

DataConnect & MarketingConnect Program Overview

**The Power Behind
a Profitable Sales Pipeline**



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The InsideUp Difference

Bringing All Key Elements of Demand Generation Together



Data Sourcing



We use a network of data partners and our data team to source data exclusive for your campaign.

Content Syndication



Custom multi-channel campaigns that leverage your content



**Everything We Do
is In-House**

Proprietary Technology



Automated and personalized to meet any scale requirements

End-to-End Solution



Integrated Full-Funnel Data and Lead Solution

We Know Your Industry



Over a decade experience in targeting technology buyers



Relationships Built on Success

Meeting Client Demand Generation Goals for Over a Decade



Program Comparison

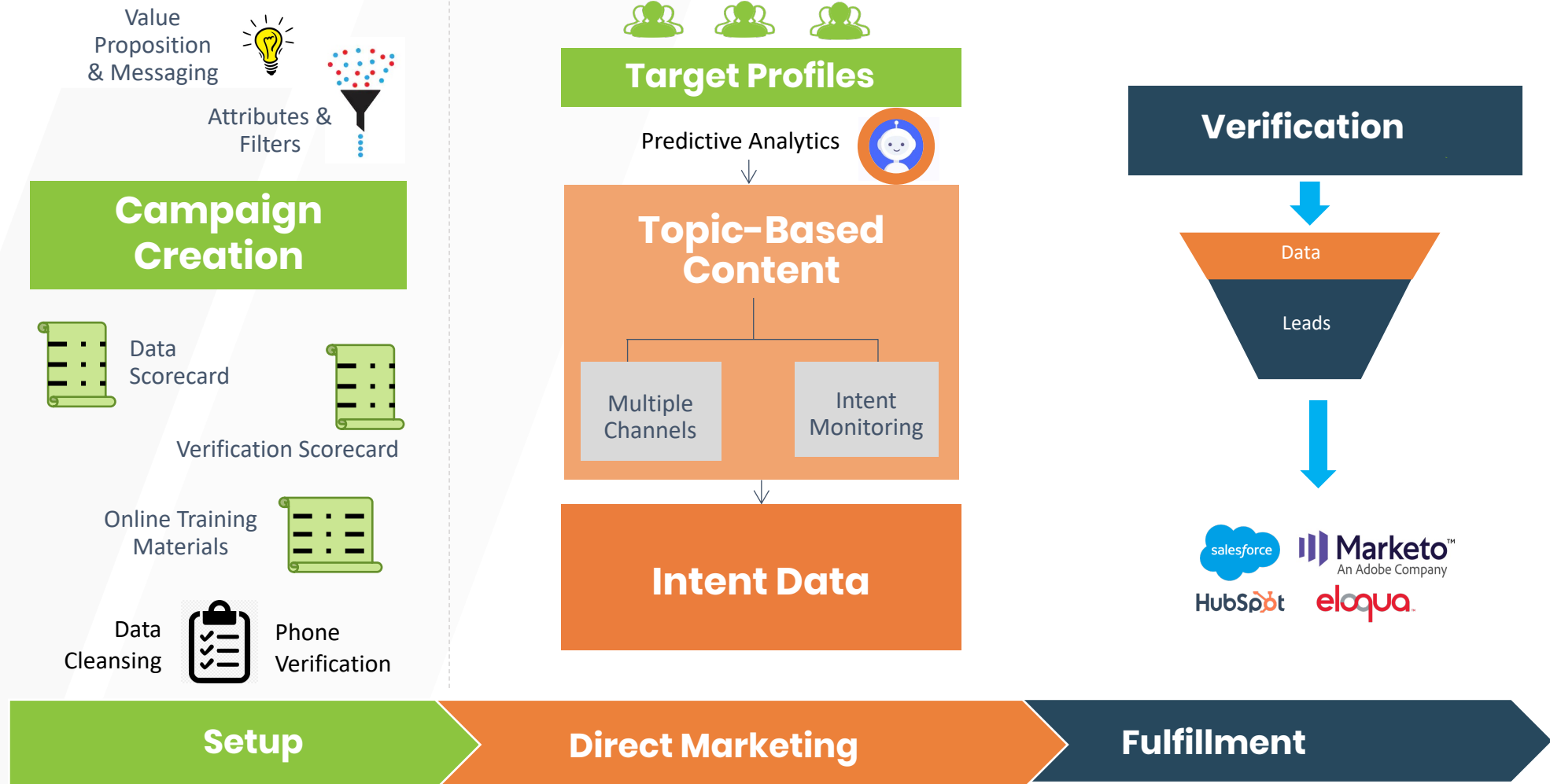
Data, and Top of Funnel Leads



Program Features	DataConnect	MarketingConnect
