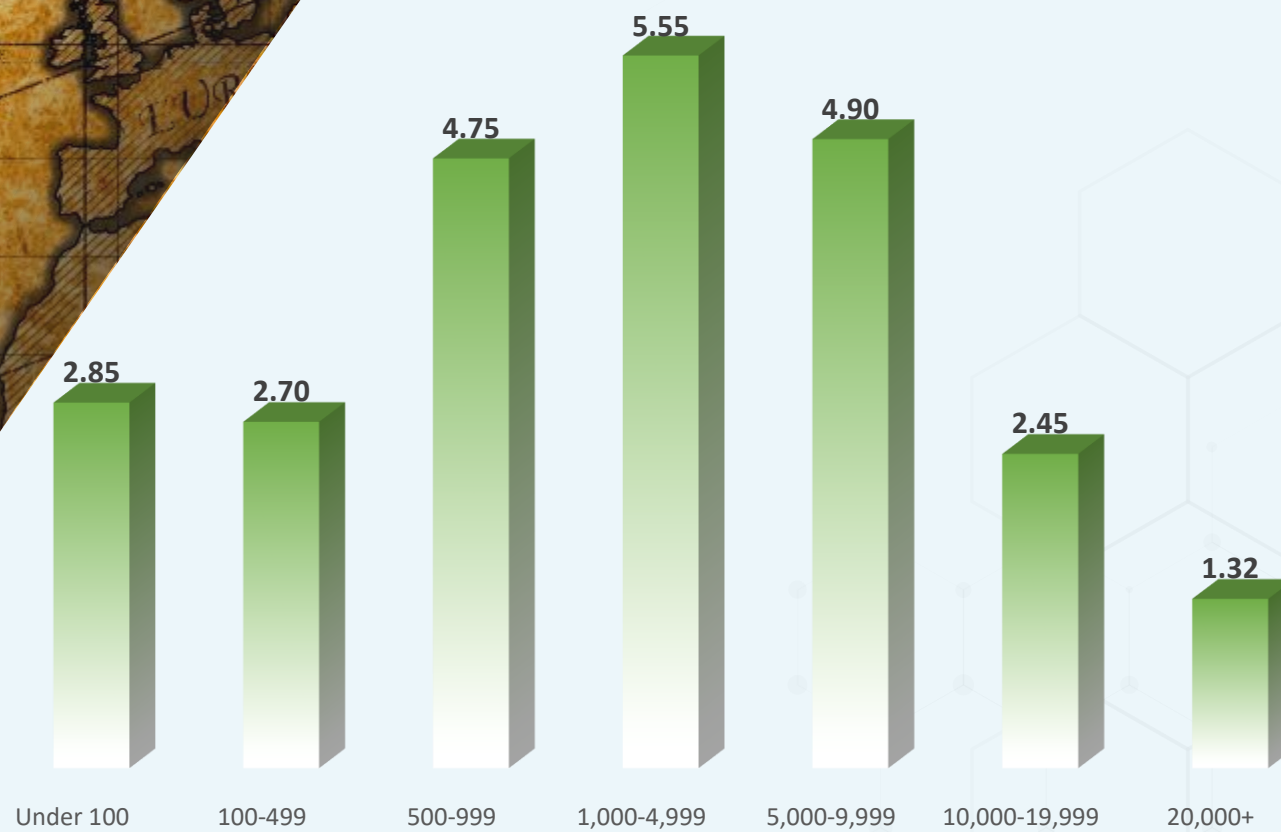
North America / Latin America / South America



Database size: 24.52MM Contacts



Reach By Company Size



Reach by Company Size (Million)

