

# DEMAND GENERATION SUPPORT SERVICES

Building your Sales Pipeline with Cross Channel Business Contacts for Sales as well as Direct and Database Marketing



**infoAnalytica**  
Valid • Accurate • Reliable

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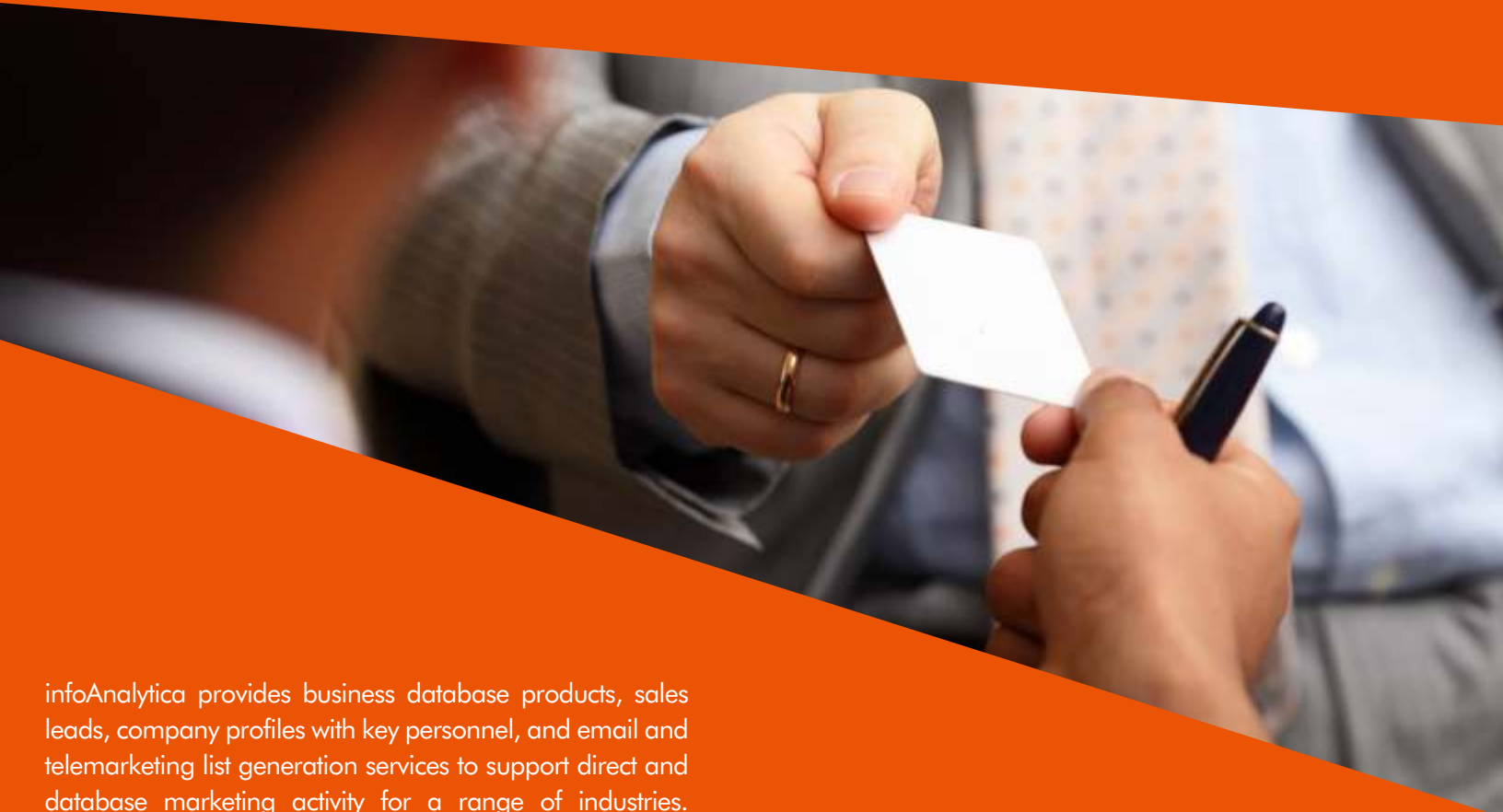
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# Reach your Targeted Decision Makers Across North America and Europe



