

# POWERING KEY BUSINESSES

MEDIA AGENCIES	TECH ENTERPRISES	LEAD AGGREGATORS	ONLINE PUBLISHERS
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## MB IN A NUTSHELL

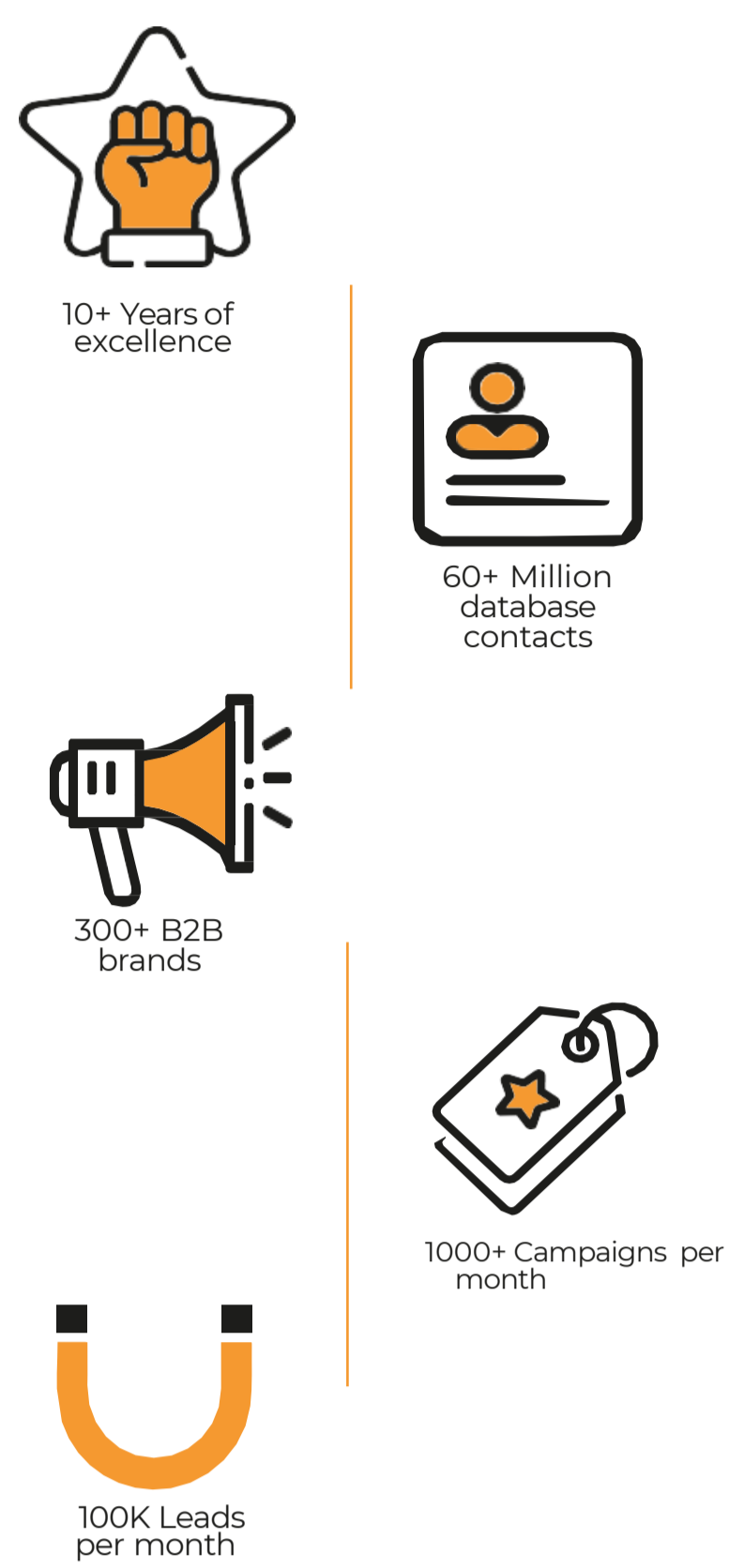
Marketboats is a lead supply agency that brings together lead generation best practices and technology to deliver high-quality sales opportunities to leading B2B companies worldwide. Founded in 2012, Marketboats is headquartered in Wilmington, Delaware with delivery centres in Bengaluru and Pune, India.

