

# 2019 Media Kit

TechnologyAdvice | Educate. Advise. Connect.

Learn more at [TechnologyAdvice.com/vendors/](https://TechnologyAdvice.com/vendors/)



Dear Marketer,

Thank you for your interest in our lead generation services.

At TechnologyAdvice, we pride ourselves on delivering the highest quality demand generation services, no matter your business goal, target audience or company size.

The commitments we can offer you as a client are the same as they always have been:

- 1.** *100 percent accurate and up-to-date contact information, or we'll replace the lead.*
- 2.** *We will do everything we can to help you close our leads, including sales and nurture consultation at no additional charge.*
- 3.** *If we don't think the program will help you close new business, we will turn it down and recommend a different provider who might be a better fit.*

Whether you have further questions about our programs, or you're ready to start receiving leads today — we're ready to hear your lead generation goals. Please take a few minutes to review our services below, and don't hesitate to contact us.



Sincerely,



Rob Bellenfant, Founder/CEO, TechnologyAdvice

## Clients We've Served



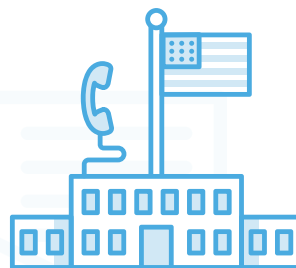
# What Makes Us Different? \_\_\_\_\_

Anyone with an internet connection can sell you a list of “qualified” contacts, but a trustworthy, reliable partner is harder to find. TechnologyAdvice provides unmatched demand generation services, and we tell the truth about our leads. Here are a few things that make us unique among competitors.

## Proprietary Database



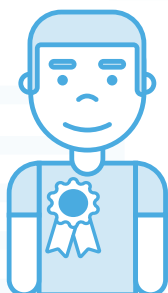
## US-Based Call Centers



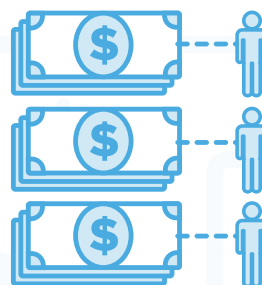
## Domestic & International Capabilities



## Dedicated Client Success Manager



## True CPL Pricing



# The TechnologyAdvice Lead Program Suite

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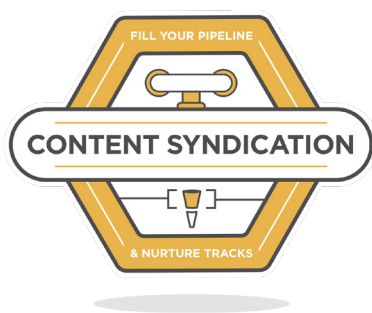
## What We Offer

TechnologyAdvice.com helps software vendors connect with buyers who are actively researching products like theirs. Those leads are available for purchase through our HQL program (defined below), but our offerings don't end there. Over the years, we've built a database of more than 46 million contact records that we can engage and nurture on behalf of our clients. This database feeds our other six programs.



## Highly Qualified Leads (HQLs)

Leads from TechnologyAdvice.com who are actively researching products in your category and plan to implement in six months or less. High conversion rate, lower volume.



## Content Syndication

Fill your pipeline and nurture tracks with top-of-the-funnel (TOFU) leads who opt in to receive your content and a follow-up. We tap our database using your branded asset and targeting requirements. Content Syndication PLUS lets you add up to four custom questions to further qualify leads (e.g. "Who is your current CRM provider?")



## Cost per Account

Give reps more insight into key accounts. We provide up to 10 contacts at varying levels in the account, install base data, and information around pain points - to help your team build the full picture of a client's landscape.

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## Nurtured Leads

After passing through our content syndication program, these leads are nurtured via email/call cadence and opt in to receive a second branded asset. Great for teams with no established nurturing process or a smaller SDR team.

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## BANT Discovery Leads

These leads have answered all questions related to BANT qualification, so you know how close they are to a buying decision and how to best follow up. While not necessarily "BANT-qualified," these leads have been vetted for all BANT criteria



## Call Notes

Give your sales team the details they need to fulfill a lead's needs. TechnologyAdvice's native English-speaking call center agents record the details of conversations, so your sales team knows exactly what buyers want — with all the nuances of how they ask for it.