infoAnalytica provides business database products, sales leads, company profiles with key personnel, and email and telemarketing list generation services to support direct and database marketing activity for a range of industries. infoAnalytica also has a B2B database of more than 5 million business contacts that can be readily used by clients looking to increase market shares and revenues through the use of company and business profiles, decision maker contact information, email lists and telemarketing lists. As part of this data set, infoAnalytica also offers technology install lists, encompassing companies that use specific technology products such as enterprise applications, data storage technologies, databases, development tools, security products, telecom infrastructure and so forth (e.g. SAP, Salesforce, Cognos, Hyperion, Oracle, Websphere, Tivoli, Citrix and several more), allowing technology companies to target their prospects with relevant offerings. infoAnalytica can verify the lists and profiles it develops for its customers through primary and/or secondary methods, leading to very high accuracy and reliability, to ensure the highest possible conversion rates out of a customer's direct or database marketing campaign. infoAnalytica also offers lead qualification services that include an additional level of verification for contacts by qualifying them for parameters that provide the customer with a strong indication of whether the contact and the company they work for, is a relevant prospect to do business with.

**Social Media Features:** Based on customer needs, infoAnalytica also appends its contact records with social profiles, particularly for LinkedIn, providing a sales or marketing organization with another valuable outreach channel for demand generation programs.

infoAnalytica is also a specialty provider of cutting edge research and analysis solutions within Market Research, Financial Research and Business Research, bringing this expertise to its company profiling and business data solutions.

iA has served more than 250 global clients, and our data clients include a roster of global corporations such as Intel, MeritDirect, Dun and Bradstreet, Microsoft, and PayPal. A partial client list is available further in this document.

# Sales Prospect Contact Data and Email Lists

If used properly, an accurate, validated email list that is purchased from a reliable source can be a very valuable tool in a salesperson's or marketer's arsenal.

In the same time that it would take a sales or marketing organization to build an email marketing database out of event attendees, business interactions, newsletter subscriptions and blog registrations, the company could already be doing business with a large number of customers if they understand how to build a permission based list from a raw email list. Append email to a detailed company profile, and you now have an outreach mechanism that can provide laser-precision within your target audience, leading to better conversion-to-sale and increased interest in your offering.

As per customer specifications, infoAnalytica often performs in-depth and customized lead qualification and demand generation support across a wide range of criteria, ranging from revenue assessments, company size assessments, technology installs (user base analysis e.g. Salesforce users, SAP users, Oracle users across a large number of technology areas, marketing/advertising/HR/IT/outsourcing spends, organizational hierarchies, average revenue per

transaction and several other parameters that can be studied.

Several email marketing tools and software have a restriction on uploading and using email data gathered from public sources such as the internet. infoAnalytica does not collect or harvest any email addresses from public domain sources, which means you can directly upload the contact data you purchase into your marketing campaign automation or CRM software.

If you would like to learn more on how to support your demand generation and sales activities with our verified contact data, do drop us a line at [info@infoanalytica.com](mailto:info@infoanalytica.com)



# Integrate Cross Channel Demand Generation with infoAnalytica's CRM Ready Data: Email : Telemarketing : Social Contact Records

In today's highly networked world, email should not be your only channel of preference. infoAnalytica's detailed company and contact profiles, which are purpose built to customer requirements, come with valuable data such as direct phone numbers and social media profile information wherever available, offering you an effective way to reach key decision makers, influencers, and champions for your product or service offering across small, medium and large organizations.