We are pioneers in adopting a technology-first approach to top of the funnel lead management. Our fully automated state of the art lead management platform, **CALS** allows us to deliver customized, error-free contact list in the shortest possible turnaround time.

### MILESTONES IN THE JOURNEY



### OPERATIONAL EXCELLENCE



## IMPECCABLE SERVICES THAT BUILD VALUE

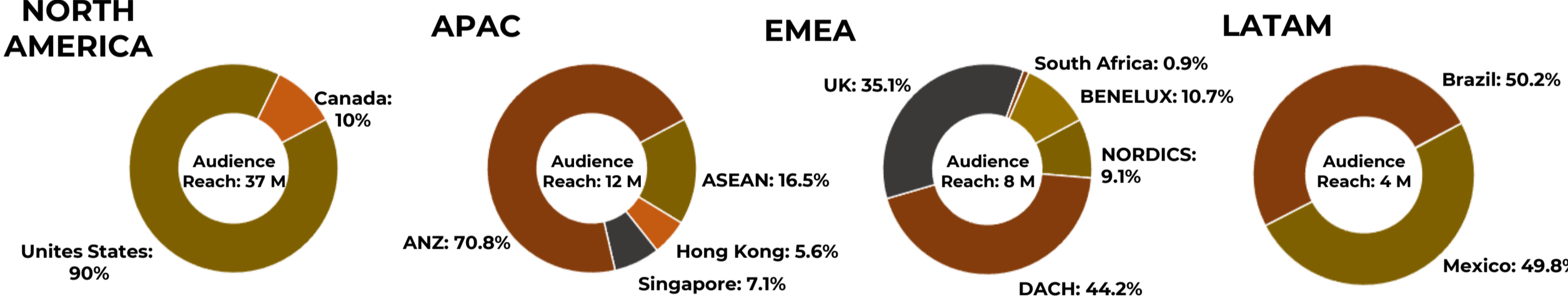
**LEAD GENERATION & INTELLIGENCE**  
We enable you to execute intent and ABM through BANT qualified HQL, MQL & SQL leads by leveraging our segmented database of over 60 million contacts.

**CONFIRMED CALL-BACK LEADS**  
We enable your sales team to get in touch with prospects who wish to receive a call back to get more details about your products.

**LEAD DEVELOPMENT & ENRICHMENT**  
We help you identify and nurture high quality leads and cleanse bad data so that you maximize your return on marketing.

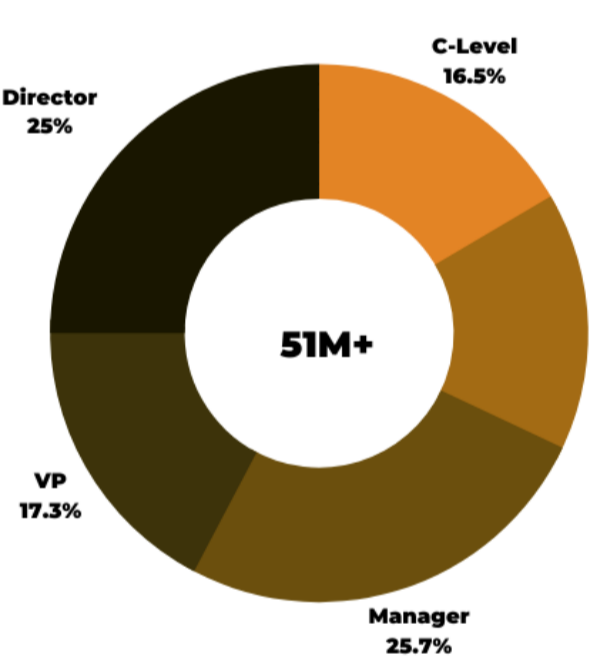
**ACCOUNT PROFILING & RESEARCH**  
We deliver granular information on your must-have accounts so that you can devise the perfect sales strategy.

