

DecisionMaker[®] Lead Generation



The value of nurturing

What happens to the event and online leads that come into your business that aren't ready to buy today? If your company is like most, they are rejected by sales, set aside, perhaps entered into a contact database, and hopefully recovered at some later point in time—based on your communication to them, not necessarily when they need to hear from you. The value that mardevdm2 adds to the lead development process is that we send your messages in a timely manner to the inquiries you currently create and keep them engaged with your brand until they make a purchasing decision.

Accelerate leads through your sales pipeline

As a marketing or sales professional, you are constantly challenged to generate more leads, increase their quality and close more sales. The problem is that most companies use the same sources for leads, and the definition of a lead ranges from a student conducting research for a project to a business decision maker who truly needs your product or service.

At mardevdm2, we find that starting with a targeted and pre-qualified source of leads produces better results. So we rigorously screen and update contact information for 60 million business professionals. Then we nurture and qualify them and make them available to you at just the right time in their buying cycle.

What is a lead?

Not all leads are created equal. A lead is more than a website visitor, an inquiry or a trade show attendee. Yet each of those sources could become leads with the right level of education and nurturing throughout their purchase process.

However given that the sales mandate is to close sales, they don't want to waste time with leads that are not ready to buy. Add to that the fact that more than 80% of typical "leads" are not followed up effectively, and you are at risk for minimal or no return on what can be very significant marketing investments.

With lead development programs from mardevdm2, your sales pipeline will include qualified business decision makers as leads with:

- budget in place
- decision making authority
- business need with an identified project plan and/or team
- timeline allocated to address the need

We'll engage your prospects throughout their buying cycle to ensure they are truly qualified when they are ready to buy your product or service. Because here's another fact, more than 60% of your leads will make a purchase within 12 months. The question is, will it be from you?



How it works

We generate leads from our sourced database of 60 million decision makers, or we use the lead list that you provide. Our lead generation and nurturing programs take the ongoing process off of your hands and let you focus on your core business, and closing deals. The options are simple and very effective.

Clever	Brilliant	Genius
Clever Package	Clever Package +	Clever and Brilliant Package +
<p>Data:</p> <ul style="list-style-type: none"> Health check and data supply Campaign data management <p>Campaigns:</p> <ul style="list-style-type: none"> Personalised, multi-touch e-campaigns Behavioural targeting A/B testing on copy/creative/subject lines Telemarketing and support Basic real time reporting <p>Leads guaranteed:</p> <ul style="list-style-type: none"> Marketing qualified leads Sales accepted leads <p>Bespoke solutions also available</p>	<p>Data:</p> <ul style="list-style-type: none"> Data append and basic segmentation <p>Campaigns:</p> <ul style="list-style-type: none"> More complex automated campaigns Extra A/B testing Embedded profile questions in emails Extra telemarketing Basic dashboards and reporting <p>Leads guaranteed:</p> <ul style="list-style-type: none"> Marketing qualified leads Sales accepted leads 	<p>Data:</p> <ul style="list-style-type: none"> Profiling and modelling; multiple segmentations <p>Campaigns:</p> <ul style="list-style-type: none"> Strategy/planning/media optimisation consultancy Multi-channel integration Advanced multi-touch automated campaigns by segment True 1:1 marketing Ongoing buying behaviour capture Granular tracking & analysis end to end Advanced ROI dashboards with link to Salesforce.com <p>Leads guaranteed:</p> <ul style="list-style-type: none"> Advanced lead scoring Marketing qualified leads Sales accepted leads

Why source and develop leads with 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.

mardevdm2 London

The Quadrant, Quadrant House
Sutton, Surrey, SM2 5AS UK
+44 (0) 20 8652 4525
enquiries@mardevdm2.com

mardevdm2 Chicago

2000 Clearwater Dr.
Oak Brook, IL 60523 USA
+1 800 323 4958
info@mardevdm2.com

mardevdm2 New York

360 Park Avenue South
New York, NY10010-1710 US
+1 800 545 8517
sales@mardevdm2.com

mardevdm2 Australia

Tower 2
475 Victoria Avenue
Chatswood, NSW 2067 Australia
+612 9422 2644
mardevlists@mardevdm2.com

mardevdm2 Singapore

Plaza 8 @ CBP,
1 Changi Business Park Crescent
Tower A, #06-01
Singapore 486025
+65 6780 4842
infoasia@mardevdm2.com

www.mardevdm2.com



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.

