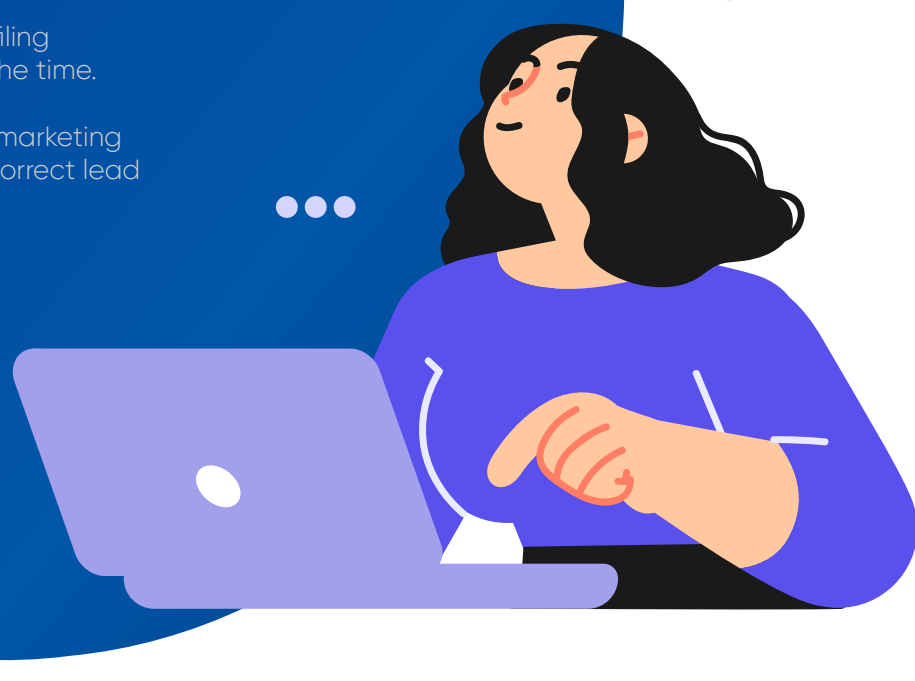


# SOLVE THE BIGGEST SALES & MARKETING CHALLENGES WITH DATA APPENDING

Know how we drive accurate lead profiling and sales qualification every time, all the time.

One of the biggest challenges for the marketing team is to ensure Sales is not given inaccurate lead data and duplicate lead data entries.



## The Biggest SALES Team GRUDGE Ever –



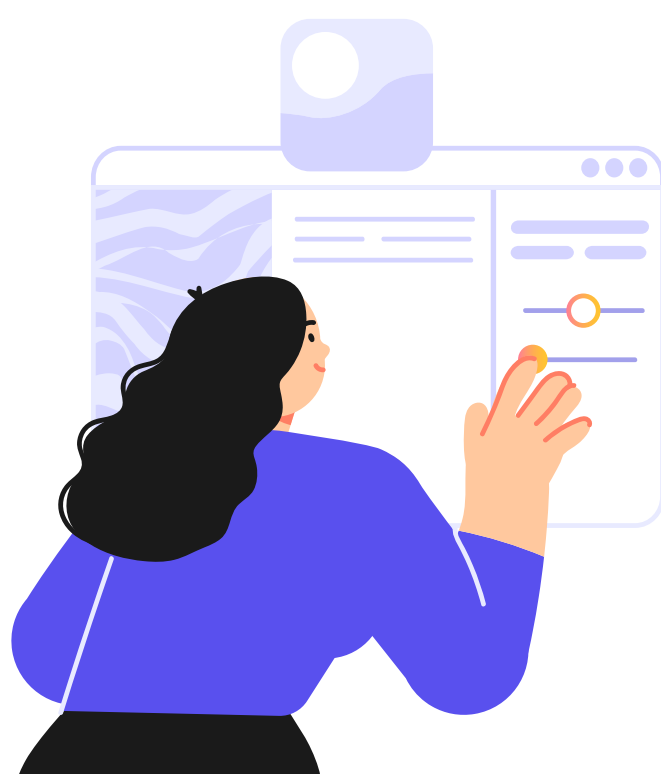
Don't pass incomplete and inaccurate lead data and waste my time.

I rather spend my efforts on convincing other prospects.

Because – Less time wasted plus better quality leads = Higher Return on Time Invested.

So, what is the Best Solution to Ensure Sales Does Not Waste Time in Qualifying Leads?  
Answer: A spring cleaned Lead & Sales Data CRM

### How Data Appending Helps Reactivate Old & Outdated Contacts and Weed Out Duplicate Lead Records?



#### The Trending Problem

Forrester found that 37% of marketers waste their budget because of poor data quality.

#### The Impact of Lake B2B Data Appending

Efficient Ad targeting and email marketing that ensures you do not burn cash on random clicks online.

