

Accelerate the Revenue **Journey**

Here's Where You Start Charting Lead
Generation Growth

[Date]



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Navigating B2B Challenges

In today's rapidly evolving B2B marketing landscape, businesses contend with unparalleled challenges and opportunities. To stay ahead, partnering with a lead generation company is crucial. Our partnership can help with lead generation complexities, provide data-driven insights, and offer scalability, freeing you up to focus on core strengths of your business, allowing you to dominate your dynamic marketplace.

Stay ahead of the **curve.** →

Boost Your Bottom-Line **Impact**

Lead generation is complex

Generating high-quality leads demands expertise, resources, and specialized tools.

Making data-driven decisions

Successful B2B marketing relies on insights from accurate and reliable data.

Lacking scalability and flexibility

Lead generation needs vary based on market conditions, goals, and trends.



Reliable strategic expertise

Expert advice to lead identification, nurturing, and conversion—a strategic advantage many businesses lack.

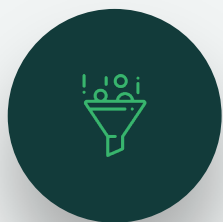
Proprietary data sources

We leverage advanced analytics and proprietary data for better, data-driven strategies.

Agile and versatile

Collaborating provides scalability and adaptability, allowing firms to tailor lead generation initiatives accordingly.

Our Solutions



LEAD GENERATION

Acquire high-quality leads that convert and maximize ROI through targeted campaigns, data-driven insights, and focused messaging, generating MQLs, HQLs, and BANT qualified leads



ABM TARGETING

Target and engage with your key accounts with ABM solutions. We use a data-driven approach coupled with personalized content and messaging that leads to favorable decision-making.



INTENT-BASED TARGETING

Identify and engage with in-market prospects using AI and ML to boost conversion rates based on reliable buying behavior cues from multiple social channels



EMAIL PROMOTIONS

Using data-driven ABM solutions, deliver personalized content and messaging to drive favorable decisions.



WEBINARS & REGISTRATIONS

Maximize event attendance and engagement with our strategic multi-channel promotion, ensuring maximum participation in your virtual and offline events.

The RevenueWorks **Edge**

First party Data and Intent Capability

We place a strong emphasis on quality and source of data. Our proprietary first-party data and intent data capabilities delivers high-quality actionable leads.

In House Team

Our dedicated in-house team of data scientists and analysts gather and analyze vast amounts of data from various sources, identifying the most relevant insights. These help us craft personalized campaigns that resonate with your target audience.



Outcome Driven

Achieve tangible results with better ROI, increased engagement, and increased revenue growth for your business.

Reliable & Timebound

We guarantee timely delivery. Our team meticulously crafts a comprehensive plan and strategy, ensuring strict adherence to schedules to minimize last-minute cancellations or changes.

Open Communication Channels

Unlike other vendors, we are focused on providing tailored solutions. We keep the communication channels open and have weekly, regular meetings to understand our customers and keep them updated on progress.

How It **Works**

01.

