

MarketBridge Solution

Customer Acquisition

WHAT YOU NEED

Marketers

- Coordinated lead gen tactics – social, SEO, direct marketing and more
- Higher conversion of unknown leads to known prospects with deep profiles
- Better lead scoring, segmentation, personas
- Reduced “black hole” of discarded leads
- Greater visibility into lead-to-close flow
- Metrics on cost-to-acquire economics

Sales Reps

- Reduced noise of unqualified leads
- Increased intelligence of high propensity opportunities (accounts and buyers)
- Access to rich customer profiles
- Personalized content recommendation
- Best product offers
- Ability to execute rapid digital or call responses



WHAT WE DO

Our data-driven program helps clients combine social media, direct marketing and personalized web engagement to generate, qualify, and deliver sales-ready leads to inside sales, field sales, and partner channels.

CUSTOMER DATA

Gather Customer Data



PREDICTIVE ANALYTICS

Predict Best Targets

- Buying Intent Signals
- Prospect Digital Engagement
- Lead & Account Prioritization
- Content Personalization & Personas
- Best Offer

PLAY EXECUTION

Execute Your End-to-End Play Powered by Technology

- Digital marketing
- Inside Sales
- Field Sales
- Channel Partners