Meets Campaign Targets	✓	✓
Company and Contact Validation	✓	✓
Phone-Based Verification	✓	✓
Phone Instructions	✓	✓
Exclusive Leads/Re-verified Data	✓	✓
Real-Time Delivery (w/ Posting Integration)	✓	✓
Client-Branded Content Syndication		✓

Our Integrated Demand Generation Process

Experienced Team Uses Proprietary Platform to Manage Demand Generation Workflow



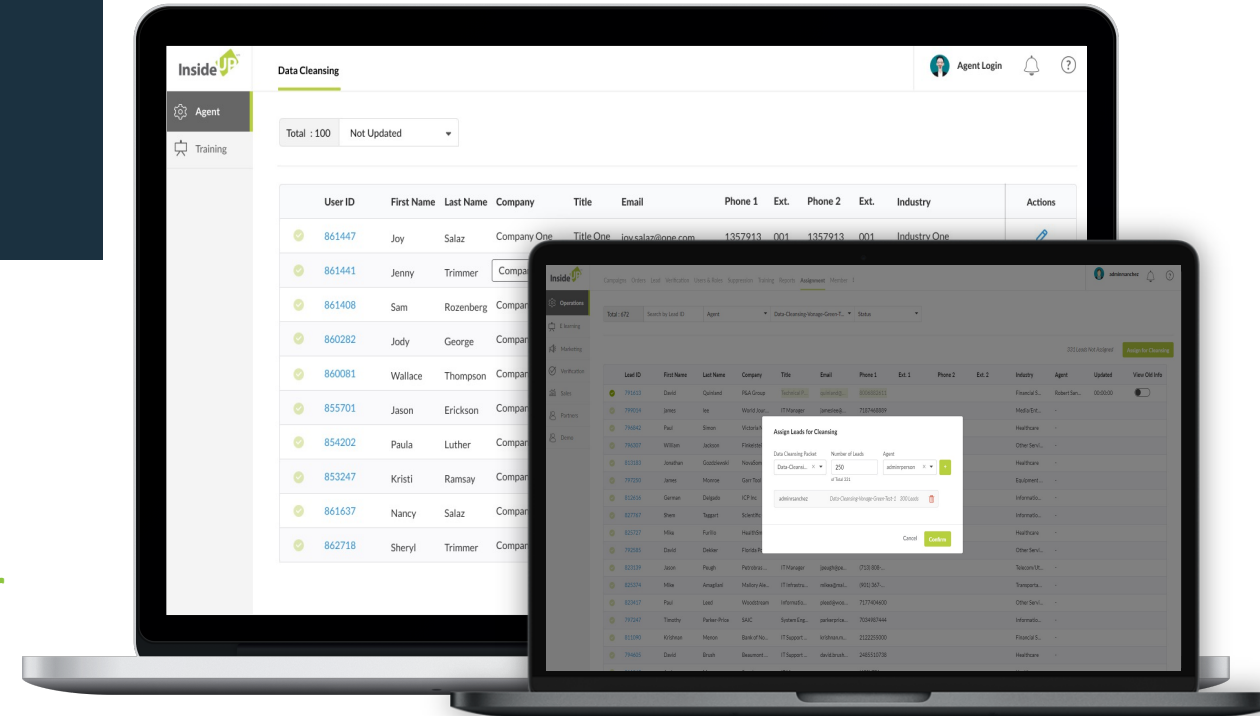
Data Management

Maintaining the Highest Quality for Data



Our **comprehensive database of cloud technology decision-makers** is continuously updated in real time to ensure your campaign is fulfilled using the highest quality data.

- » Our **continuous data cleansing process** includes phone verification and data extraction methods to ensure the highest accuracy.
- » Our governance methods comply with all applicable regulatory provisions, including the **California Consumer Privacy Act (CCPA)**.
- » Campaign **opt-in** is mandatory.