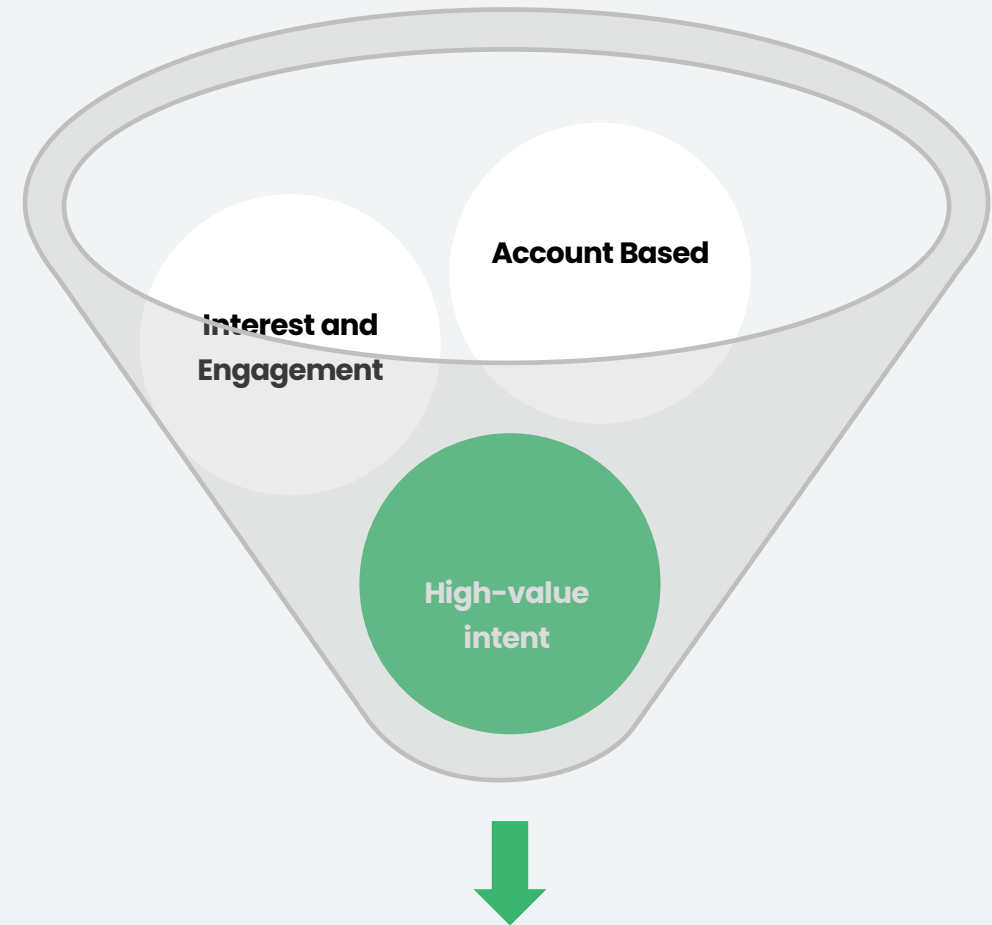
We collaborate to target and align campaign audiences and ABM lists in our database, sorting to pinpoint individuals with genuine need and intent.

02.

We rank and score companies and individuals, tracking user activity and content consumption behavior to uncover intent. This provides you with new, high-value targeting intent information.

03.

Our analysts and managers prioritize customized outreach, aligning content with high-intent prospects based on insights.



CASE STUDY

Enterprise Tele-communications Client

Our client partners with customers to reimagine the world of business communications and collaboration.

The client faced challenges of accelerating pipeline growth within the Enterprise space and sought **RevenueWorks** for our effective lead-generation campaigns in the Enterprise space. Flexibility is crucial as they require tailored solutions to accelerate pipeline growth.

THE SOLUTION

We began running a pilot run in the UK and Australia, which evolved into an ongoing activity supporting the client's sales team, quickly became a partner in their marketing efforts.

Return on investment
(ROI)

7x

Accelerated Pipeline
Growth

X%

Seamless
Collaboration

X%

CASE STUDY

Global HR Saas Client

Our client provides cloud-based onboarding, human resources, payroll, and time-keeping software solutions to small and medium-sized companies worldwide.

The demand gen team aimed to boost top-of-funnel lead volume at scale and achieve above-benchmark prospect time-to-first-appointment (FTA) and net new logo ratios, aligning with internal pipeline and TAM expansion goals.

THE SOLUTION

Since Q3 2021, MQL content syndication with tailored profiling questions has consistently delivered engaged prospects and accelerated pipeline growth.

Return on advertising
spend (ROAS)