## Contact Data and Company Profiling Services from infoAnalytica

- Verified and valid business databases developed specific to customer needs
- Rich and fully verified data sources
- Contact data verification through email testing and phone verification
- Detailed, in-depth company and contact profiling
- E-mail and phone append, as well as email and phone list generation and verification, for a range of industry types and company demographics
- List suppression, data cleanse and data de-duplication services
- Leads qualification and scoring



# Lead Qualification and Scoring Services from infoAnalytica

InfoAnalytica can perform an additional level of verification for contacts by qualifying them for parameters that provide the customer with a strong indication of whether the contact and the company they work for, is a relevant prospect to do business with. The parameters used vary significantly by customer demographics and industry type, and the nature of the customer's product or service line.

Included below is an example of Lead Qualification that infoAnalytica has performed for two industry sub-groups within the E-commerce domain:

## Lead Qualification for the E-commerce and Online Payment verticals

infoAnalytica's customers frequently need to understand the features and demographics for targeted ecommerce merchants in North America. The customers objectives are to ascertain which of the companies were potential prospects for online payment solutions and related services,

and to segment their prospects as well as their existing customer base. In order to enable this, infoAnalytica performs the following verifications and assessments for their customers:

- E-commerce provider transaction volumes
- The provider's revenues for the website
- Total number of SKUs sold
- Average value per transaction
- Assess fast-moving SKUs and seasonal purchase and discounting cycles
- Pricing for specific SKUs
- E-commerce provider's Marketing spend/budgets
- Number of merchant websites operated by the parent company (end-customer)
- IT budgets
- Opportunity Size Assessments
- Customer software solution requirements (e.g. SaaS, PaaS, Application specifics)

# Industry and Company Coverage

Our list generation services include small, midsize and large companies in North America and Europe targeting various verticals, including -

- Technology
- Telecommunications
- Education
- Financial Services (BFSI)
- Healthcare
- Manufacturing
- Retail
- Pharmaceuticals and Life Sciences
- E-commerce (in-depth lists broken down by various criteria)
- Consulting and Business Services, and more



## Key Capabilities

- Researched more than 5,000,000 leads with Manager and above contacts across multiple functions for our clients in North America alone
- Capacity to research and build 50,000 contacts per month. This can be scaled up if required.
- Access to several paid databases and business networking channels.
- Leverage various social and business networks to assimilate comprehensive and reliable information for contacts. Custom and in-house lists are built using extensive primary and open internet research. Most lists are LinkedIn verified on request.
- Lists typically include company names, address and location, company revenue, # of employees, company description, company vertical, contact names, phone #'s (corporate, branch and direct where available), email addresses, LinkedIn profiles (as available), and more. Capability to research and document org charts (contacts heirarchy) and direct phone lines as available.
- Lead Qualification and Scoring based on criteria provided by the client: Each contact is validated and qualified into a lead as applicable after speaking with the contact directly, or through reliable secondary research.

# infoAnalytica's Methodology

InfoAnalytica's data team, including dedicated and experienced supervisors and quality assurance personnel, is provided extensive training. The training is multifaceted and focuses on issues such as precision and quality, speed and metrics related to work, de-duplication, documenting sources of information, evaluating reliability of data sources, reporting, guidelines to prevent defects, maintaining information security, data back up and protection and such other work related aspects.

In addition to reliable industry databases, our data team researches company websites, networking sites, social media channels (blogs, communities, networks, forums, etc) directories, press releases, event and conference sites, and other reliable secondary sources to find relevant contacts.

Every project involves frequent updates and checkpoints with the client. Contacts are validated (or qualified) through calls,

and testing systems as required. Emails are verified for bounces via independent email servers (our team sends out CAN SPAM compliant emails from multiple servers to identify good and relevant emails).

infoAnalytica has a dedicated Quality Control team for every contact data and business database project. infoAnalytica uses a combination of human verified Quality Control, coupled with robust in-house QC software and tools that have been developed over time to pinpoint errors and anomalies. These QC tools and methodologies use best practices, rules and logical filters that have been developed over years of experience in the contact data and company profiling space, ensuring highly accurate and reliable information for its customers, leading to higher ROI and conversion rates.