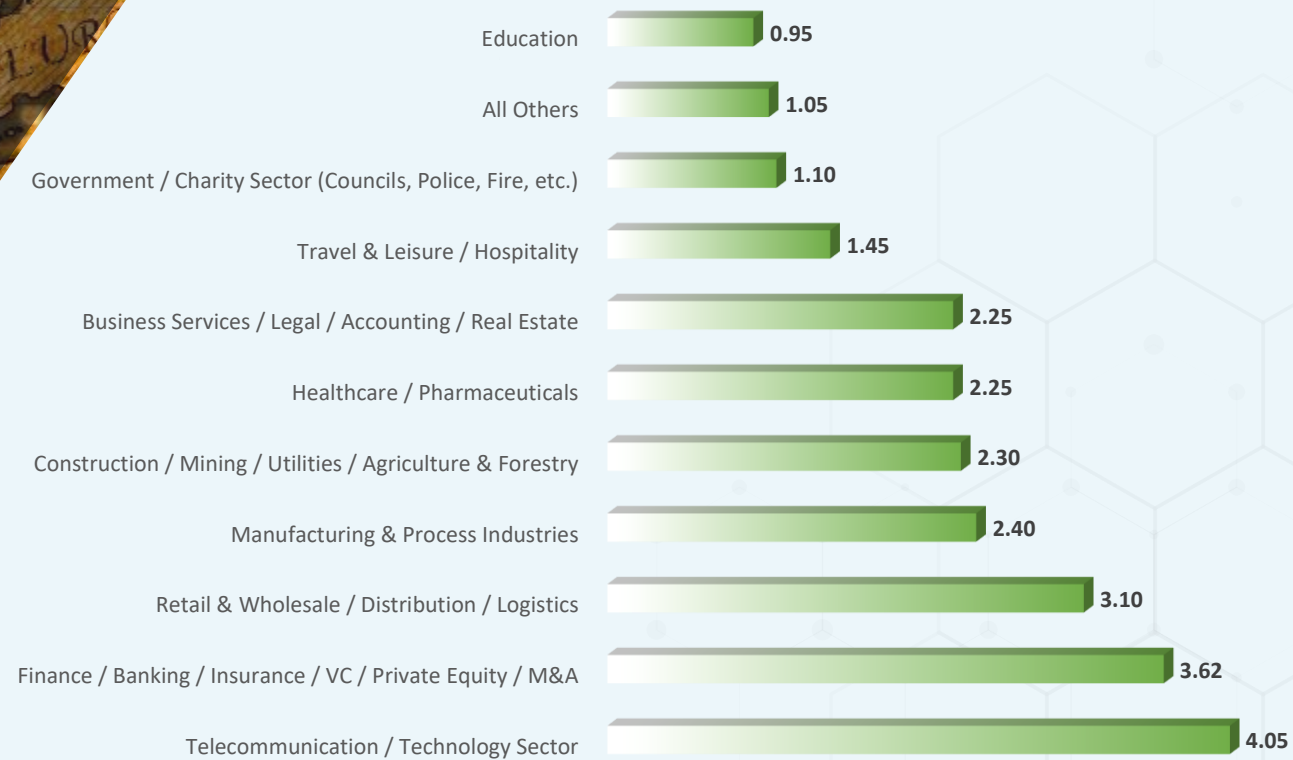
North America / Latin America / South America



Database size: 24.52MM Contacts



Reach By Industry



Reach by Industry (Million)

North America / Latin America / South America



Database size: 24.52MM Contacts



Reach By Country

Country	Count in Million
United States	18.60
Canada	2.70
Brazil	1.10
Argentina	0.50
Mexico	0.95
Chile	0.30
Guatemala	0.03
Panama	0.03
Peru	0.25
Honduras	0.02
Venezuela	0.02
Paraguay	0.02



