

OUR MQL METHODOLOGY

Traditional lead generation tactics no longer support the goals of the modern marketer. At Demandcentr, we offer a more holistic solution to generating intent-based MQLs. This infographic illustrates how our proprietary Visionayr technology, backed by our global database of 160M+ B2B records, uses data-driven intelligence to capture, identify, and analyze B2B demand backed by enriched, intent-based data.

01. WEB ACTIVITY

Visionayr captures omnichannel traffic to your landing pages and content, and measures engagement based on time, multi-asset consumption, and your unique scoring criteria



02. MSOR DATABASE

Using proprietary technology, engagement traffic is cross-referenced in our global database to translate unknown activity from email, social, and PPC into known records



03. RECORDS ANALYZED

Known records are matched against your target parameters and analyzed for install-base and historical engagement activity in the database to build a picture of intent for each record and account



04. VALIDATION + ENRICHMENT

Records undergo three levels of validation before being enriched with up to 137 data points



05. MQLs IDENTIFIED

Once enriched, records that have met your desired scoring criteria and demonstrated timely intent are delivered to you via your preferred channel as MQLs



See why thousands of marketers are building Demandcentr into their global data and demand gen strategies. [Reach out to us today](#) and start gaining more intent-backed MQLs that drive ROI program after program.