Lake B2B Lead Data Experts understand – **Being in multiple places at once isn't cheap.**

Here's a quick overview of the Lead Data Appending Sandbox that you can use to avoid the cost of neglecting your omnichannel strategy.



#### Our AI-powered identity resolution updates missing customer data in CRM

Discover how our proven Lead Data CRM Optimization is made possible by replacing old contact data with the most current information.

#### Put an End to Wasted Marketing Expenditure with Lead Data CRM Accuracy

Get an Inside View of How We Are Helping the World's Most Innovative Sales & Marketing Teams Convert Quality Leads Faster.



#### Launch a Digital Ad Strategy, Email Marketing & Tele Calling with Targeted Data

Ensure the messages reach to only those who matter with all duplicate contacts erased and CRM loaded with the most current lead data.

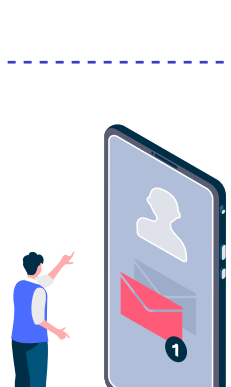
## Get an Overview of the Different Lead Data Appending solutions to 10X Your Sales



#### Email Appending

Because Email is Still King When it comes to Building Strong Relations with Leads and For That You Need Correct Inboxes.

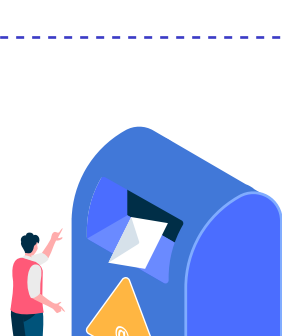
Replace old and outdated email addresses using our database and CRM to roll out effective digital marketing campaigns using Google Ads, Facebook Ads, LinkedIn Ads and email marketing.



#### Phone Number Appending

Because Tele Calling is Meaningless if You Don't Have Correct Phone Numbers to Reach and Convince Leads.

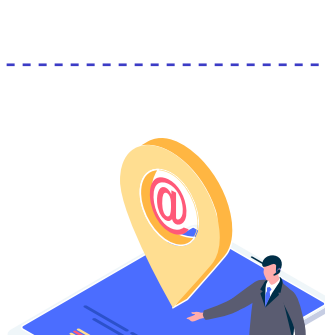
Along with a list of email IDs accurately matched with the names, job titles and current company details, you can now get your prospects' direct dial numbers or phone numbers for tele calling.



#### Postal Address Appending

Because You Don't Want Marketing Brochures to Land in the Wrong Postal Address While Your Lead is in a Different Location.

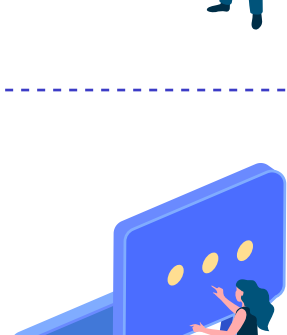
This data appending service is especially useful for marketers who want to instill a sense of trust by sending direct mailer communication, company magazines, or brochures to prospects.



#### Social ID Appending

Because Multi-Channel Marketing is Not an Option, but an Imperative if You Want to Reach Customers on the Channels Where They Are Active.

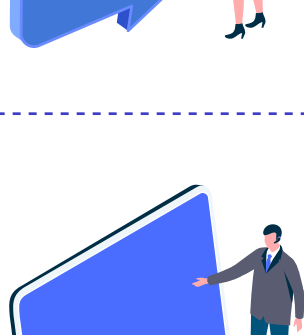
Social Data Appending is what you need to add social information to your leads data so that your omni-channel campaign spends are not wasted in impressions and clicks that are irrelevant.



#### Company Details Appending

Because You Want to Target Only Those Companies that Have the Budget and Need for Your Products and Services

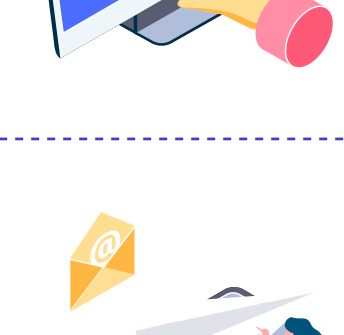
Add the company name in the database of your leads with their official email addresses matching your targets current organization to help sales in their prep work before contacting the customer.



#### Job Title Appending

Because Your Targets will be Won over by Competition if You Show No Interest in Their Current Professional Details

With the email addresses matched to your prospective leads' current organization, you can also add more information about their new role and job title to adapt your communication.



#### Reverse Appending

Because You Want to Hyper-Personalize Your Campaigns Even if All You Have is a Single Data Like an Email Address of Your Lead.

Top-up your email records with the matching and correct names, updated job roles, postal address, phone numbers or any custom technographic data that you require.