EMEA



Database size: 15.90MM Contacts

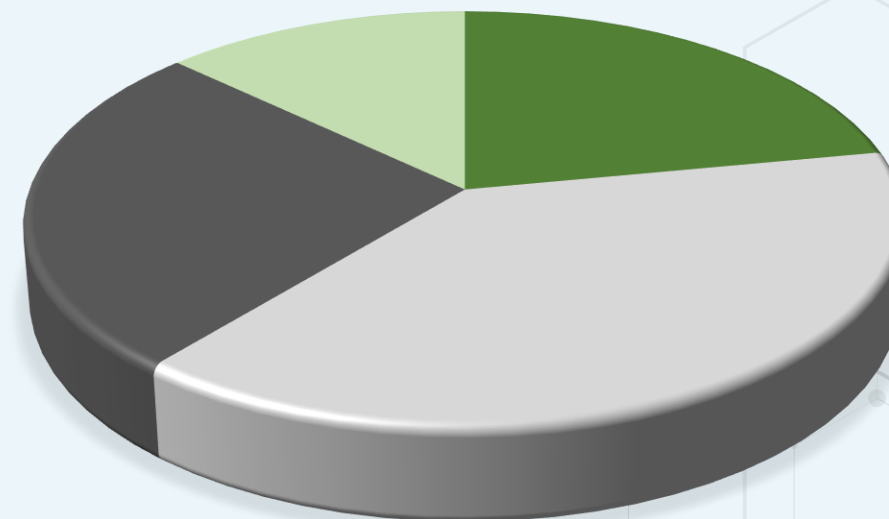


Reach By Job Title



Business: C-Level/Business
Director
1.80 MM

Business DM/Business Manager
3.55 MM



IT: C-Level/Director
4.25 MM

IT: DM/Manager/Technical Title
6.30 MM

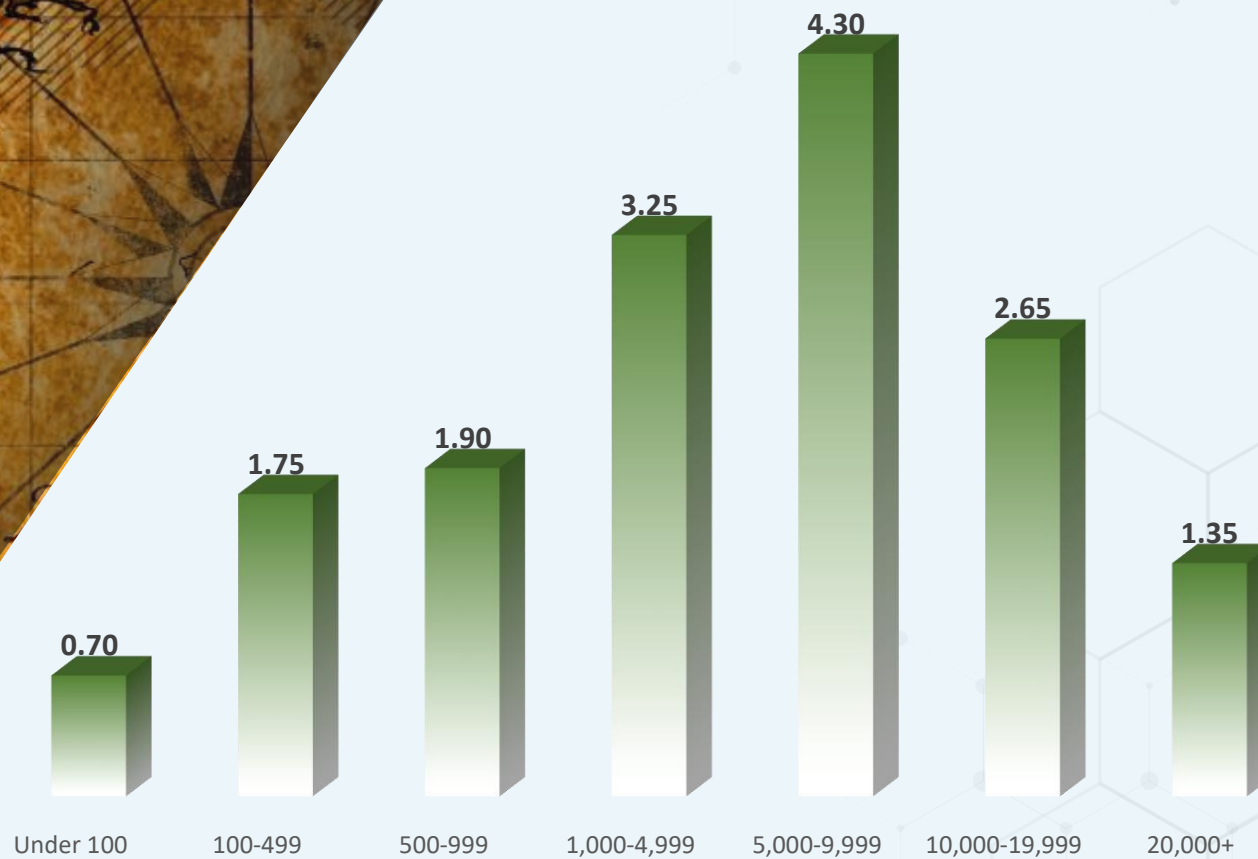
EMEA



Database size: 15.90MM Contacts



Reach By Company Size



Reach by Company Size (Million)



