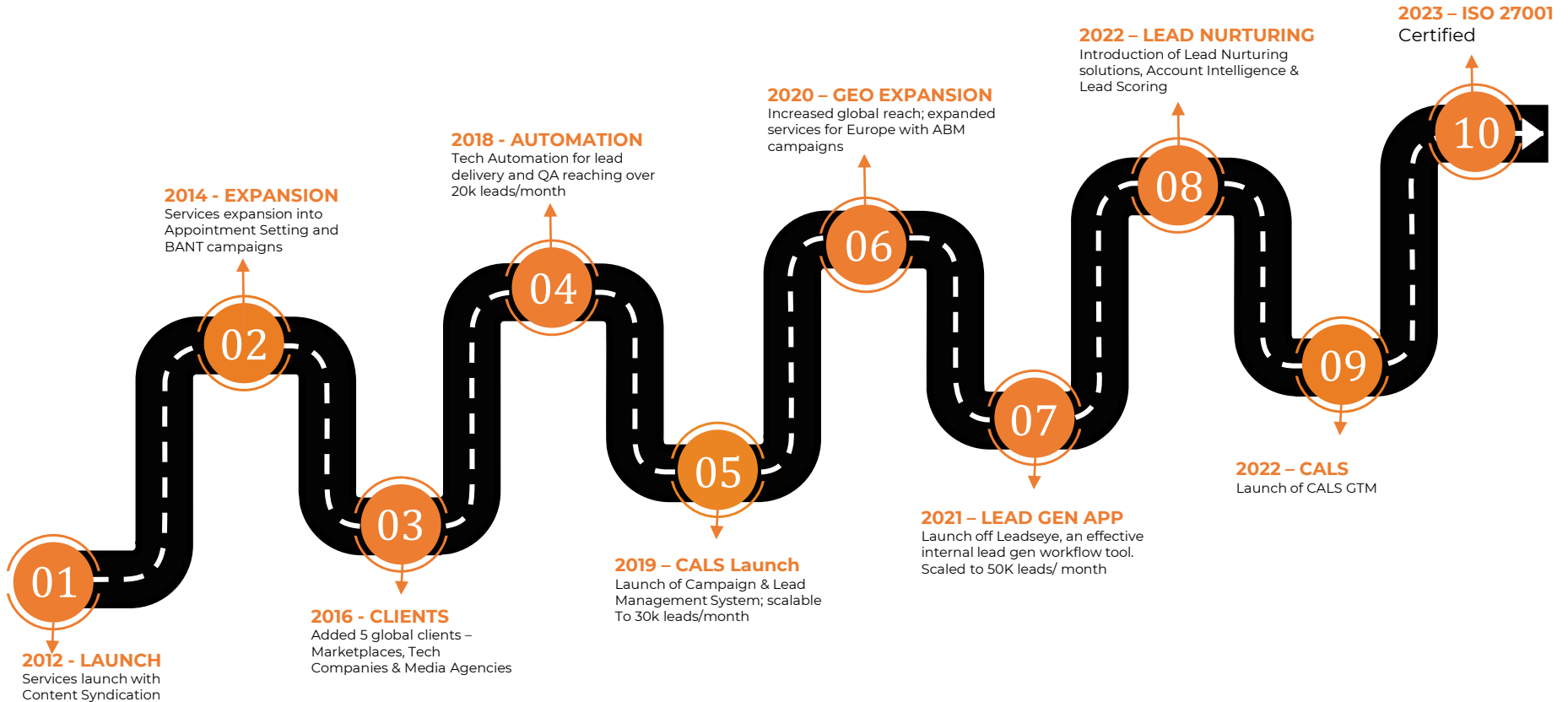# marketboats

## PITCH DECK

# About Marketboats

- Founded in 2012, Marketboats is headquartered in Wilmington, Delaware with delivery centers in Bengaluru and Pune, India.

- We are led by a team with over 100+ years of collective experience in technology, sales, and consulting.

- Delivering 100k+ leads monthly across major geographies with our client base spread across the globe.

- Real-time access to campaigns and leads information through the "Campaign and Lead System" (CALS).

- CALS allows us to deliver customized, error-free contact lists in the shortest possible turnaround time.

- Latest Accomplishment: Marketboats is now ISO 27001 certified.

# Milestones in our Journey

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**2023 – ISO 27001**
Certified