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## Account-Based Leads

Combine any of our programs with a target account list, and we'll provide up-to-date contacts in decision-making roles at those accounts. We run dozens of ABM programs each month for Fortune 500 brands.

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## Content Services

We are experts in understanding what buyers are looking for. Our content team produces buyer's guides, recommendations and industry overviews for over 100 software categories. Leverage our experience to create white-labelled content, that matches your style and hits your audience's pain points.

## How much do these programs cost?

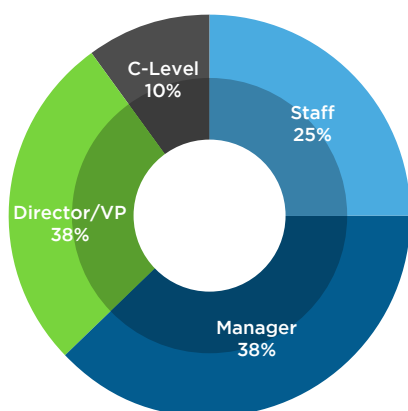
For all email and TM programs, cost per lead ranges from \$35-\$100, depending on filters. Our bottom-of-the-funnel programs range from \$45-\$600 per lead.

# Our Audience

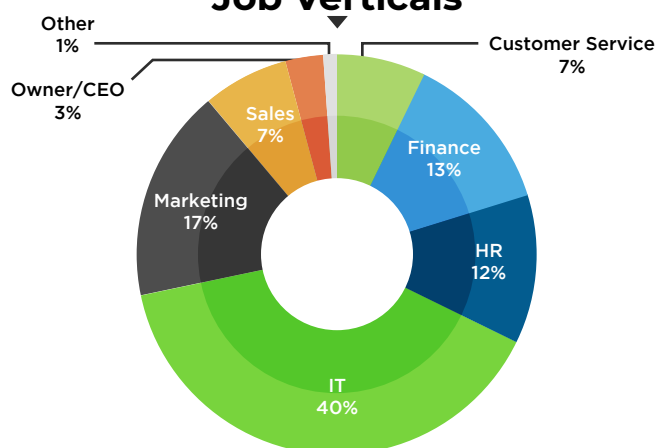
TechnologyAdvice's audience includes more than **46 million decision-makers** and influencers in every role, from Finance to Human Resources, IT, Sales, Marketing, and Customer Service.

We can reach U.S. and international audiences that cover North America, LATAM, EMEA, and APAC. Standard targeting capabilities include job title/function, industry, number of employees/users, revenue, location, tech used, and B2B technology vertical.

