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# About Us

**AS YOUR LEAD GENERATION PARTNER, WE DELIVER YOUR BEST B2B PROSPECTS, TO BUILD YOUR PIPELINE AND INCREASE SALES.**

**Business Reporter** is a leader in the demand generation space. Our hyper-targeted B2B demand generation solutions provide the highest quality leads and achieve maximum ROI.

Our clients include a large list of industry leaders who continue to be advocates for our exceptional quality and delivery.

We offer solutions that achieve superior targeting and conversions.



# Why Business Reporter?

Your prospects are in our audience – we can help you identify, target and engage them efficiently.



## EXPERIENCE, EXPERTISE, TRUST & AUDIENCE

We've helped businesses and B2B marketers around the world find their ideal customers through our powerful, precision targeted demand generation solutions.



## MASSIVE GLOBAL PRESENCE

We represent one of the world's largest tech-centric global audiences of IT professionals, business decision makers & tech influencers.



## PRECISION TARGETING WITH ABM & INTENT

Leverage our 1st and 3rd party audience segments for the highest level of audience targeting and segmentation. We can run integrated ABM, intent, and tech-stack based campaigns fueled by Bombora Analytics.

# Join our client list of **TECHNOLOGY LEADERS**

We are proud to have gained the trust of global companies that are faced with demand generation challenges.



shutterstock®

teradata.



GENESYS™

splunk>

imperva

LogMeIn®



— OUR SERVICES —



# Our Solutions

Maintain a strong sales pipeline and convert leads with **Business Reporter's** comprehensive suite of B2B sales and marketing solutions.



## CONTENT SYNDICATION

No matter what your content may be whitepapers, webinars, podcasts, case studies or infographics, Business Reporter can send your content to your best prospects, and even your competitors customers!



## SQL

Marketing qualified lead prospects are asked multiple custom questions regarding interest in particular products or services.



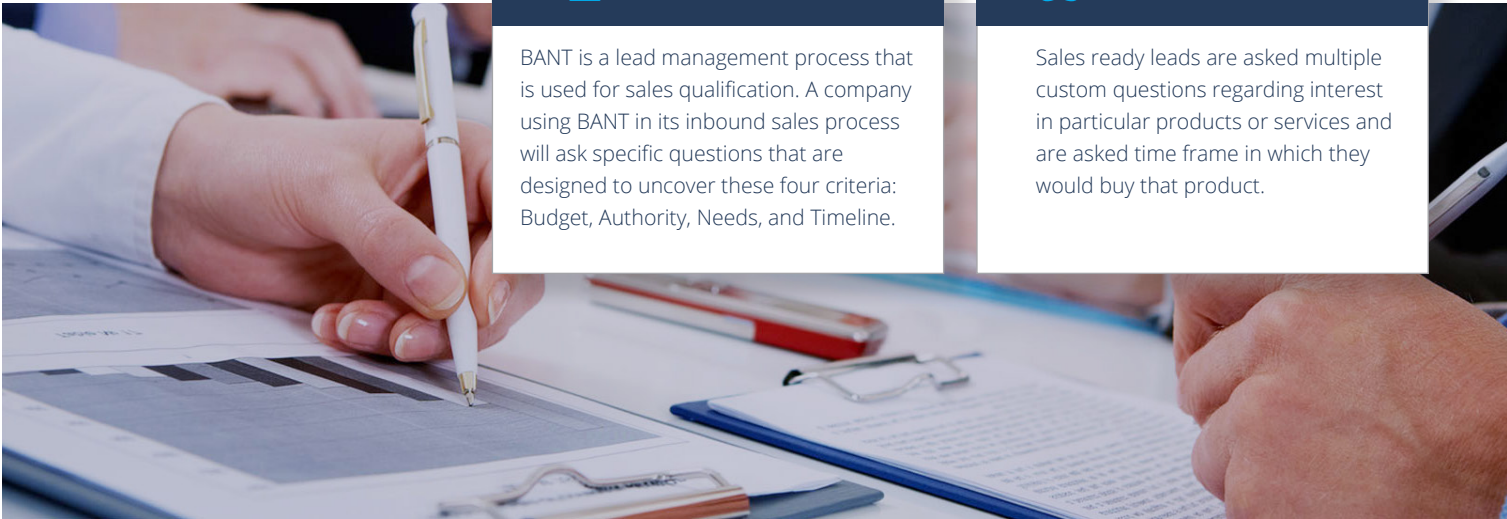
## BANT LEADS

BANT is a lead management process that is used for sales qualification. A company using BANT in its inbound sales process will ask specific questions that are designed to uncover these four criteria: Budget, Authority, Needs, and Timeline.



