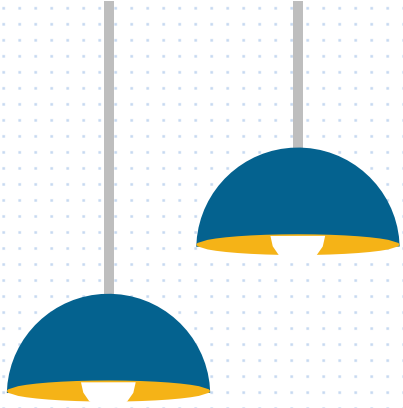




# FinalFunnel Media Kit - 2023

Lead with Live Funnel



# About Us

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FinalFunnel is a client-centric Global B2B Demand Generation & Publishing company helping enterprises fill up their sales funnel with intent based data.



# We Provide

## Lead Generation

- ✓ Content Syndication,
- ✓ Lead Nurturing
- ✓ Lead Qualification



## Digital Marketing

- ✓ Email Marketing
- ✓ Event Promotion
- ✓ Tracking of buyer behavior etc..



## Service Offering

## Account Based Marketing

- ✓ Cross Sell
- ✓ Upsell
- ✓ Shorten Sales Cycle
- ✓ Highly Focused



## Data Management

- ✓ Contact Discovery
- ✓ Data Enrichment
- ✓ Account Profiling



# Lead & Demand Generation



FinalFunnel utilizes the BANT model to discover leads:

## ➤ Budget

What are the prospect's expectations around pricing? What do they typically spend on this type of purchase? Is there any flexibility with their budget?

## ➤ Authority

Who's making the final decision around whether to go forward with a purchase? What's the decision-making authority of your main point-of-contact? What other stakeholders exist?

## ➤ Need

What challenge is the prospect/company facing? How much is their challenge impacting their daily tasks? What are they hoping your company can do to help them?

## ➤ Timeframe

What is the company's purchase timeline? Are they within the 12 months buying cycle?

FinalFunnel connects with over **1000+** Technology Decision Makers & Influencers every month representing over



# Account Based Marketing

- ✓ Finding Potential Accounts
- ✓ Devise & Implement Strategy
- ✓ Deliver Customized Content
- ✓ Convert Prospect Into Sales



FinalFunnel uses account based marketing, a highly focused marketing strategy, treating individual prospects like its very own market.



The company executes campaigns that are dedicated to the people of that specific account and it therefore resonates more with decision makers as implementing bespoke strategies better fulfills their needs.

