

Your global B2B marketing partner

What problems do mardevdm2 solve?

As a marketer you are under greater pressure than ever to measure the results of every dollar spent. You need to know that you are starting with current, high quality marketing data and services that deliver results and address the challenges you face. At mardevdm2, we start with a current, qualified source of more than 60 million B2B decision makers, and we connect you with them based where they are in the buying cycle.

What is the value of a single source for global business-to-business marketing data and services?



Sales territories now span geographic regions and countries or extend around the globe. And customer and prospect contact information is often out of date or incomplete, in addition to being in multiple formats based on location.

Marketers and sales professionals need one source of contact information with complete and targeted information about each of their customers and prospects to ensure that they:

- Reach the right decision makers at each company
- Target industry segments with the most relevant message
- Get the greatest return on their investment of time and money

Mardevdm2 is the single source for global business-to-business (B2B) lead generation and marketing automation services and data—from the data required to directly deliver your message to the right audience to the ability to track and manage the effectiveness of each marketing campaign and its conversion to sales.



Meet customers where they are in the buying cycle



As prospects move closer to a buying decision, it is critical that your message is in front of the right people responsible for making that decision. Mardevdm2 delivers the message on your behalf and keeps it there. We deliver current contact information about the buyers and influencers to improve your business targeting.

Why mardevdm2?

Many traditional lead generation services will send you inquiries on a regular basis—most from content downloads, webinar or other event attendees, or website visits, and they provide a cost-perlead program. But when you work with mardevdm2, we'll go the extra steps to call and qualify, email and integrate multi-touch campaigns, nurture and score contacts based on your sales and marketing objectives. We deliver only the most ready-to-buy leads to you so you can focus your sales efforts on closing business.

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Mardevdm2 delivers global business-to-business marketing data and services that are designed to effectively and efficiently move customer and prospect conversations and relationships through the buying cycle and accelerate your sales pipeline. We help companies add targeted and current contact information to their marketing database, provide qualified business data and marketing automation services for multi-touch campaigns and deliver dashboards and reporting that show measurable results and return on marketing investment.