## SALES READY LEADS

Sales ready leads are asked multiple custom questions regarding interest in particular products or services and are asked time frame in which they would buy that product.



# Connecting B2B Marketers with their Best Prospects



**WE CONNECT B2B MARKETERS WITH THEIR IDEAL PROSPECTS THROUGH HYPER-TARGETED SOLUTIONS.**

## **WE TARGET USING**

- Geography
- Job titles
- Industries
- Company size and revenue
- Intent - We use intent data from Bombora - The leader in intent data
- We can target prospects who use a particular type of software
- We can target your competitors' customers



# What is Intent Targeting for Lead Generation?

- ✓ Enhancing your company's lead generation campaigns with Intent Targeting helps you engage with your audience in the right place, at the right time. Large amounts of data is collected about a prospects online activity that shows their interests and buyer intentions. Your prospects might have visited comparison or review sites and downloaded several pieces of content in the process.

Matching intent keywords with the prospects activities online, allows you to hyper-target, to reach the prospects who are in the market for your product or service at the time of your campaign.

Intent targeting can help to achieve shorter sales cycles, as well as increasing ROI. By using intent-based targeting as part of your marketing strategy, your campaigns will be more successful than ever before.



Intent targeting can be added to other types of targeting such as:

- Industry
- Company Size
- Job Title
- Company Revenue
- Technology Used
- Your Companies Competitors

# Campaign Lead Flow

## Intent Campaign Lead Process :

### ✓ DATA COLLECTION

Business Reporter or the client create a keyword list that are relevant to the clients product or service. If the client provides the keywords, Business Reporter will make suggestions to optimize results. Using the intent keywords list, the contacts with required job titles and other targeting criteria are extracted through the below three sources.

- 1. Internal CRM :** We have our in house data stored in our internal CRM and we filter the contacts as per the campaign specs and retrieve data for the same
- 2. Data Portals :** We have premium subscriptions for data portals such as Discover.org/Zoominfo and Bombora. We extract data from those companies from these portals in order to generate leads for the campaign.
- 3. Contact Discovery Team :** We have a contact discovery team of 50 data research analysts. They update and add contacts 24/7.

### ✓ EMAIL CREATION AND SENDING

Email Creatives and landing pages are made keeping the policies for GDPR/CAN SPAM/CASL compliancy in mind.

- Email Creatives & landing pages sent to the agency or clients for approval.
- Emails are delivered to the targeted prospects that fit the intent and other targeting criteria, per the local timings.

### ✓ QUALITY CHECK

After the leads are generated, they proceed to the quality department, where the following information is verified:

- The prospect is employed by the company, and in the position, that they state.
- The prospect is reachable by the email provided.
- The prospect is reachable by the phone number provided. (Below) After the leads are verified in quality, they are passed on to the client.

# Campaign Lead Flow

## ✓ DELIVERY PROCESS

We deliver leads through different methods to our clients.

**Client Portals:** The leads are uploaded to the client's portal as per their requirements.

**CSV Files Through Email:** The leads are inserted in the delivery template provided by the client and sent through email.

**CSV Files on Cloud Platforms:** The leads are inserted in the delivery template provided by the client and on the cloud platforms given to the client.

**API:** We create API forms using the API instructions given by the client. The form gets integrated to the clients CRM and the leads we deliver through it are uploaded to the clients' CRM system.



# Case Study A for Intent Targeting

## ✓ **The Problem:**

The company wanted to increase their sales, but had been challenged by obtaining quality leads from lead generation vendors.

## ✓ **What They Tried:**

The company had tried other lead generation vendors for leads, however those leads were not converting into sales.

## ✓ **Why They Contacted Business Reporter:**

The company was interested in a lead campaign that would provide Sales Ready Leads.

## ✓ **Our Solution:**

Business Reporter extracted intent based data relating to the companies product. Business Reporter ran an email campaign using the intent data, as well as qualifying custom questions on the landing page. We filtered the leads and only qualified leads that were looking to buy the product within the next 6 months were sent to the client.

## ✓ **The Results Within 3 Months:**

We delivered a total of 500 leads and the company was able to sell their product to 103 of them soon after lead delivery. The remaining leads were followed up with and additional sales were made in the following months.



# Case Study B for Intent Targeting

## ✓ **The Problem:**

The company was not getting high quality leads using intent data and were paying higher than average CPL's.

## ✓ **What They Tried:**

They tried other lead generation vendors, but were unsatisfied with the ROI.