2.4x

Net-new logo
database growth

40%

FTA rate is way above
industry benchmarks

13%

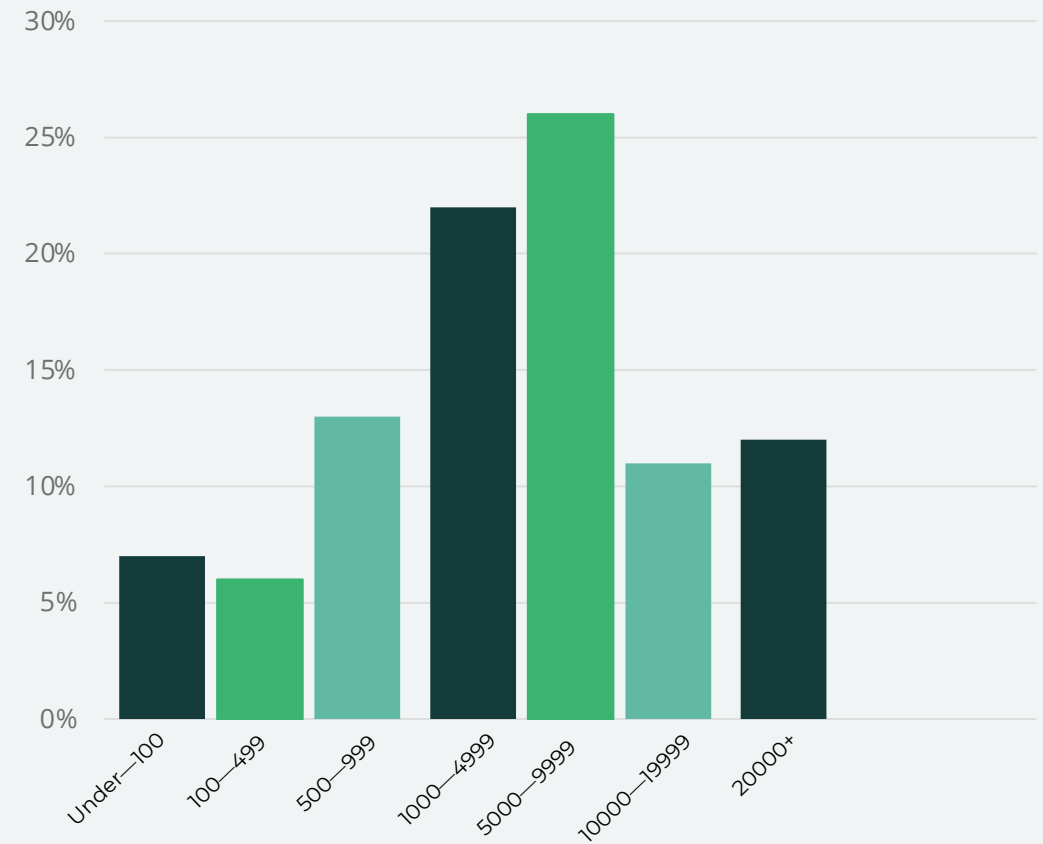
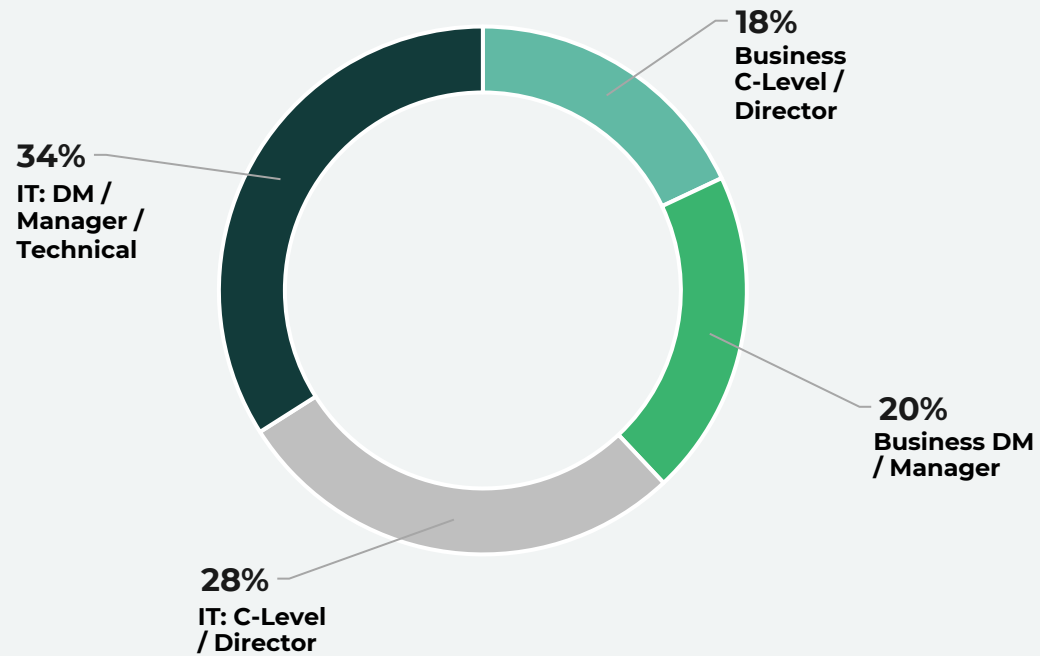
Global Audience