## Data Sources

Contacts are verified via LinkedIn (and by making phone calls to companies if within the scope of the project) and paid proprietary sources. In addition to these, our data team researches company websites, networking sites, social media channels (blogs, communities, networks, forums, etc) directories, Press Releases, Event and conference sites to find relevant contacts and email addresses. Further, as required, contacts are also found using primary sources. We have a team of callers who get contact information via phone.





# The infoAnalytica Advantage : Building Value for Customers

The specific values that infoAnalytica adds through this service offering include:

- High quality, customized deliverables at lower costs - you do not have to hire full time resources, thus providing you the flexibility and adaptability in resourcing based on market demands.
- Quick turn-around
- Professionals with multi-disciplinary skill sets our team comprises Business Analysts and Associates (MBAs), Chartered Financial Analysts (CFA), Social Media experts, content writers, editors, and more.
- A strong management/advisory team supported by a highly qualified and trained resource team. Our management team has a combined experience of over 50 years in business and financial analytics, and management consulting. This includes extensive

experience in consulting services in institutional strengthening and various aspects of enterprise evaluation and analysis for governments, financial institutions, bilateral and multilateral agencies, and infrastructure authorities. Senior managers / advisors hold MS and MBA degrees from reputed universities in North America including the Yale School of Management. We have a diverse team of professionals with degrees in finance, strategy, information science, marketing, communications, information technology, and international business.

- Well established security policies and practices combining the use of devices and technology with training and human practices to ensure the highest security levels in systems, network data security, privacy and business continuity.

# InfoAnalytica Resources and Quality Control

infoAnalytica has a dedicated Quality Control team for every contact data and business database project. infoAnalytica uses a combination of human verified Quality Control, coupled with robust in-house QC software and tools that have been developed over time to pinpoint errors and anomalies. These QC tools and methodologies use best practices, rules and logical filters that have been developed over years of experience in the contact data and company profiling space, ensuring highly accurate and reliable information for its customers, leading to higher ROI and conversion rates.

## Infrastructure and Technology

InfoAnalytica is headquartered in the US, with 2 state-of-the-art operations centres in India, which incorporate leading edge technology to provide 24x7 services to companies. This infrastructure includes:

- Workstations equipped with Windows 8, Vista, XP, Linux Server and other operating systems
- High speed network with Network Management equipment
- High powered multi processor servers
- High speed Internet connectivity (dedicated lease lines) maintained on a 24 X 7 X 365 basis
- Wireless Broadband Internet connections for redundancy with bandwidths up to 20 Mbps.

- High performance VoIP lines with US numbers, and web conferencing facilities.
- Restricted Internet access, secure firewalls, and other stringent security measures to ensure security and confidentiality of sensitive end-user data.
- 24 X 7 support, if required
- Complete Back up and Business Continuity facilities at alternate locations
- Authorized access to our offices through Flash Card Door Access Systems

Infrastructure can be scaled-up in line with client needs, as required, at short notice



# Partial List of Clients



## Client Testimonials

The entire team at InfoAnalytica is tremendous. If you are not using them, you are missing out. They're smart, conscientious, produce great quality work, and are personally fun to work with. I can highly recommend them for any assignment.

*Director, Product Management at Intuit*

Working with infoAnalytica has been nothing but a pleasure. They are very professional at all times and all work they have delivered has exceeded expectations. I would recommend working with infoAnalytica to anyone.

*Director, Business Development at DemandMedia*

I have known the team at infoAnalytica for a few years. They are a great resource for assisting on a variety of marketing projects. They can do everything from analysis of new market segments to demand generation support and intensive research. They are very thorough with great attention to detail and able to ensure they deliver on time. I'd recommend them to others who need assistance in their marketing and sales efforts.

*Founder, Technology and Management Consulting firm in the US*



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## Contact Information

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