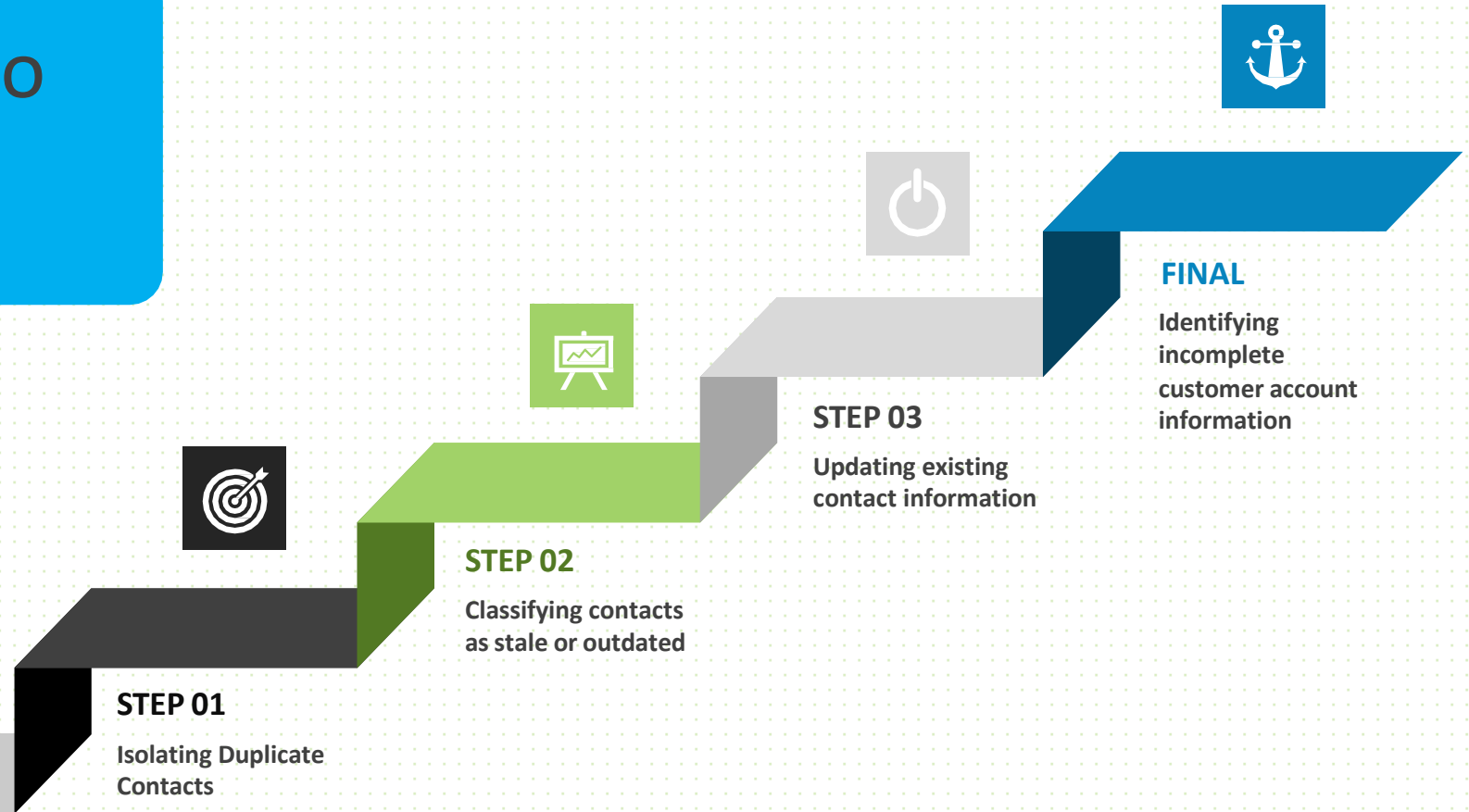


Through ABM, FinalFunnel generates more high quality leads for the specific account that it is based on.

# Data Enrichment

No obsolete data, no redundancy.

At FinalFunnel, our market knowledge and research skills allows businesses to make the best use of data by:



# Account Profiling

FinalFunnel is armed with a strong combination of online and telephone research skills as well as techniques to scratch, dive-deep and uncover desired information along with insightful account intelligence.

FinalFunnel researches relevant, specific and hard-to-find data about target companies such as budget, Install Base (current utilized technologies), etc., as per the clients' specifications.

This enables advertisers to confidently shoot with precision to target the most appropriate audience.