Our global database of qualified, opt-in leads are GDPR and CCPA compliant, meaning we can match you with the leads that fit right into your sales funnel.

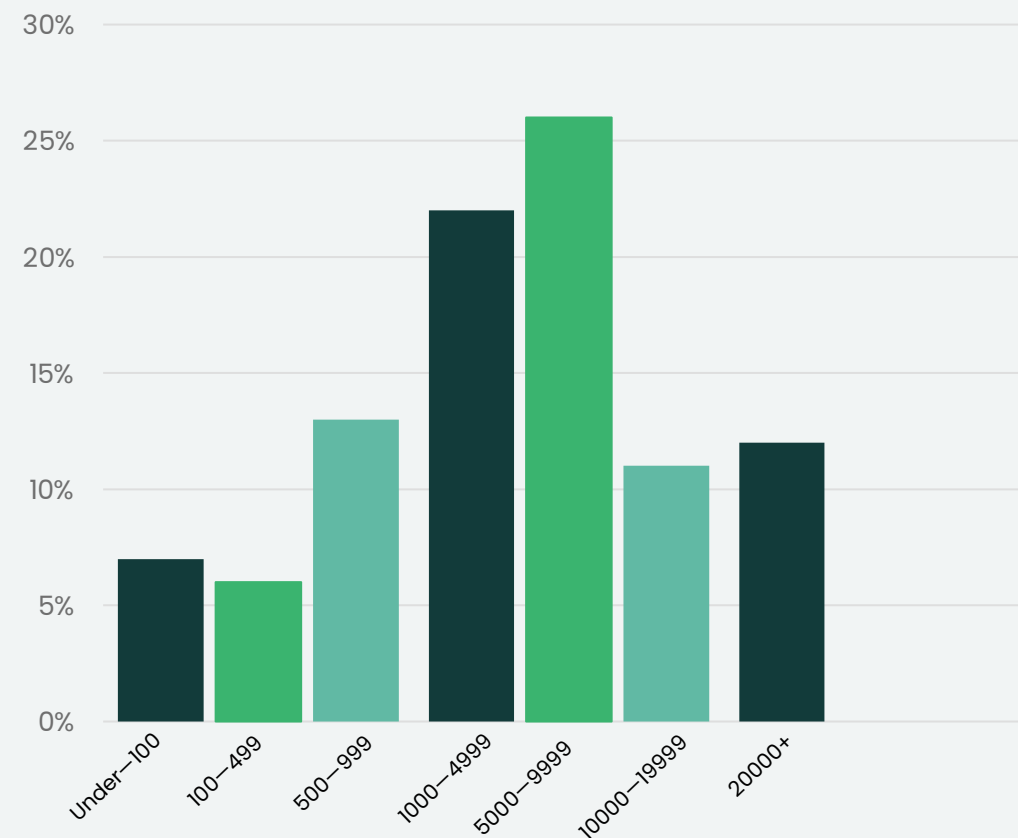
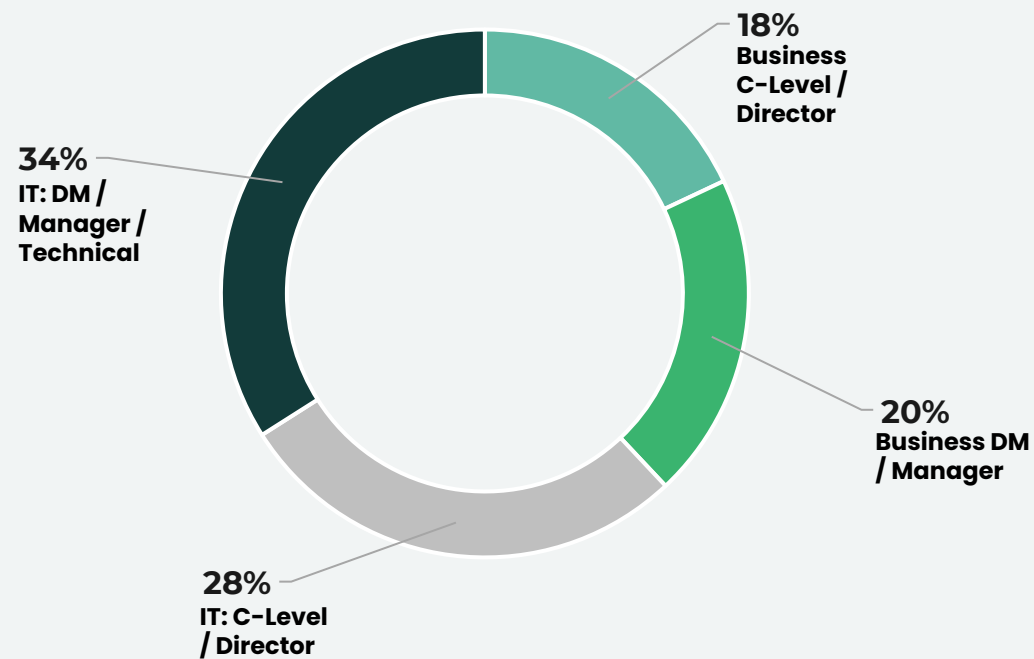
Americas Audience

