

ACCELERATE INBOUND MARKETING

Metadata fuels your marketing campaigns by leveraging marketing automation data into laser-focused targeted advertising.



DESIGNED FOR VP MARKETING, CMOS, & DEMAND GENERATION MANAGERS

Did you know a targeted pipeline runs three times faster using re-targeting, custom audiences, social media and search advertising? Don't stop there, sit back while your targeted expansion runs with intelligent automation using our managed targeted campaign service.

HOW DOES IT WORK?



CONNECT

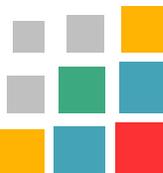
Login with your Salesforce.com account or import your email leads and watch them come to life

DISCOVER

Metadata will append your emails with 3rd party data, generate a buyer profile and produce look-alike prospects

ACQUIRE

Watch a surge of new prospects who download your ebooks, attend your webinars and buy your product





Kim Loughhead
VP Marketing at Concurrent



“30% of our dream accounts registering for our flagship Webinar in 3 weeks. It had a strong impact on our business”

WHY NOW

60%

Growth in marketing automation adoption

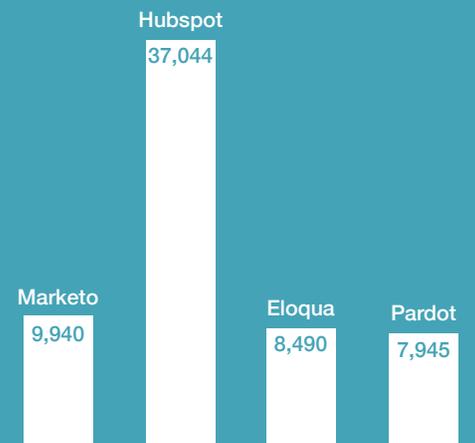
13%

Total operating budget is spent on online ads

87%

B2B CMOs will be using in predictive analytics in coming year

Marketing Automation Installs (est.)



OUR PLATFORM

-  Schedule campaign amplification to selected audience
-  Get full profile information for every incoming signup
-  Auto-Generate Buyer and User Personas
-  Access a database of 50M+ new prospects
-  Segment prospects by industry, job, technology stack, interests and more
-  Watch new signups come in and generate qualified pipeline





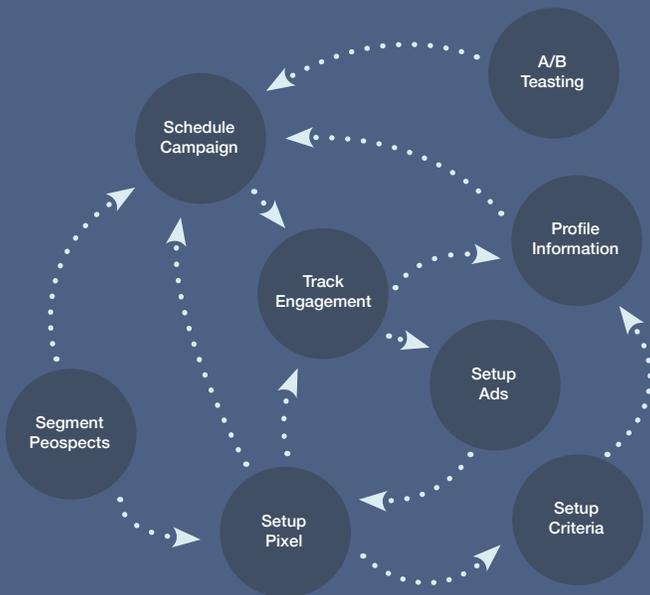
Elina Gitlin
CMO at Align Commerce



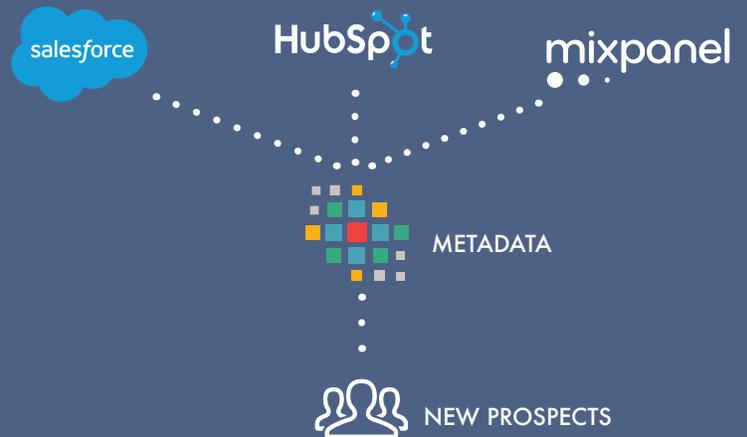
“ We cut our customer acquisition significantly, more qualified conversions for the same budget ”

WE BRIDGE THE GAP BETWEEN MARKETING AUTOMATION AND TARGETED ADVERTISING

DOING IT ALONE



WITH METADATA



Plug your marketing automation system, and Metadata produces look-alike prospects from existing customers, instantly



HOW THIS B2B STARTUP GOT 161 DREAM ACCOUNTS TO ATTEND THEIR FIRST PRODUCT DEMO

THE CHALLENGE

Concurrent, Inc. the leader in Big Data application infrastructure, wanted to deliver their live product demo to the right people in a targeted list of companies they are after. The goal was to revive a few accounts that went under the radar, as well as engage with new targets who are ready to engage with sales.

THE PROBLEM

The company was looking to grow- it faced a new challenge: how can they accelerate their marketing reach and acquire more customers faster while maintaining or reducing customer acquisition costs?

THE SOLUTION

Metadata Amplifier™ helps b2b marketing folks to automate their demand-gen, generate a lead flow of the highest quality possible – leads that sales approve. Kim Loughhead, VP Marketing at Concurrent says: “The sales team was in consensus that these are the best leads we have generated so far – it really helped me set the stage for us working together.”

In addition to the quality of leads coming in, Concurrent was able to achieve significant advertisement cost savings by optimizing their reach via multiple channels – being able to get the same person to engage with their message for a fraction of the cost, allowing a high marketing ROI.

THE RESULTS

Metadata delivered x3 increase in ROI when compared to previous campaigns, engaging over 33% of those accounts with Concurrent product demo and creating 4 new opportunities that week alone.

In addition, Metadata drove 48% increase in net new conversions within the span of the promotion and x3.7 times increase in clicks when compared to their best performing campaign.

X3 Increase in ROI compared to previous campaign

33% Conversions from 500 targeted accounts within 21 days

48% Increase in net-new conversions

X3.7 Increase in clicks
(compared to best-performing campaign in 2015)

3 WEEKS CAMPAIGN

500
Accounts Targeted

161
Accounts Converted

48%
Lift in Conversions

370%
Lift in Average CTR