Up to date Account Information

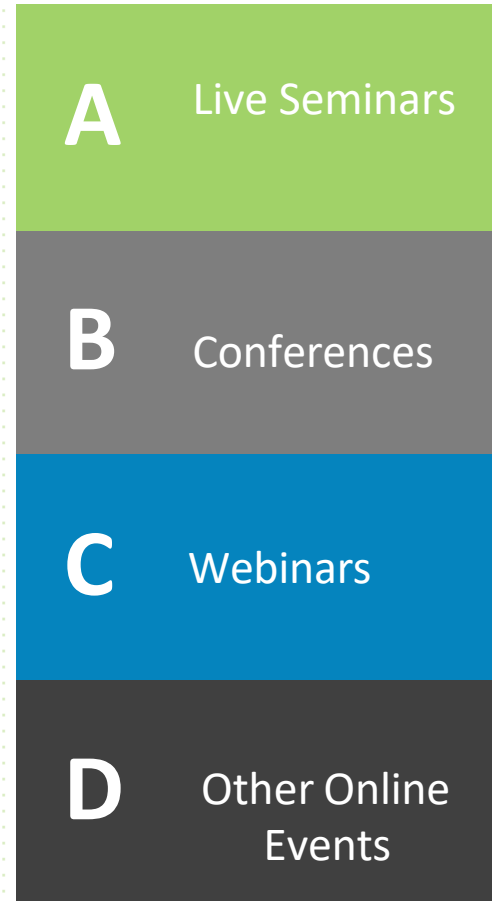
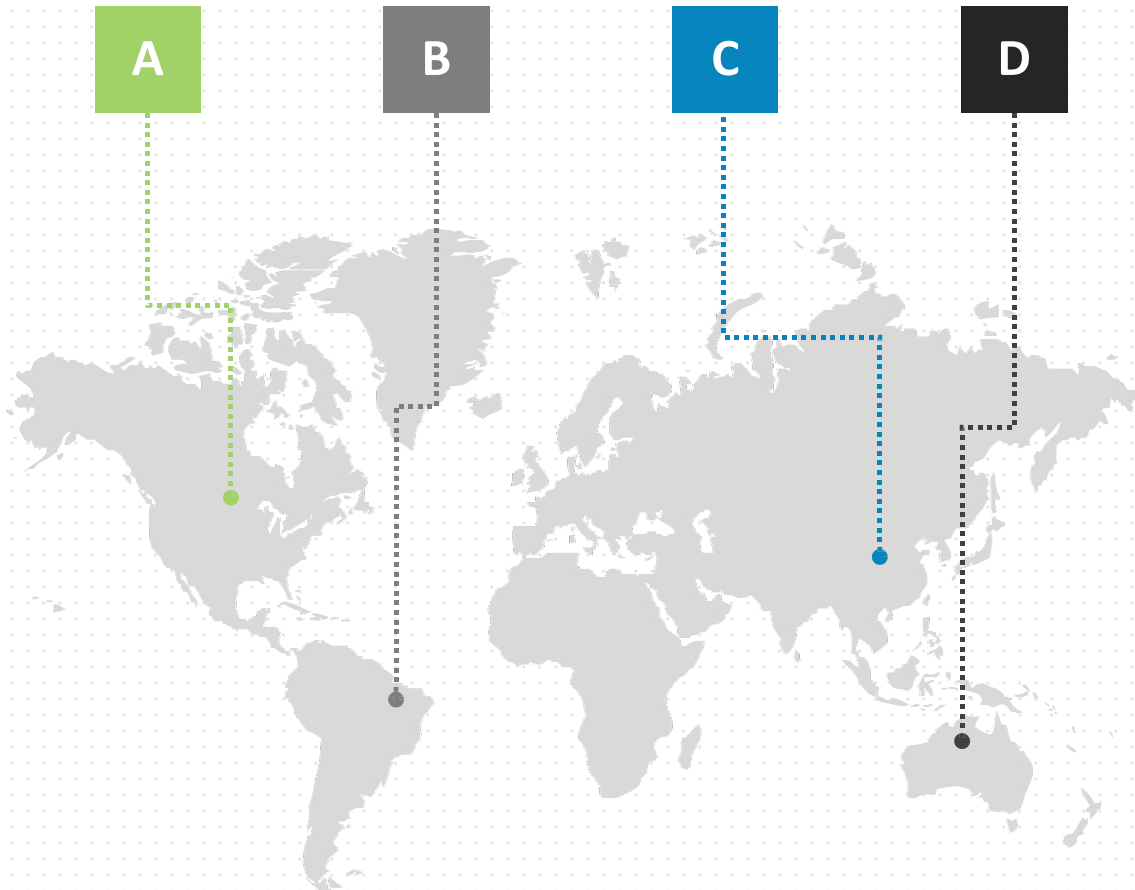


Reveal Best Opportunities



Shorten Sales Cycle

# Event Promotion



FinalFunnel assures high demand generation as well as high participation.

FinalFunnel assists businesses in running events by reaching out to target audiences, invitees and registrants, and further generating a high demand for these events.



# Email Marketing

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FinalFunnel uses email marketing as a way to target prospects directly.

The company uses email marketing as a tool by building an email list to reach and inform established as well as new prospects.