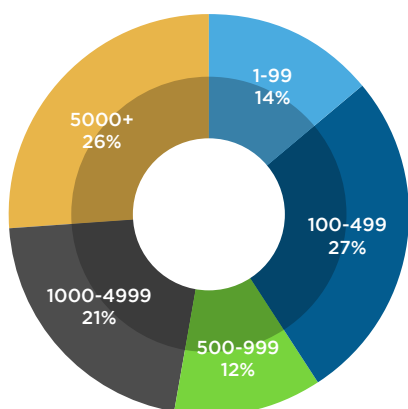
## Job Titles



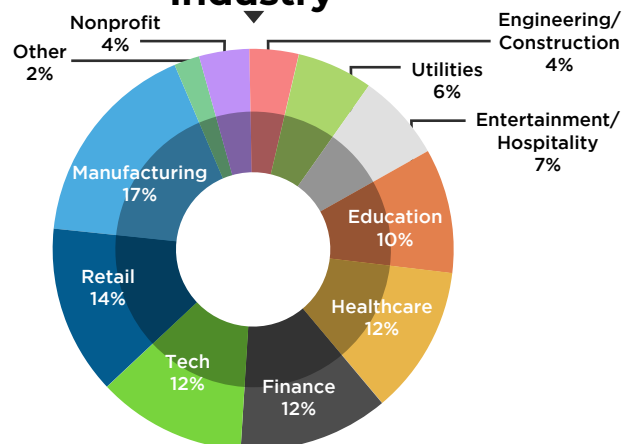
## Job Verticals



## Company Size



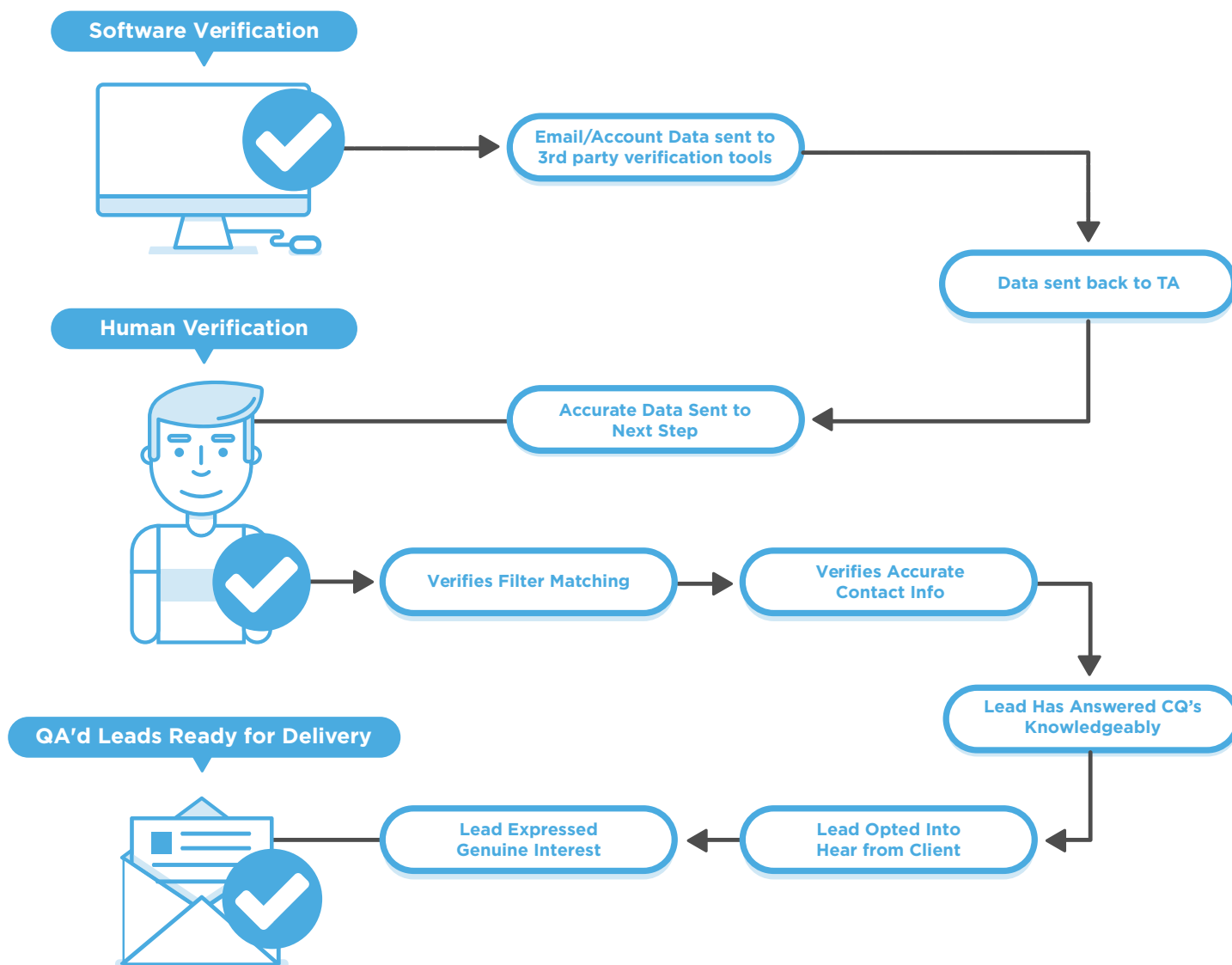
## Industry



# Quality Assurance

At TechnologyAdvice, we pride ourselves on delivering accurate, up-to-date information to our clients. To guarantee quality, every lead we generate speaks directly with one of our Technology Advisors and passes through a rigorous quality assurance process.

## After a lead is generated...





# Case Studies

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*"I would definitely recommend TechnologyAdvice to all of my colleagues."*

**Senior Campaigns Manager  
Oracle**



*"We have generated over \$800K in opportunity pipeline through the programs we've run with TechnologyAdvice."*

**Web & Content  
Optimization Manager  
Act-on**



*"The conversion rate to opportunity was 20% higher than a regular product trial."*

**Lead Generation Manager  
Wrike**



## Get in touch.

877.917.7644 | [vendors@technologyadvice.com](mailto:vendors@technologyadvice.com)