## ✓ **Why They Contacted Business Reporter:**

The company wanted to know what Business Reporter could do differently than the previous lead generation vendors that they had run campaigns with.

## ✓ **Our Solution:**

Business Reporter analyzed the campaign and changed the intent keywords that had been previously used. We targeted an audience with high intent signals, in the last 30 days. Business Reporter also provided a more competitive rate than the previous vendor.



## ✓ **The Results:**

The sales team closed 35% of the leads in the 3 weeks after lead delivery. The client was very satisfied with the much higher ROI, due to the higher quality leads at a lower CPL.

# We provide campaigns for both email and telemarketing

## ✓ EMAIL MARKETING

Business Reporter is a B2B marketing provider with email Marketing promotions that deliver high-quality leads. Our B2B email marketing campaigns offer a complete solution for your company's next successful digital marketing campaign. We are able to handle all aspects of the process including strategy, testing, deployment, monitoring, and campaign analysis for effective targeting.

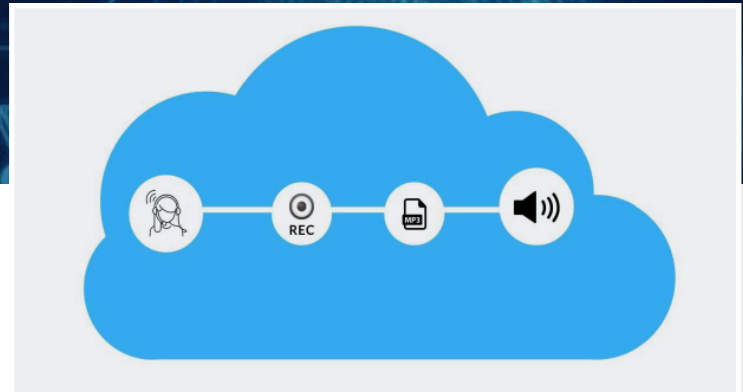
## ✓ TELEMARKETING

Our in-house telemarketing teams speak directly to the contacts your campaign wishes to reach. Each agent is trained to engage in conversations over a recorded phone call where we are able to introduce the prospect to your company, gauge the level of interest, and validate their contact information to ensure that leads are superior in quality.



# We provide 100% call recordings and timestamps

Business Reporter provides call recordings to all the clients for the programs we run. We have subscribed a telecom provider that not just records the call but also creates a copy of it in the cloud for the quality team to audit. Our team then sends those recordings via delivery portals if there is any or upload in the client's cloud portal. Also, for email marketing we provide screenshot of timestamps if required.



# Three Tier Lead **VERIFICATION PROCESS**



## **EMPLOYMENT**

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We verify that the lead is employed by the company and the job title that was provided is correct and up to date.



## **PHONE NUMBER**

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We verify that the lead can be reached by the phone number provided.



## **EMAIL**

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We verify that the lead can be reached by the email address that was provided.



# Email Marketing



- ✓ **Our clients rely on us to stay up to date on the latest technologies that will aid them in their buying journey:**

With a combination of opted-in and marketing nurtured contacts, there is effective intent built into our audience lists. Our audience have great interest in getting first access to all things technology – whether it's in-depth research, information around products and services, new tech breakthroughs, best events and deals, or tips and tricks that help them in their day to day work.

- ✓ **Connect with your audience in a highly personalized way and convert your prospects into customers through exclusive promotional emails:**

Cut through the inbox clutter and generate high engagement with your content. Dedicated emails that provide you with a 100% share of voice, ensuring you get the full attention of your buyers. Your message. Your call-to-action.

# Email lead generation in most local languages

- ✓ Lead generation in non-English speaking parts of the world becomes really important to convey the message in local language.
- ✓ We have successfully delivered our clients' programs and are considered a preferred partner by many.
- ✓ Samples of Proof of Concept are in the slides to follow.



# Email Marketing - French

## Cours accéléré sur Microsoft 365 Business



Découvrez comment Microsoft 365 Business peut rendre votre technologie plus performante tout en améliorant la productivité de vos employés, et notamment comment :

- Réduire les risques avec une sécurité permanente
- Gagner en productivité ensemble
- Travailler en mobilité

**E-book**

J'aimerais obtenir des informations, des conseils et des offres concernant Microsoft Office, et d'autres produits et services Microsoft. [Déclaration de confidentialité.](#)