## AUDIENCE REACH

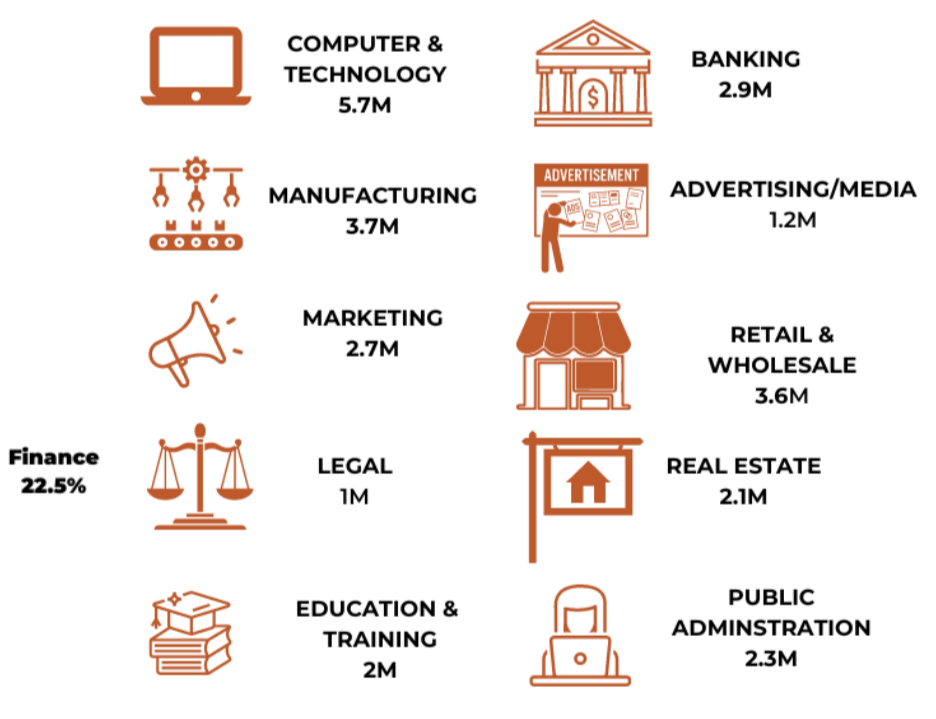
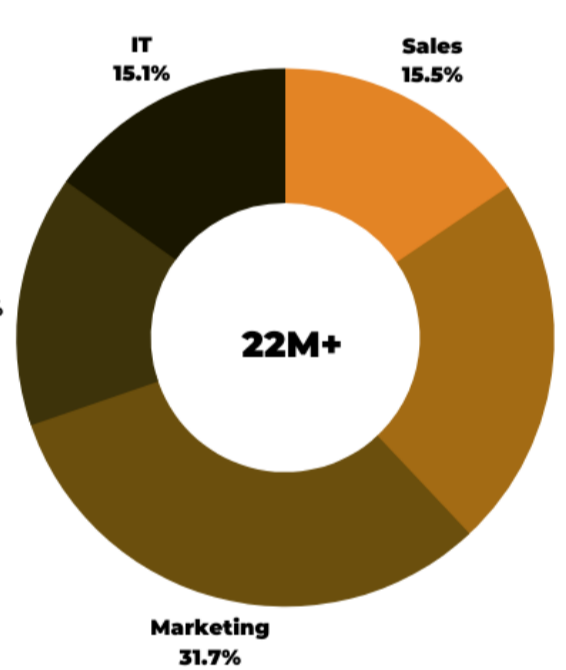