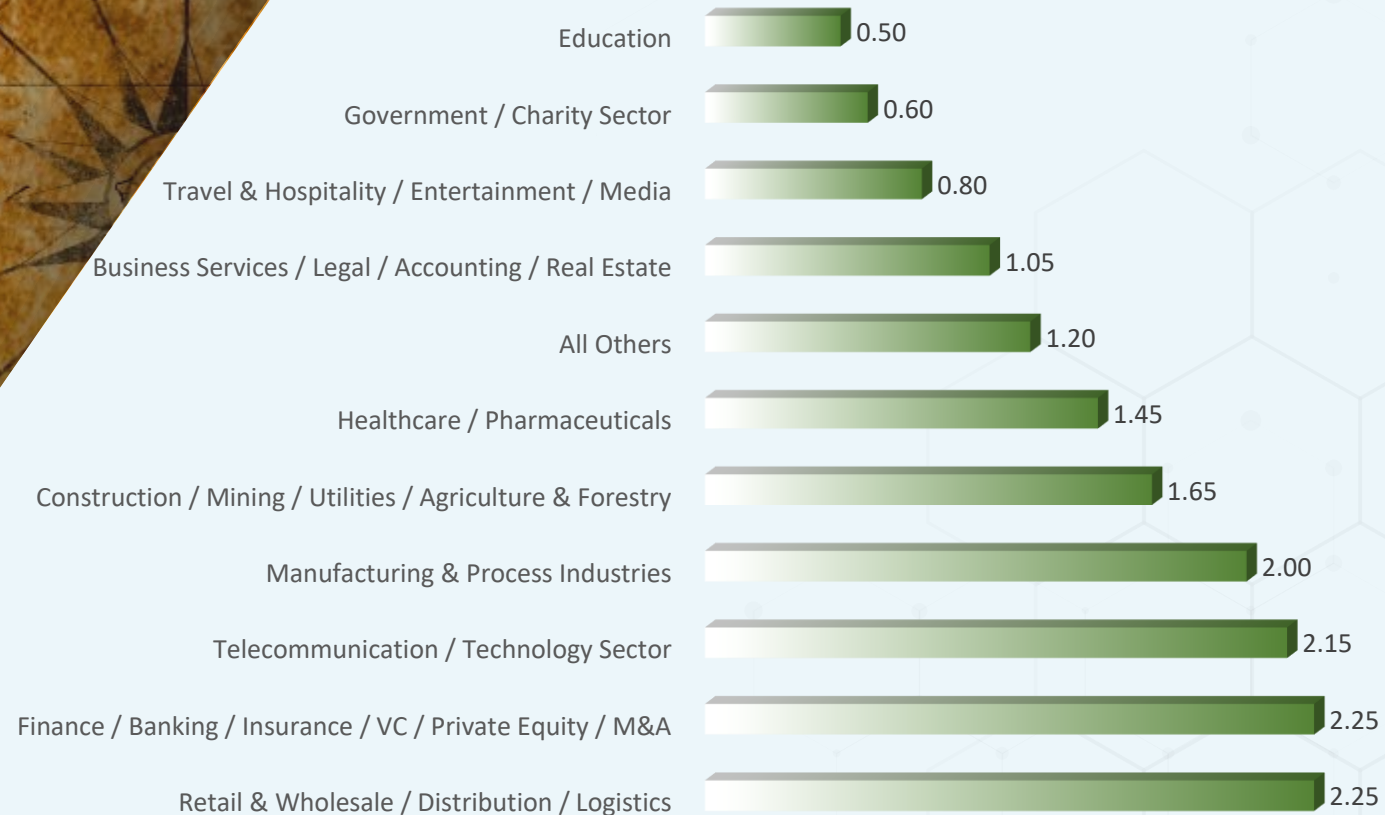
EMEA



Database size: 15.90MM Contacts



Reach By Industry



Reach by Industry (Million)