**2022 – LEAD NURTURING**
Introduction of Lead Nurturing solutions, Account Intelligence & Lead Scoring

**2020 – GEO EXPANSION**
Increased global reach; expanded services for Europe with ABM campaigns

**2018 - AUTOMATION**
Tech Automation for lead delivery and QA reaching over 20k leads/month

**2014 - EXPANSION**
Services expansion into Appointment Setting and BANT campaigns

**10**

**08**

**06**

**04**

**02**

**07**

**05**

**03**

**09**

**01**

**2012 - LAUNCH**
Services launch with Content Syndication

**2016 - CLIENTS**
Added 5 global clients – Marketplaces, Tech Companies & Media Agencies

**2019 – CALS Launch**
Launch of Campaign & Lead Management System; scalable To 30k leads/month

**2021 – LEAD GEN APP**
Launch off Leadseye, an effective internal lead gen workflow tool. Scaled to 50K leads/ month

**2022 – CALS**
Launch of CALS GTM

# Impeccable services that build value

**marketboats**

**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.

**ACCOUNT PROFILING & RESEARCH**

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

**LEAD DEVELOPMENT & ENRICHMENT**

We help you identify and nurture high-quality leads and cleanse bad data so that you maximize your return on marketing.
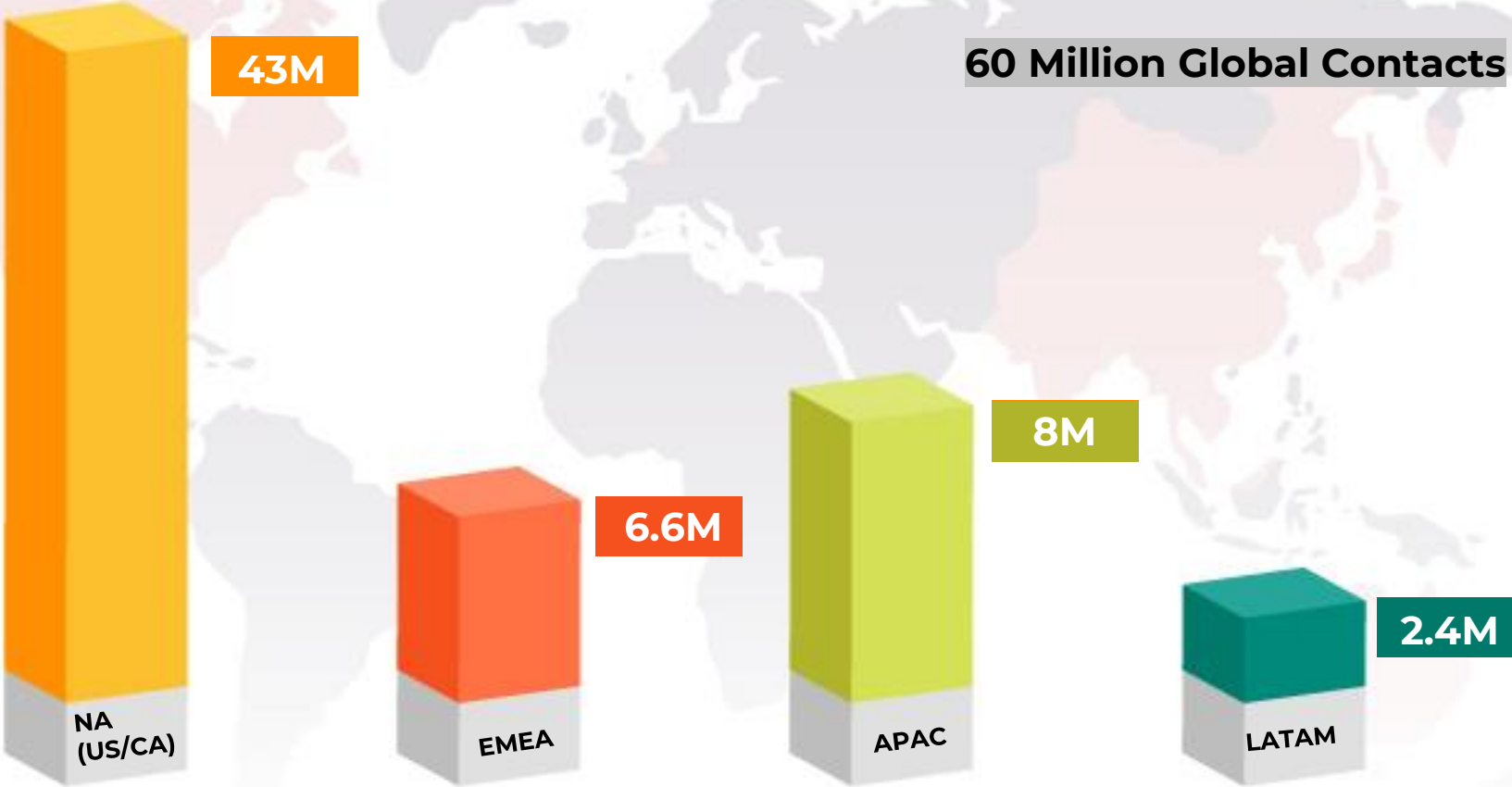
# What To Expect From Marketboats?

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- **Operational excellence** resulting in 100% on-time campaign completion.

- **Real-time tracking** and visibility allowing quick course corrections.

- **High-quality leads** delivered resulting in higher sales conversions.

- Segmented database for highly accurate and **intent-based leads.**

- Automated **lead delivery platform** integrated to your system.