EMAIL CREATIVE

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Prénom:  REQUIRED

Le nom:  REQUIRED

Email:  REQUIRED

nom d'entreprise:  REQUIRED

Pays:  REQUIRED

Taille de l'entreprise:  REQUIRED

Titre professionnel:  REQUIRED

Numéro de téléphone:  REQUIRED

Taille de l'employé:  REQUIRED

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**Envoyer**

LANDING PAGE

# Email Marketing - German

Clouderkenntnisse: Vier Unternehmen, die ihre Windows Server- und SQL Server-Workloads zu Azure migriert haben



Veröffentlicht: 03.04.2020

Lesen Sie die Erfolgsgeschichten von Unternehmen, die ihre Workloadleistung steigern und ihre Kosten senken konnten, indem sie Windows Server und SQL Server zu Azure migriert haben. Laden Sie dieses E-Book herunter, um mehr darüber zu erfahren, wie Allscripts, die Carlsberg Group, Epos Now und TraXall France die Migration zur Cloud bewältigt haben und wie Azure Sie bei Folgendem unterstützt:

- bei der Migration von Legacydaten in Hybridumgebungen
- bei der Leistungssteigerung für Datenökosysteme
- beim Schritt halten mit Innovationen durch Anpassung der Geschäftsanforderungen
- bei der Vereinfachung der Infrastrukturverwaltung und der Senkung der Betriebskosten
- bei der Complianceoptimierung und dem Schutz von Daten durch über 90 Complianceangebote

Senden

Ich wünsche mir Informationen, Tipps und Angebote zu Lösungen für Unternehmen und Organisationen und anderen Microsoft-Produkten und -Diensten erhalten. [Datenschutzerklärung](#)

EMAIL CREATIVE

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Nachname *	<input type="text"/>
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Telefonnummer *	<input type="text"/>
Name des Unternehmens *	<input type="text"/>
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Positionsbezeichnung	<input type="text" value="Analyst / Presse"/>
Land/Region *	<input type="text" value="Select a Country"/>
<input type="checkbox"/> Ich stimme zu Ich wünsche mir Informationen, Tipps und Angebote zu Lösungen für Unternehmen und Organisationen und anderen Microsoft-Produkten und -Diensten erhalten. <a href="#">Datenschutzerklärung</a> .	
<input type="button" value="Senden"/>	

LANDING PAGE

# Account Based Marketing

- ✓ A growing number of B2B marketers are embracing account-based marketing (ABM) as part of their overall marketing efforts. ABM perfectly complements lead generation, with efforts aimed at driving long-term revenue growth.

In its simplest form, ABM is a strategy that directs marketing resources to engaging a specific set of target accounts. Business Reporter can use your companies prospect lists or build a list by using the company domains that you would like business from, while also utilizing targeting criteria.



We create target account lists, identify the best-fit prospects within the accounts, engage them with your content, and generate demand for your product or service.

Instead of casting a wide net with their lead-generation efforts, marketers using ABM work closely with sales to identify key prospects and then tailor customized programs and messages to the buying team within target accounts.

# Campaign Management and Resources

Business Reporter manages campaign elements to achieve the maximum ROI.



## PACING AND LEAD FORECASTING REPORT

Provide reporting, which includes pacing and forecasting of the campaign, to ensure that campaigns are completed on time.



## DELIVERY PLATFORMS

We work with lead management platforms such as Integrate and Converter. We can also deliver leads to a CRM or a custom API.



## DATA PARTNERS

DemandBase  
Discover.org  
Bombora

# Compliance



WE ARE **GDPR** COMPLIANT

**The General Data Protection Regulation (GDPR)** sets guidelines for the collection and processing of personal information from individuals who live in the European Union (EU). Business Reporter is GDPR compliant and ensures that the guidelines given by GDPR are followed accordingly.



WE ARE **CASL** COMPLIANT

**Canada's anti-spam legislation (CASL)** is the federal law dealing with spam and other electronic threats. It is meant to protect Canadians while ensuring that businesses can continue to compete in the global marketplace. We make sure of all the 3 main elements of CASL are adhered to when we process the leads:

- **Obtain consent**
- **Provide identification information**
- **Provide an unsubscribe mechanism**



WE ARE **CCPA** COMPLIANT

**The California Consumer Privacy Act (CCPA)** takes a broader view than the GDPR of what constitutes private data. The challenge for security, then, is to locate and secure that private data.

Business Reporter realises the importance of the CCPA regarding consumer data and we follow the guidelines provided.

AB 375 allows any California consumer to demand to see all the information a company has saved on them, as well as a full list of all the third parties that data is shared with. In addition, the California law allows consumers to sue companies if the privacy guidelines are violated, even if there is no breach. Consumers must have an option to opt out of data and also have the right to have incorrect information corrected.



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