EMEA



Database size: 15.90MM Contacts



Reach By Country

Country	Count in Million
United Kingdom	5.65
Germany	3.85
France	1.90
Netherlands	1.30
Spain	0.50
Austria	0.32
Sweden	0.87
Norway	0.32
Denmark	0.32
Italy	0.65
Finland	0.22



ASIA PACIFIC



Database size: 10.40MM Contacts



Reach By Job Title

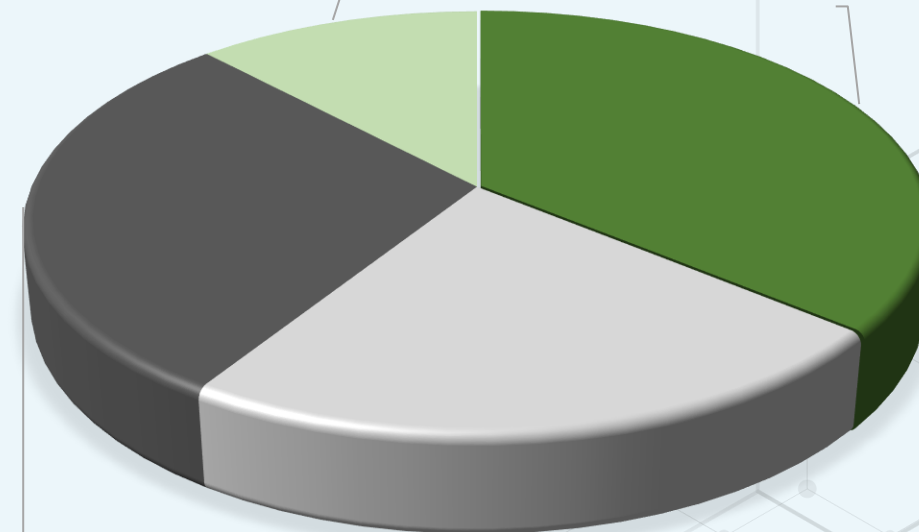


Business: DM/Business Manager,
1.45 MM

IT: DM/Manager/Technical Title,
3.80MM

IT: C-Level/Director,
2.95 MM

Business: C-Level/Business Director,
2.20MM



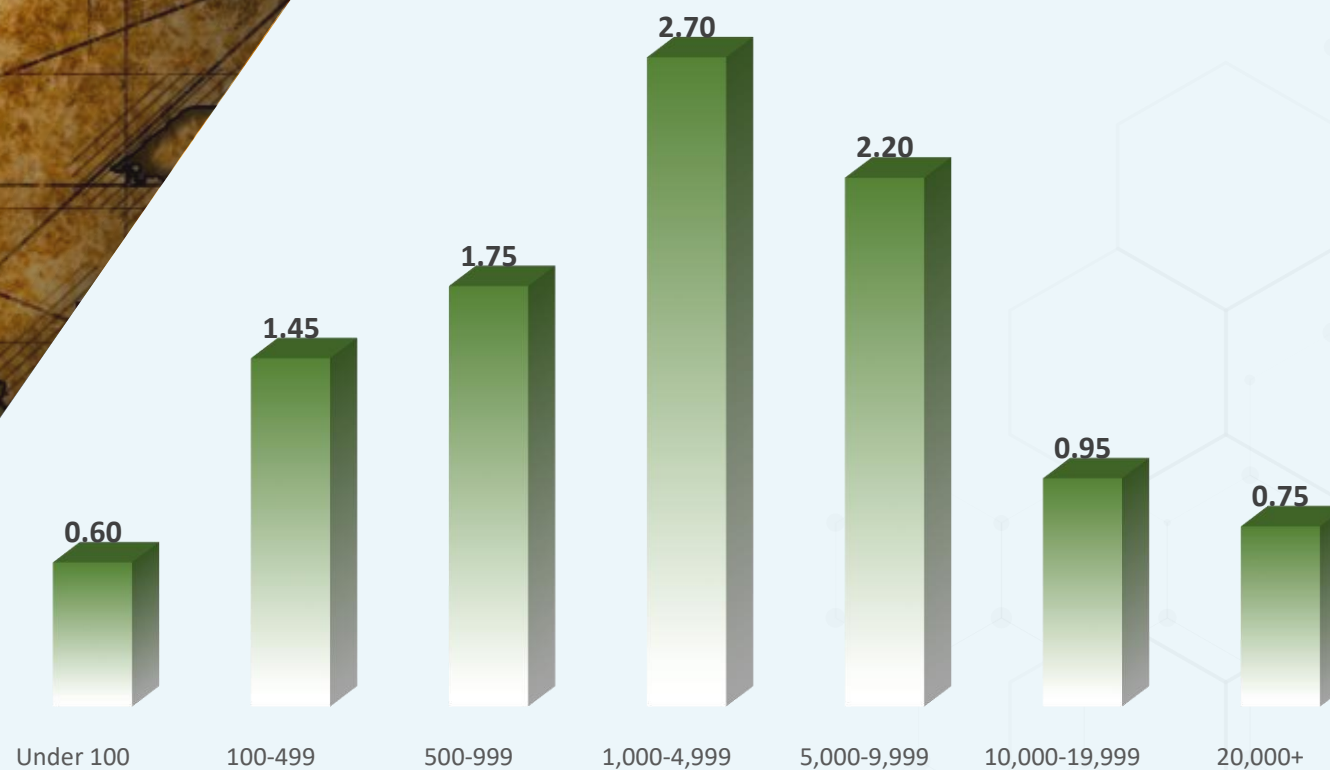
ASIA PACIFIC



Database size: 10.40MM Contacts



Reach By Company Size



■ Reach by Company Size (Million)

