

# Business-to-Business Marketing Solutions

Leverage our integrated B2B marketing solutions to reach business decision makers and influencers.

Reaching and engaging business buyers throughout their buying process is a challenge for even the most sophisticated marketer. AccuData serves as a data-savvy partner who understands the complexities of B2B marketing and can serve as an extended member of your performance marketing team.

Leverage our expertise and benefit from a team that keeps up with this ever-evolving field, including current trends and industry best practices.

When you need results-driven solutions from your B2B marketing efforts, trust the team at AccuData to deliver.



## Targeted Business Data

Reach key decision makers with our comprehensive business data. Ideal for use in customer acquisition campaigns, analytics, and data enhancement efforts.

## Acquisition Email

With access to the highest-quality, opt-in email lists, our targeted data is the foundation for high-performing email acquisition campaigns.

## Customer Profiling

Target prospects that resemble your best customers with real-time firmographic insight and analysis; order prospect records that have been identified based on our key statistical findings.

## Data Hygiene and Enhancement

Trust the experts at AccuData to help you maintain clean, up-to-date records and effectively manage your customer data for segmentation, personalization, and automation purposes.

## Loyalty Email

Your database of loyal customers is one of the most valuable tools at your disposal. Allow the data-marketing experts to develop and manage your customer nurturing campaigns.

## Business Intelligence

For heightened intelligence on your customers, your ideal target market, or your internal operations, AccuData's team is up for any challenge with our Predictive Analytics and Custom Modeling solutions.

## Benefits



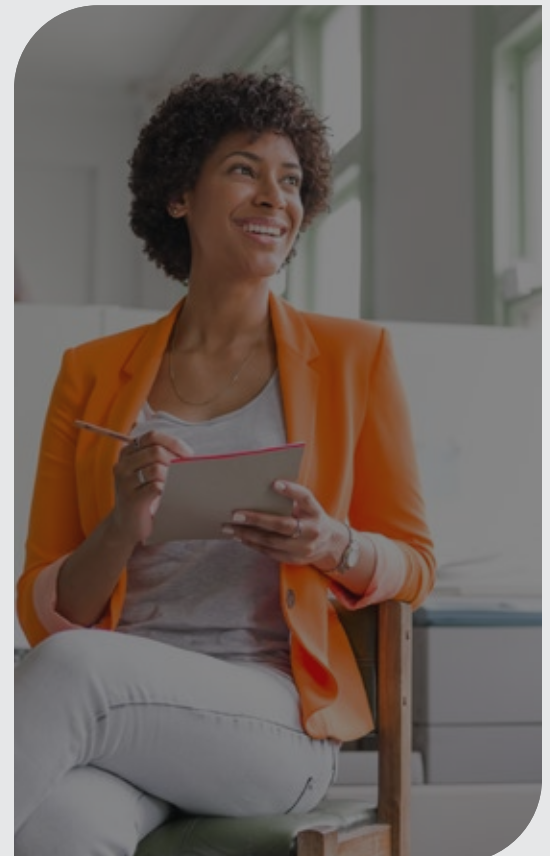
Be a B2B Marketing Champion with a full team of data marketing experts in your corner.



Leverage our in-house digital marketing team for copywriting, graphic design, campaign deployment, optimization, and detailed reporting.



Improve your marketing ROI with expert campaign management.



### Social Media Advertising

Reach current and prospective customers on Facebook and Instagram. Our targeted data solutions enable cost-effective screen time to reach the right individuals where they are spending much of their time.

### Native/Programmatic Advertising

Target your ideal customer with engaging content that goes beyond the banner ad. Native ads combine your messaging with user-centric content.

### Site Retargeting

Convert website visitors into customers. Serve ads to individuals who have been active on your website as they move throughout their buying journey.

### IP Targeting

Extend your reach with display ads that target business customers on their devices. An ideal addition to a multichannel campaign for increased brand awareness and lead conversion.

### Venue Targeting and Venue Replay

Identify prospects based on a specific location and target them in real time while on site and after they leave. Ideal for targeting attendees at convention centers and tradeshow.

## Custom B2B Marketing Solutions with AccuData

### ★ Unrivaled Access

Reach new customers with unrivaled access to the nation's best business data. We're backed by the power of more than 400 data providers.

### ✂ Full Suite of Data Solutions

What started as a mailing list company 30 years ago has evolved to encompass nearly every aspect of data purchasing, processing, and management.

### 👤 End-To-End Campaign Management

From concept to reporting, our team manages email campaigns and comprehensive multichannel marketing programs for loyalty and acquisition efforts.

### 👤 A Data-Savvy Extension of Your Team

Our data-driven methodologies mean that each recommendation we offer and every tactic we implement is informed by data.