



# BUSINESS DATA

## DON'T JUST REACH BUSINESSES, REACH PEOPLE

The B2B sales process takes up to 22% longer than it did 5 years ago. Speed up the sales process by using better, more up to date data that will help expand your reach. Identify and engage with decision makers, and generate more leads for your sales team, ultimately leading to better conversions and more revenue.



### Business and Contact data

are ideal for both acquisition and cross-sell/upsell programs



#### PEOPLE

Find the right decision makers  
for your sales and marketing  
teams



#### STRATEGY

Expand your Account Based  
Marketing initiatives and other  
go-to-market strategies



#### CRM

Enrich your CRM and ensure  
your data is up to date

It is important to make it easy to find and buy from your brand.

Use Speedeon's business data to launch multi-channel strategies across direct mail, email and digital.

# What Makes This Data Different?

Our data goes beyond firmographic and helps brands not only understand preferred contact methodology but also, the type of content they like to consume. This powerful understanding will help inform your marketing and sales campaigns and help you achieve better alignment. You can now create better segments and tailor your outreach based on these attributes.

**You're now marketing to people, not just a business.**

## Want to Reach Business Executives at work and at home?

The future of working is becoming clear. Remote work is here to stay, and being able to reach professionals at home will be crucial to growth. We can help. Our business data is linked to our consumer data, giving you a fuller picture of who your ideal customers are, and how to reach them.

### DID YOU KNOW?

1

#### PERSONALIZATION

Just under 80% of B2B marketers believe personalization improves customer relationships. *\*99 firms*

2

#### A GOOD INVESTMENT

According to D&B Survey, 94% of companies who increased their data investment saw better sales and marketing performance. *\*dun & bradstreet*

3

#### GETTING THE FACTS

The average MQL to SQL conversion rate is only 13% . *\*geckoboard*



If you need to scale or find unique audiences, you're in the right place. Our team of strategists, data scientists and marketers are ready to go the extra mile to solve your marketing problems. **Contact us at [info@speedeondata.com](mailto:info@speedeondata.com).**