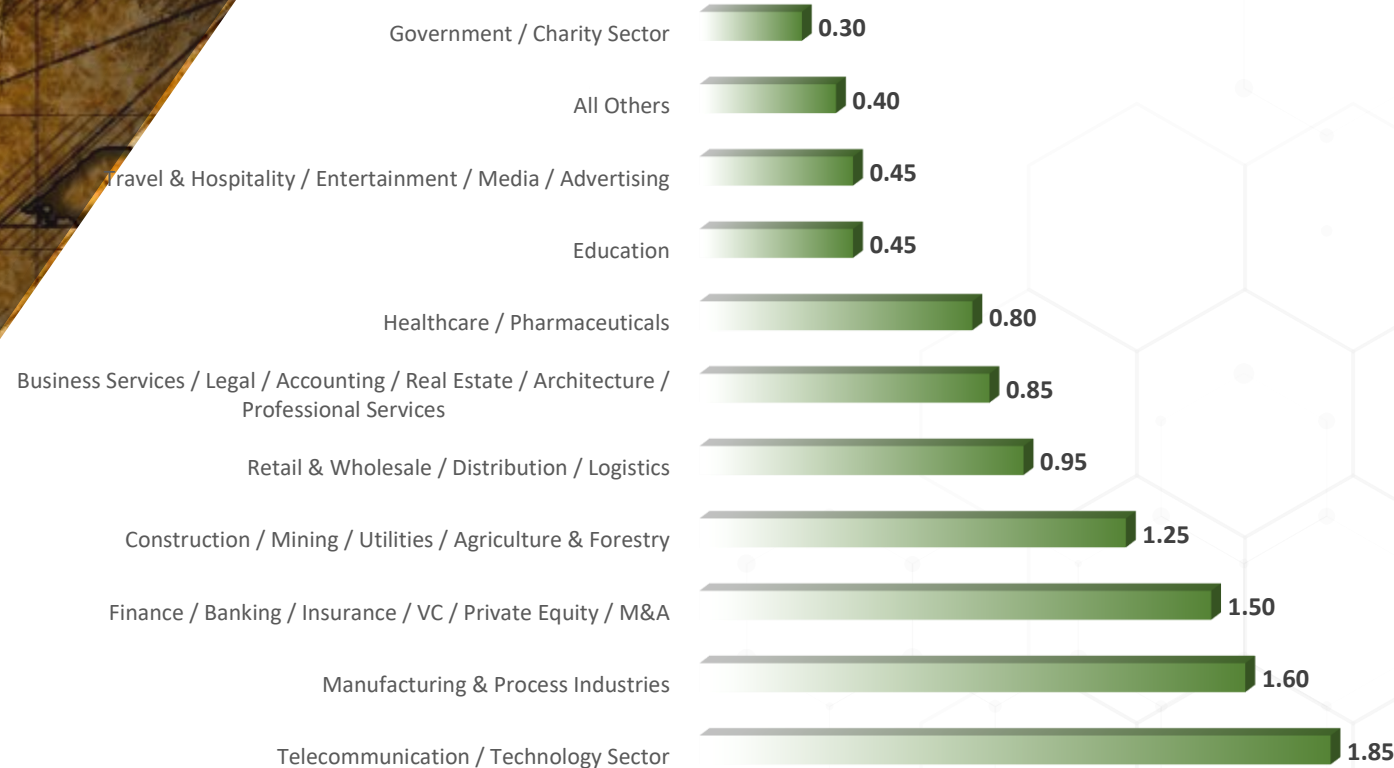
ASIA PACIFIC



Database size: 10.40MM Contacts



Reach By Industry



Reach by Industry (Million)

ASIA PACIFIC



Database size: 10.40MM Contacts



Reach By Country

Country	Count in Million
Australia	2.00
Singapore	1.10
New Zealand	0.90
Hong Kong	0.75
Japan	1.20
Malaysia	0.45
Indonesia	1.00
India	2.25
Thailand	0.40
Philippines	0.35





»» GDPR Policy ««

We are a GDPR Compliant Company with a Data Protection Officer at the helm.



»» GDPR on Email Campaigns ««



»» GDPR Verbiage on Telemarketing Campaigns ««



GDPR on Email Campaigns

We ensure GDPR compliance in our email campaigns through the following measures:

1. **Transparent Privacy Policies:** Links to our Privacy Policies are prominently provided on our landing pages, accompanied by an easily accessible unsubscribe link.
2. **Consent Documentation:** Consent from recipients is meticulously recorded and documented. This information can be shared with our clients upon request, demonstrating our commitment to transparency.
3. **Clear Data Usage Explanation:** Our Privacy Policy explicitly outlines how and why recipient data is stored and utilized, ensuring complete transparency regarding data handling.
4. **German Double Opt-In:** For landing pages targeting Germany, we implement double opt-in checkboxes, aligning with Germany's stringent privacy guidelines. Recipients must explicitly confirm their subscription, enhancing data protection.
5. **Unchecked Checkboxes:** We do not automatically pre-check checkboxes on our landing pages. Recipients have full control over their subscription choices, promoting GDPR compliance and respect for individual preferences.