Breakdown (10.1 MM)



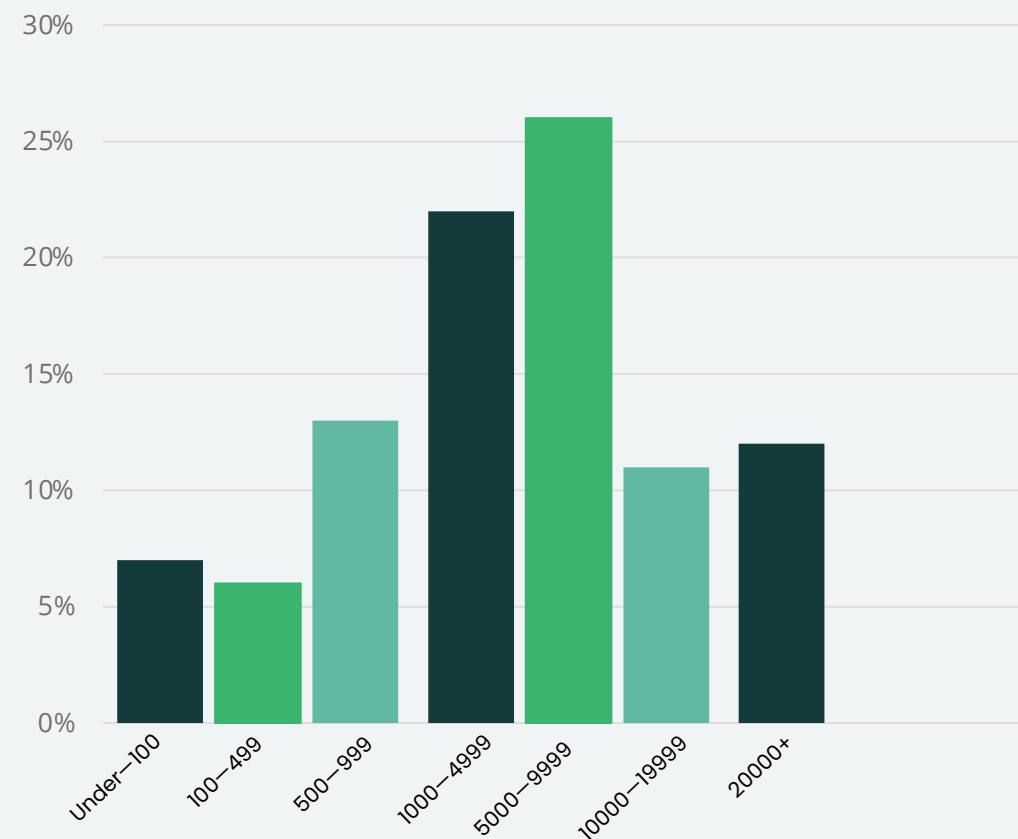
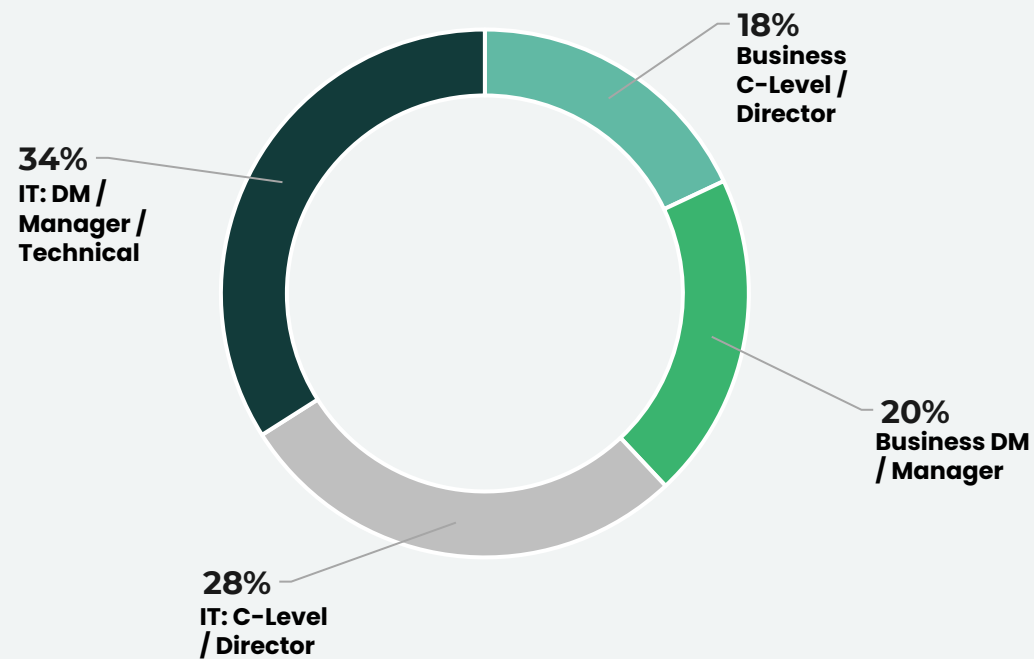
EMEA Audience