## INDUSTRIES

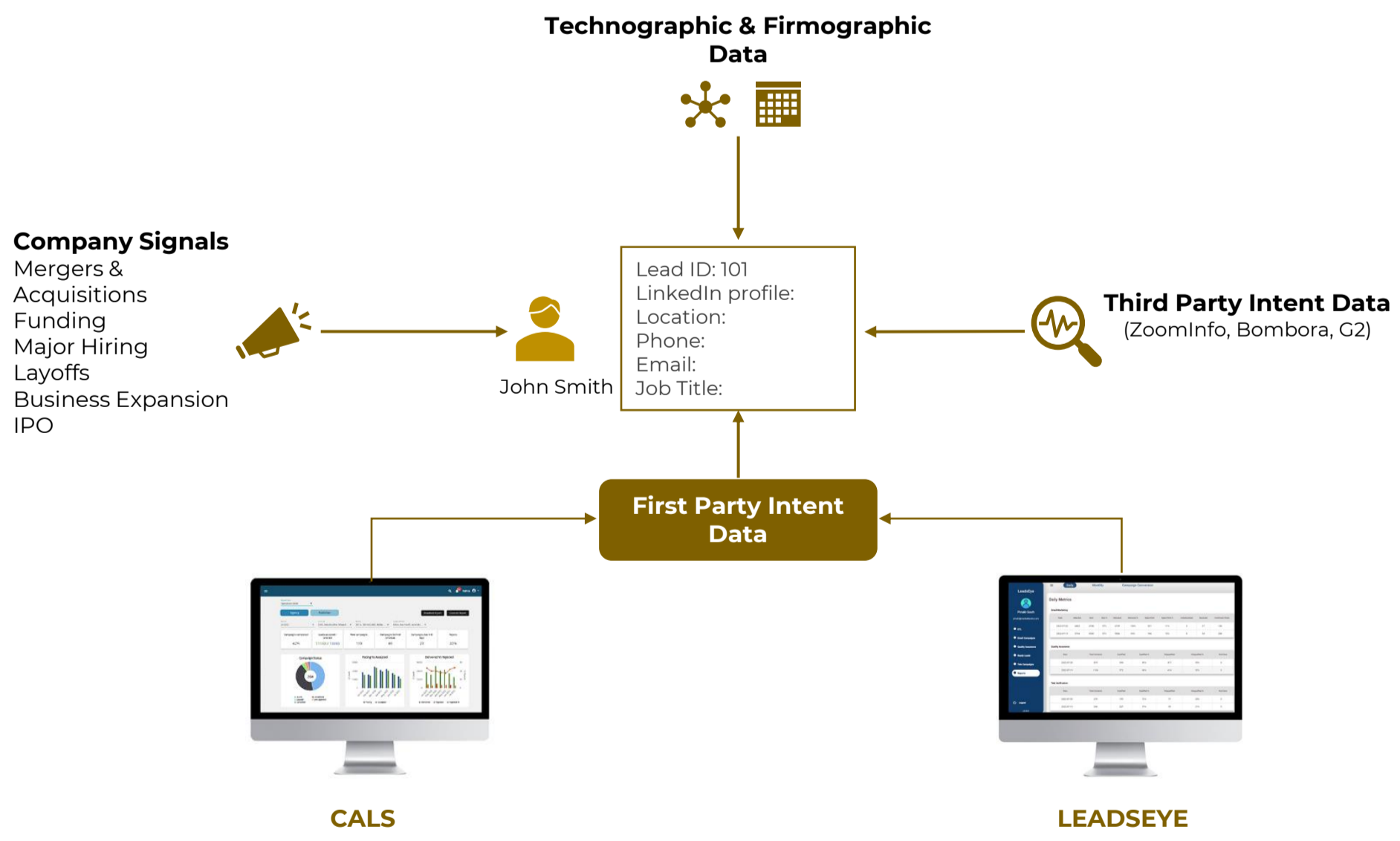
### JOB LEVEL



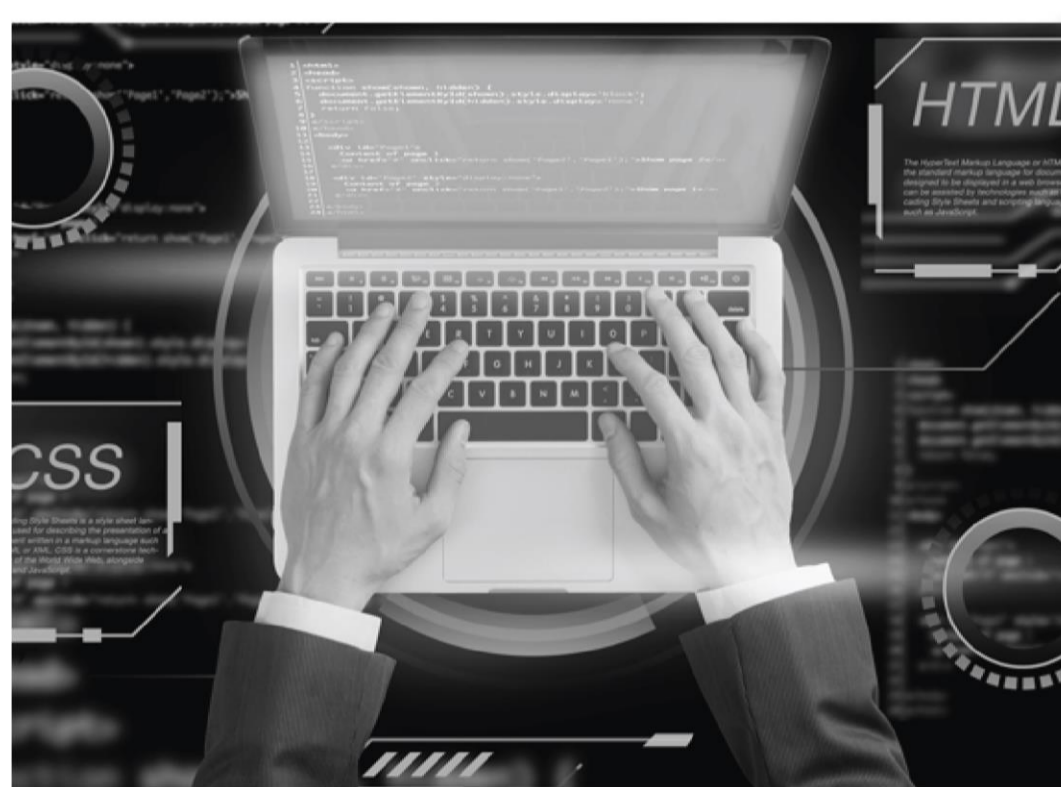
### DEPARTMENT



## GENERATING QUALITY B2B LEADS ACROSS THE GLOBE



## CUSTOMER SUCCESS STORIES



**SQLs for TSI Measurement Devices and Software**  
Content syndication and Orchestration of outbound leads generated across different sources

**TSI India** is a measurements and instruments device company selling to Pharma and CPG clients. They needed to scale their outbound lead generation activities for their high ticket products and service (average sale price - \$500K) and manage leads generated across different sources.

**Marketboats Solution:**

- Helping TSI target the right kind of sub industries and customer profiles
- Creating a 360 degree campaign plan to connect with the key decision makers/influencers in prospective organizations
- Designing a 6 month program for content syndication with live webinars, thought papers and tele calling.

**Benefits**

- 2000 Leads across 250 companies from Pharma and CPG industries in India. 6 deals converted in a span of 18 months
- Streamlined Collaboration across TSI, Distributors and Marketboats using a central campaign management tool – CALS

**MQLs for EIMS**  
A data driven global IT lead generation media agency

**EIMS** is a global IT lead generation, sales and telemarketing organization. They needed partners for content syndication via ABM campaigns for their end clients to promote multiple products across geographies to create buyer intent

**Marketboats Solution:**

- Promoted relevant content to target industries, job titles and functions
- Used analytics and prediction to increase conversion rates
- Automated quality assurance using a lead quality engine checking 100% leads through a 7 pronged lead validation and verification process

**Benefits**

- 3 fold growth in number of leads in a span of 6 months
- Reduced timeline for campaign completion
- Higher demand due to lead supply scalability