We also use email marketing to generate leads by directing traffic to landing pages, publishing sites, etc



Customization

Specific Data

Precise Targeting

Success

Measurability

Flexibility

# Quality Control

Conduct efficient audits on all processes

FinalFunnel provides on-the-job training to all employees to ensure that skills and quality of leads is accurate and valid.



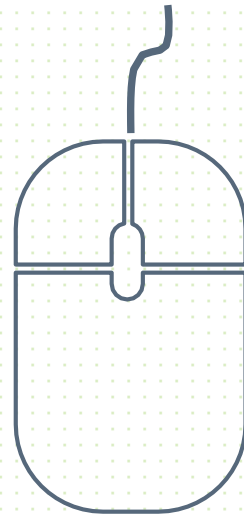
## Data Validation <

Data is validated to ensure that all campaign specifications are met.



## Call Auditing <

Calls recordings are audited to gauge intent.



Quality Process



## > Email Validation

Various tools are used to ensure that all emails are verified.



## > Phone Validation

Various tools are used to ensure that phone numbers are verified.

# Outbound Marketing Services



## Lead Generation Services

We ensure filling your pipeline with just the level of qualification that allows you greater chances of conversion.



## Nurturing and Progression

Our N&P services are optionally integrated with lead generation and are a set of pre-sales activities aimed at nurturing the leads further down the funnel.



## Lead & Response Management

We have a proven system for lead and response management that ensures that no lead or enquiry is left behind.

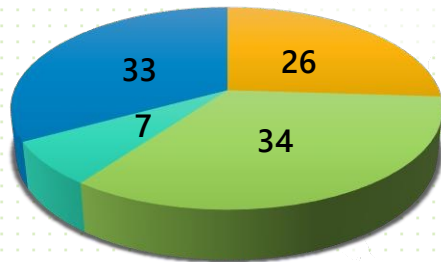


## Audience recruitment, RSVP process management for Events & Webinar

We could help you maximize the return on your investment in events in the form of attendees and subsequently also support you to nurture them.

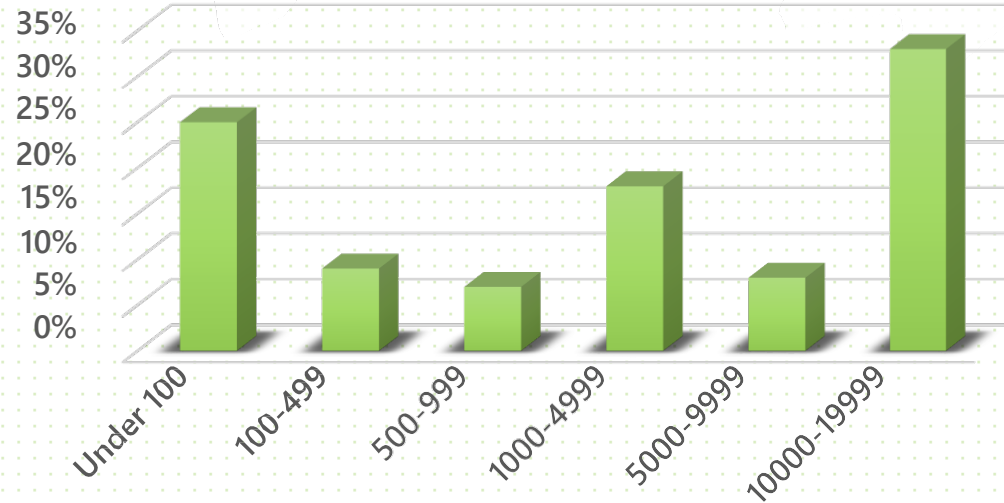
# North America/Latin America/South America