Data Cleansing System

Setup

Direct Marketing

Nurturing

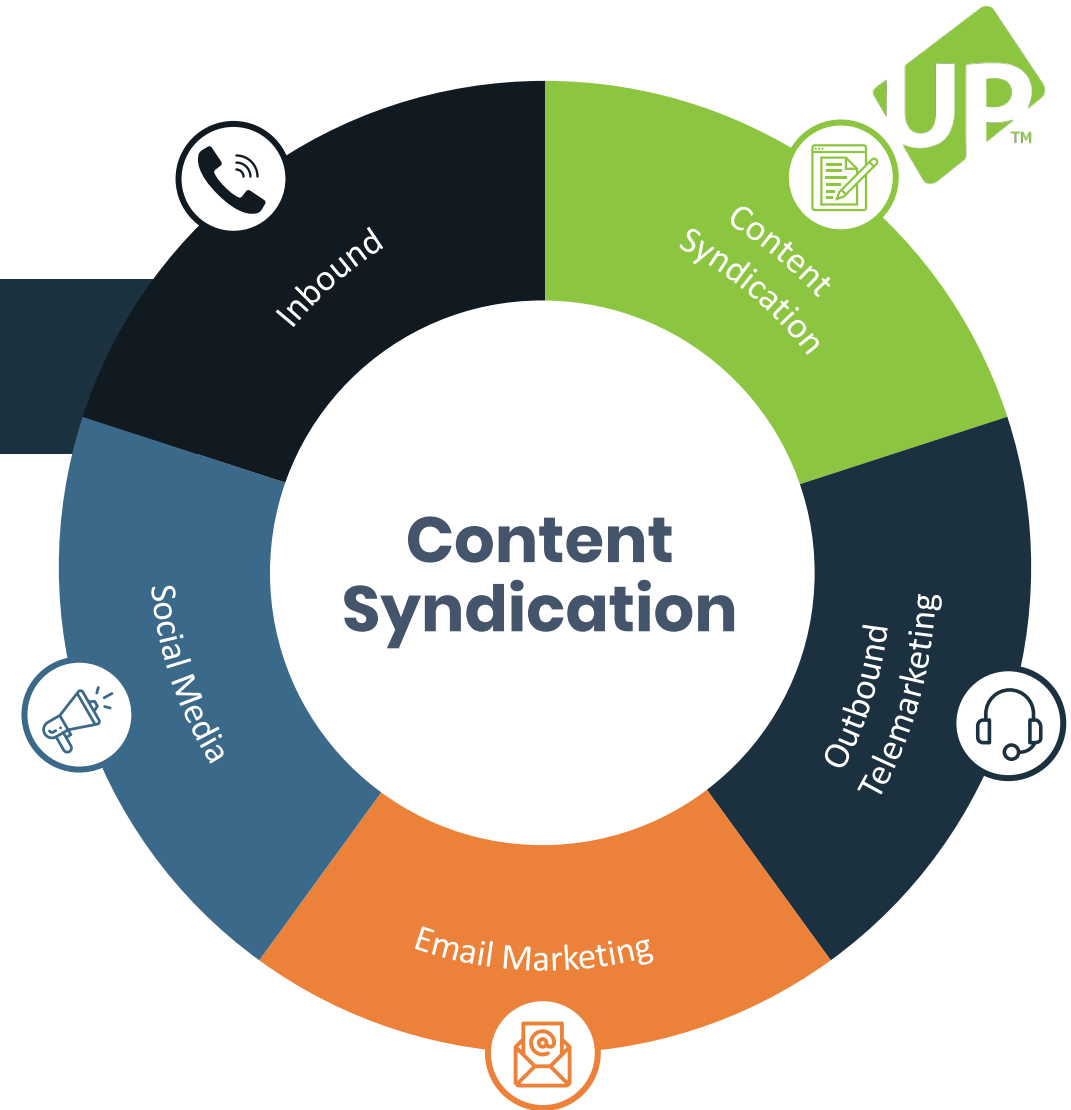
Fulfillment

Content Syndication

Widespread Intent Capture

An **integrated set of tools** that uses broad outreach to identify likely prospects:

- » **Coordination** of multiple touchpoints magnifies the prospect's intent.
- » **Topic-related messages** are consistently reinforced using multiple channels (including social media such as LinkedIn).
- » **Attribution** is built in, and real-time performance visibility enables ongoing optimization of the campaign.