6. **Data Management Information:** Our Privacy Policy also provides clear instructions on how prospects can manage their data with Converture Media, empowering them to exercise their data rights effectively.





GDPR Compliance for Telemarketing Campaigns

Your Privacy Matters to Us:

- By providing your consent, you acknowledge and agree that Converture Media and its affiliated companies will securely record and process your data to enhance your experience with our marketing content.

Your Rights:

- You have the right to access, modify, correct, or request the removal of your data from our systems at any time. Additionally, you may request to restrict the use of your data, ensuring your privacy preferences are respected



What to Expect:

- ✓ As part of this consent, *Converture Media* will send you valuable resources such as [Client's Name] white papers, case studies, articles, infographics, and eBooks. These resources are designed to provide you with valuable insights and information.



Sharing Your Data:

- ✓ With your consent, *Converture Media* may also share the data and information collected during today's call with [Client's Name]. [Client's Name] will use this data to send you offers and materials of a commercial nature that may be of interest to you.



Data Retention:

- ✓ *Converture Media* will retain a record of your data for as long as you choose to remain registered with Converture Media and its subsidiaries.

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**CONVERTURE
MEDIA**



Thanks for your time!

“ The next big thing in marketing is not ‘big’, it's ‘**relevant**’ ”

Tom Fishburne