## Job Description



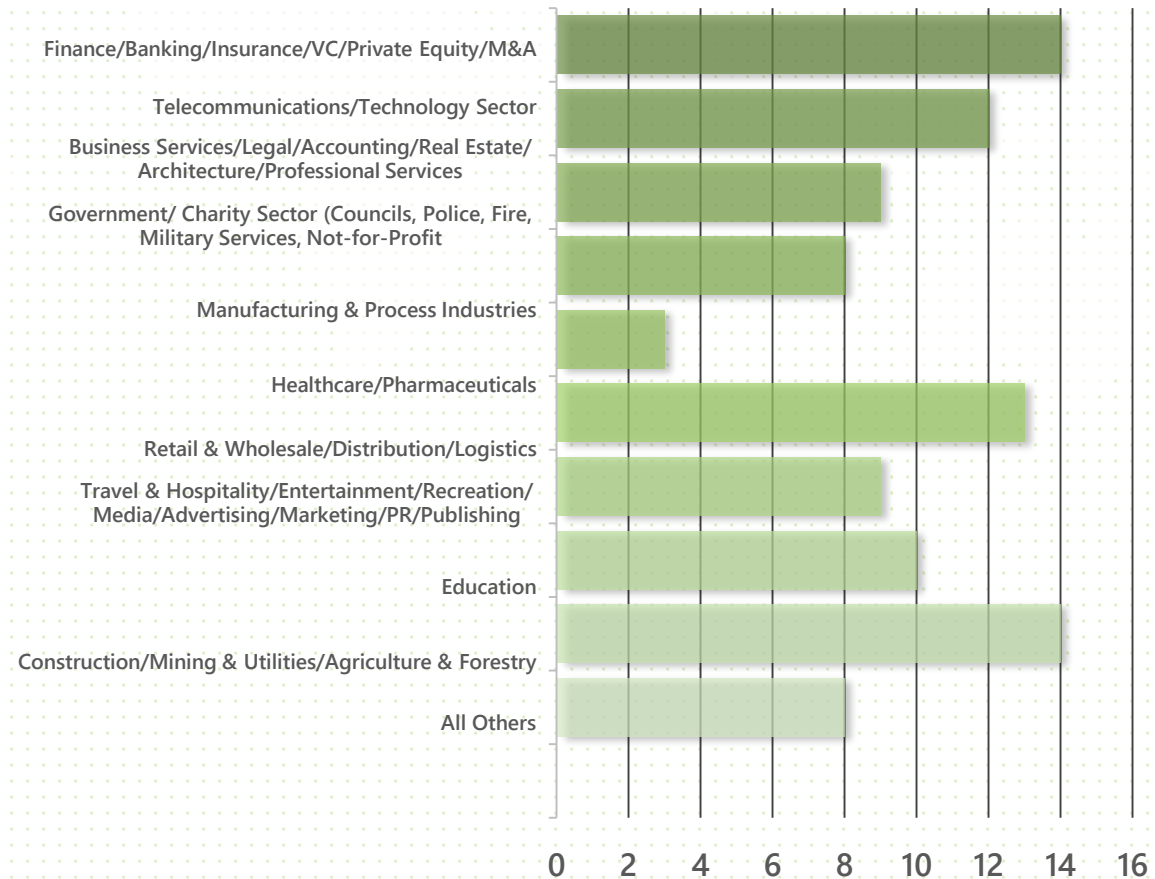
- Business: C-Level/Business Director
- Business: DM/Business Manager
- IT: C-Level/Director
- IT: DM/Manager/Technical Title

## Company Size



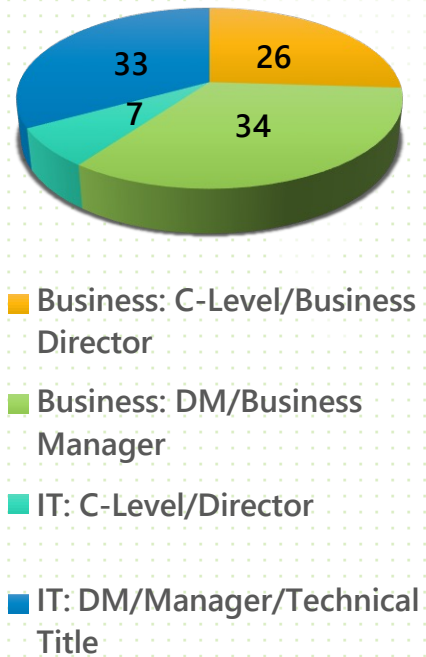
# North America/Latin America/South America