- Faster turnaround for POC submission and lead delivery post-campaign launch

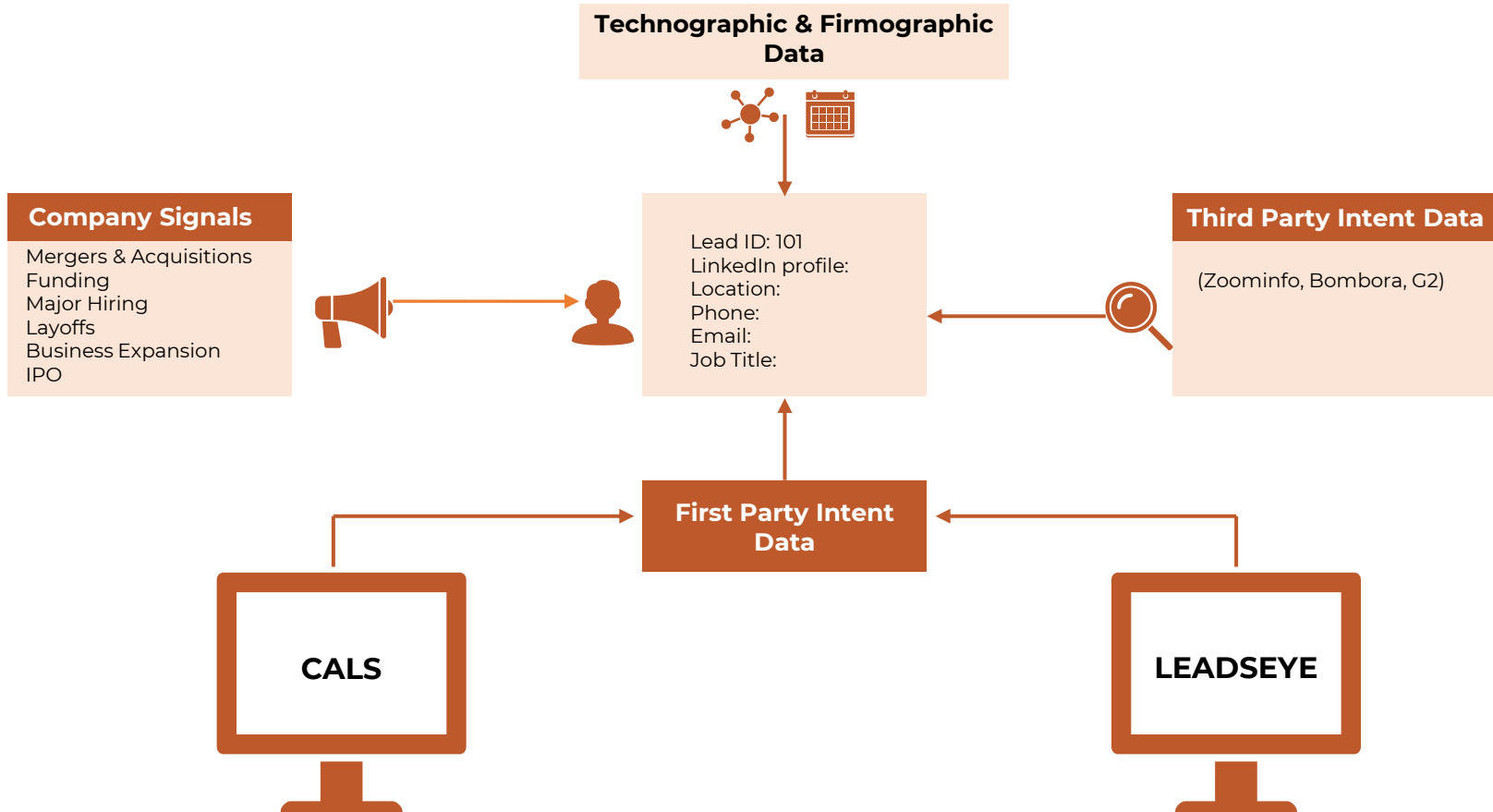**- You start receiving leads within 3 business days.**

# (USP) Our Data Strength

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**43M**

**60 Million Global Contacts**

**8M**

**6.6M**

**2.4M**

NA (US/CA)

EMEA

APAC

LATAM

**Region/Country**

# (USP)-Our Tech-Stack

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**Technographic & Firmographic Data**

**Company Signals**

Mergers & Acquisitions
Funding
Major Hiring
Layoffs
Business Expansion
IPO

Lead ID: 101
LinkedIn profile:
Location:
Phone:
Email:
Job Title:

**Third Party Intent Data**

(Zoominfo, Bombora, G2)

**First Party Intent Data**

**CALS**

**LEADSEYE**

# (USP)-Provenance license certified

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- Marketboats is a certified Provenance License Supplier.

- Provenance is an ISO27001-certified solution that automatically creates documented evidence of the event where a Data Subject provided their consent to a Data Controller.

- For every data record we hold, an evidence link is generated, and a unique ID is assigned. As per demand, any data can be traced back using this unique ID.

- As a provenance license-certified supplier, we guarantee real-time, seamless delivery of leads with consented documents for each record.

# Case studies

## 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 the number of leads in a span of 6 months
· Reduced timeline for campaign completion
· Higher demand due to lead supply scalability

# Let's **Discuss** The Next Step

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