Breakdown (29.52 MM)



APAC Audience

Breakdown (9.3 MM)

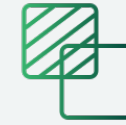


Data Compliance

How we use and protect user data

We adhere to all the statutory rules and regulations around data protection and data safety. We do not use cookies and similar technologies on our website to gather information. We collect first person data through voluntarily provided information through our contact page and email subscriptions.

We may request additional personal information through email, surveys, and other communications, using the information you have provided.



Transparent Data Handling

We maintain transparency in how we collect, use, and protect user data, adhering to statutory rules and regulations.



Limited Tracking Technologies

We prioritize user privacy by refraining from using cookies ensuring a non-intrusive browsing experience.



Opt-In Approach

We rely on voluntarily provided information through our contact page and email subscriptions, respecting user consent and choice in data sharing.

About Us

We're not just solving lead generation problems—we're shaping the future of B2B marketing.

At RevenueWorks, we're architects of success for businesses navigating the complexities of B2B marketing. Armed with our proprietary first-party data and cutting-edge analytics, we're redefining the standards for lead quality, ensuring that our clients don't just gain leads but forge meaningful connections.

01.**LEAD EXCELLENCE REDEFINED**

Setting a new standard in lead quality using proprietary data and advanced analytics

02.**TRANSPARENT & COMPLIANT**

Data reliability through transparent, compliant practices, navigating regulations with expertise.

03.**GUIDING BUSINESSES TO SUCCESS**

Your partner in success, guiding B2B growth with tailored solutions.

04.**ILLUMINATING THE PATH TO SUCCESS**

Empowered by tailored solutions, illuminating the path to B2B success.

THANK YOU

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