Country	Percentage
United States	79.0%
Canada	20%
Brazil	0.32%
Argentina	0.20%
Columbia	0.09%
Chile	0.06%
Guatemala	0.01%
Panama	0.01%
Peru	0.01%
Honduras	0.01%
Venezuela	0.01%
Paraguay	0.01%

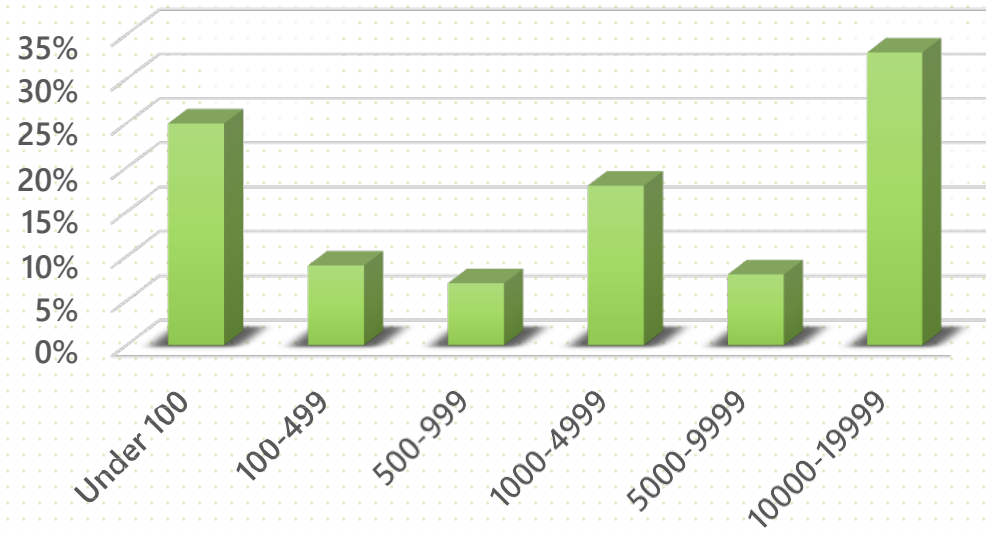




### Job Description



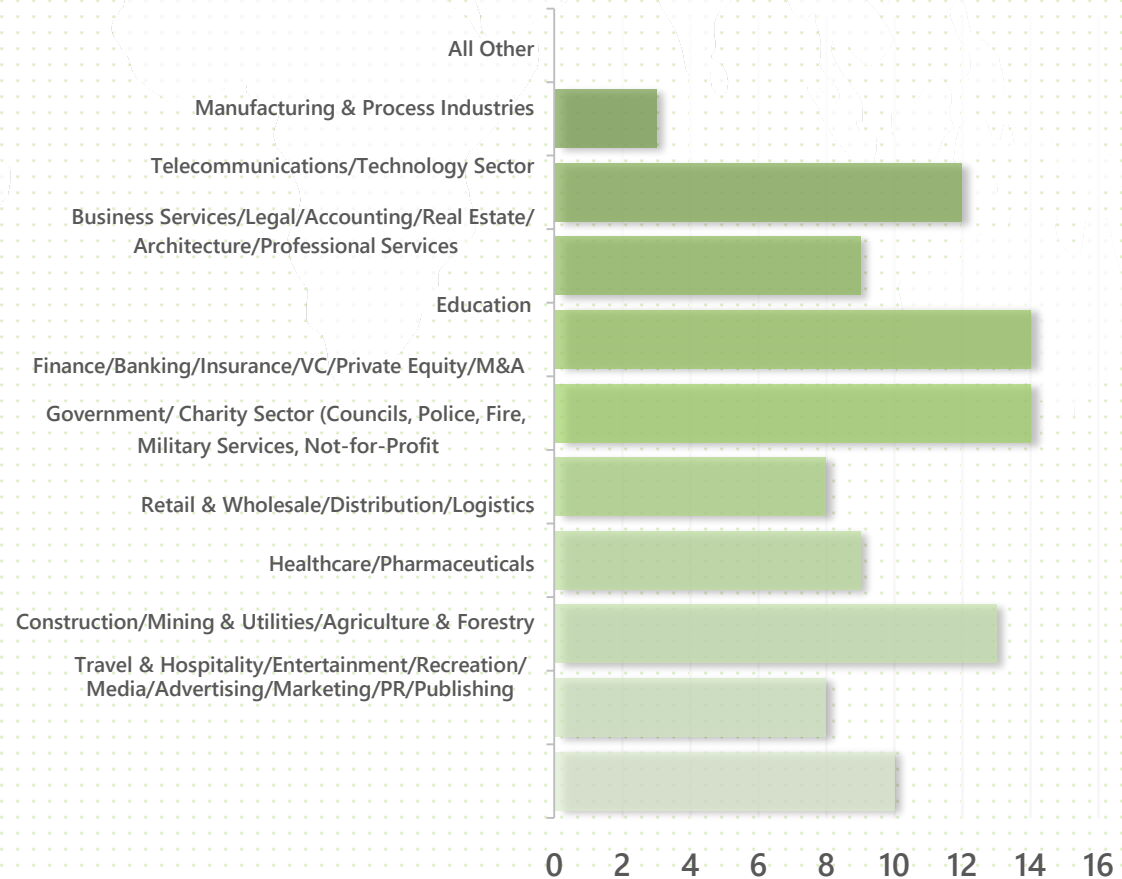
### Company Size







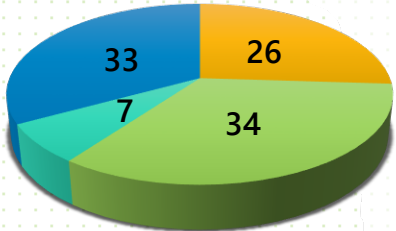