Setup

Direct Marketing

Nurturing

Fulfillment

Intelligent Email

Our On-Board Marketing Automation Platform



Our **Email Template and Landing Page Creation Tool** lets us easily customize and personalize content for your campaign.

- » We can **personalize** emails using any attribute associated with a user in our database.
- » Our system can handle any kind of **content asset**, including eBooks, videos, webinars, whitepapers, and podcasts.



Setup

Direct Marketing

Nurturing

Fulfillment



Data and Lead Delivery

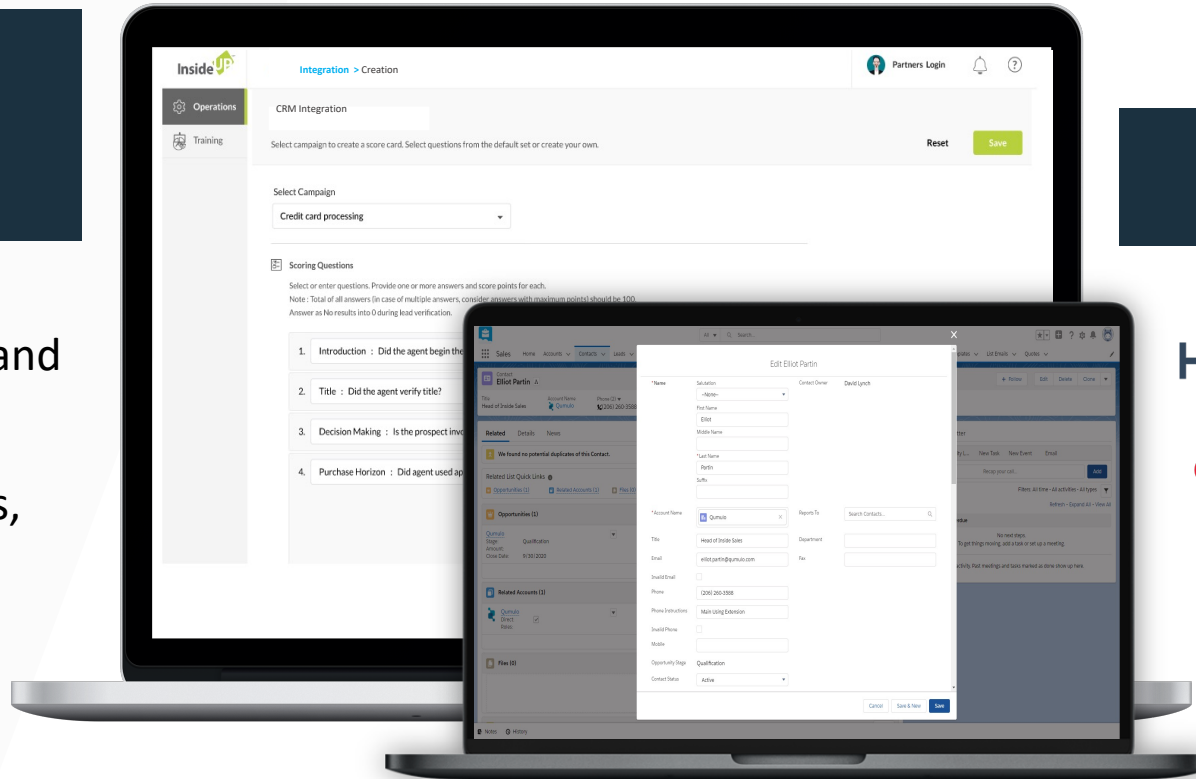
Real-Time Posting Using Custom Mapping

Verification Scorecard Creation

Our technology enables us to **seamlessly deliver leads** to you in real time.

- » **Easy integration with CRM and MAP systems** means you can access data and leads as soon as we post them.
- » To complement these real-time posts, we simultaneously deliver data and leads via **online download**.
- » **Custom field mapping** enables us to easily transfer answers to custom campaign questions.

Transfer to:



CRM Lead Detail

Setup

Direct Marketing

Nurturing

Fulfillment



Demand Generation

Thank You