Country	Percentage
United Kingdom	45%
Germany	19%
France	12%
Netherlands	7%
Spain	4%
Austria	4%
Sweden	4%
Norway	1%
Denmark	1%
Italy	0.7%
Finland	0.3%





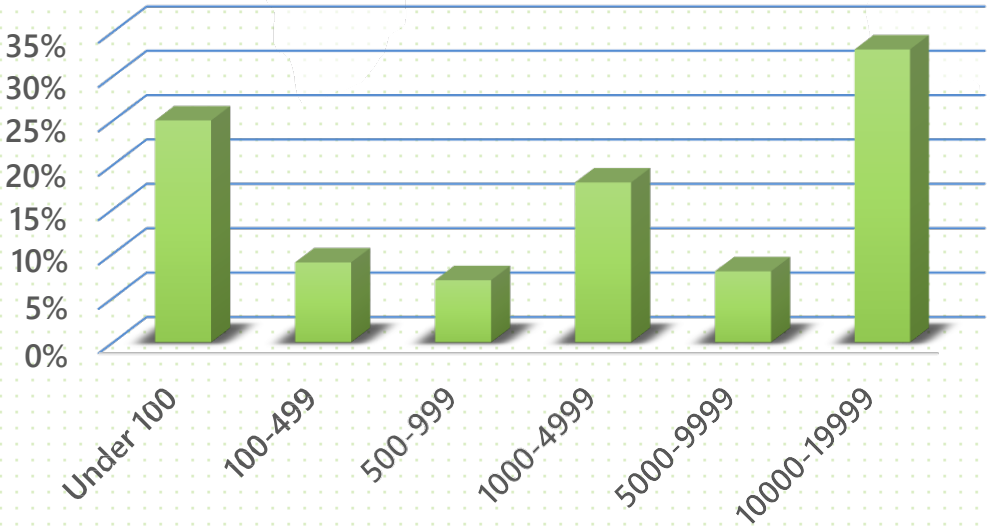
# Asia Pacific

### Job Description



- Business: C-Level/Business Director
- Business: DM/Business Manager
- IT: C-Level/Director
- IT: DM/Manager/Technical Title

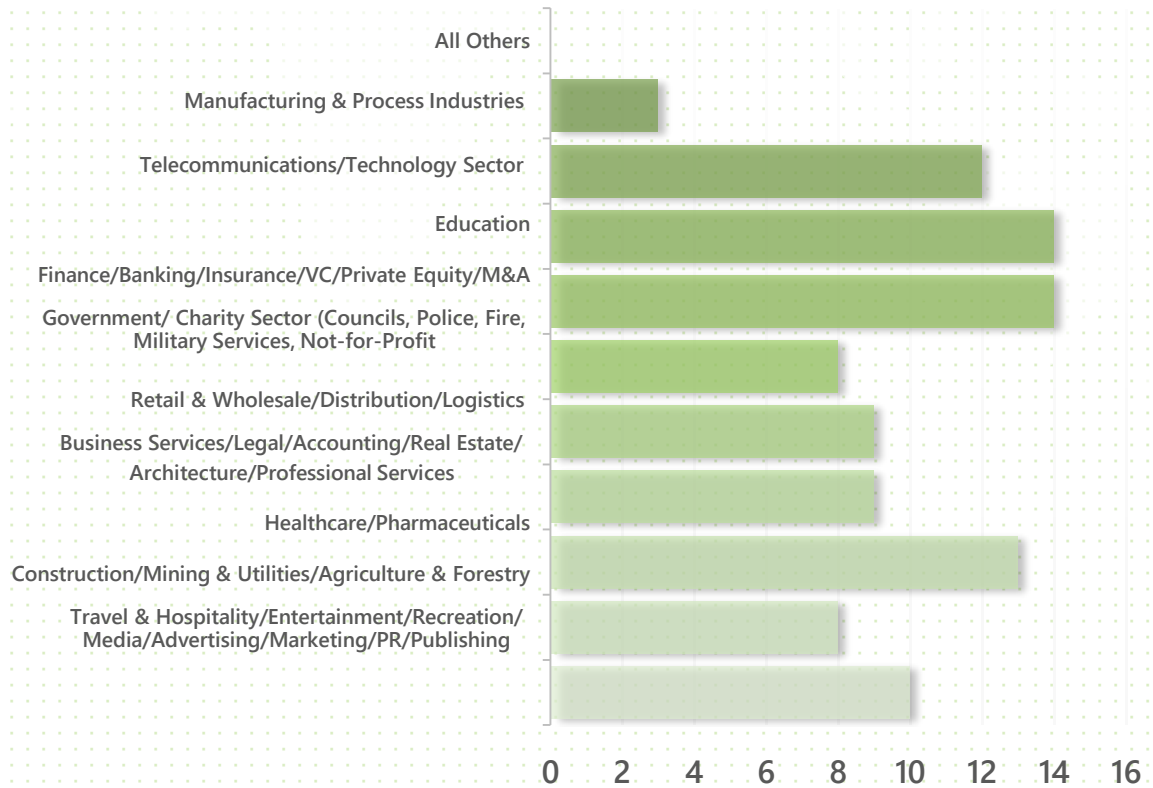
### Company Size





# Asia Pacific

Country	Percentage
Australia	27.5%
Singapore	20.2%
New Zealand	17%
Hong Kong	16.7%
Japan	9.1%
Malaysia	3.2%
Taiwan	2.3%
India	3.4%
Thailand	0.3%
Philippines	0.5%





# Privacy Policy

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- We have been using an automated Linux based CRM which helps us in uploading data that the team is working on and maintains all reports of leads being generated not letting majority of employees have data on spreadsheets.
- All employees have been trained about the significance of GDPR and the consequences of the same if not followed.
- Opt-in language is mentioned in all calling scripts and email templates providing the option to data subjects to update preferences along with the required opt-out link.
- We also maintain and update our internal DNC on our software on a regular basis which does not allow calls to be made and emails to be sent to contacts that have asked to be added in DNC, erasure or opt-out.
- We are GDPR, CASL, CCPA compliant and receiver may opt out of any future emails and unsubscribe where-in all personal information of receiver will be destroyed. To access, correct, or raise inquiries about your information in our possession, Please email us at [info@finalfunnel.com](mailto:info@finalfunnel.com) or visit: <https://www.finalfunnel.com/privacy-policy/>



# Contact us



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