DEMANDCENTR DATABASE OVERVIEW & OPERATIONAL FRAMEWORK

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WHAT THEY SAY

" We continue to be impressed after using the LeadMATCH service for over 3 years, especially on the matching rate in APAC & EMEA, where we are typically seeing matching of 70% or higher. "

Adam Benitez
Marketing Operations Manager, Talend

OUR CLIENTS

OUR DATA

With over 160M global B2B records being monitored, refreshed, and enriched daily, our database aligns to your ideal customer personas, install-base requirements, and intent thresholds to support all tiers of your demand generation & sales strategies—globally.

EUROPE
19.3M COMPANIES
13.7M CONTACTS

NORAM
17.1M COMPANIES
59.8M CONTACTS

APAC
12M COMPANIES
21.8M CONTACTS

AFRICA
1.2M COMPANIES
1.8M CONTACTS

LATAM
8.9M COMPANIES
5.8M CONTACTS

113
DATA FIELDS

29
TECHNOGRAPHIC & INSTALL FIELDS

36
CONTACT FIELDS

1D
REFRESH FREQUENCY

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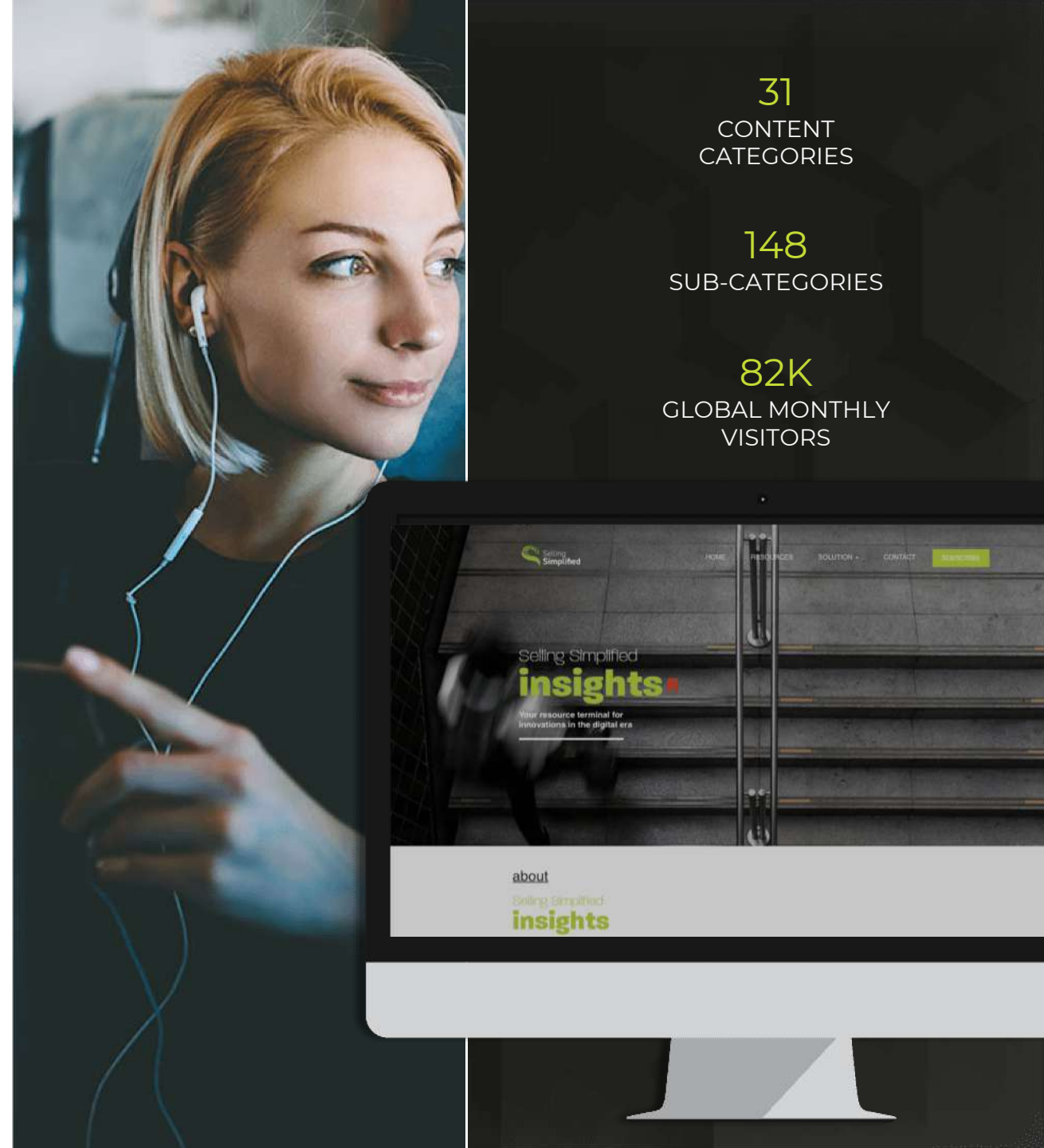
BUILDING DATA & GATHERING INTENT

Firmly established as a key player in the lead generation space, we continue to run hundreds of campaigns each month on behalf of ourselves and our clients. Via our SubscriptionCentr portal and our content brand, Selling Simplified: insights, we manage and syndicate content to a growing list of opt-in subscribers based on their preferences.

A detailed topic taxonomy supports our large content library and allows us to capture and measure organic intent based on each subscriber's content consumption history.

31
CONTENT CATEGORIES

148
SUB-CATEGORIES

82K
GLOBAL MONTHLY VISITORS

Selling Simplified
insights
Your resource terminal for innovations in the digital era

about
Selling Simplified
insights

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LEAD GENERATION & ACQUISITION

For nearly a decade, the top brands in tech have turned to SSG to meet their lead generation needs. By using proprietary tools and technology that harness the intelligence of our database, we've designed strategies to perform demand generation best practices more effectively, and in greater volumes, than our competitors.

Our approach allows our clients to hone in on their ideal audience by meeting granular target parameters at a large scale. We offer leads that service your full funnel, and are able to deliver over 80 data points, including install- and intent-based fields and qualifying question answers.

OUR CORE DIFFERENTIATORS

OUR DATABASE
- 100M+ records globally
- Opt-in basis
- Intent- and install-base data
- 100% validated; refreshed & enriched daily

OUR TECHNOLOGY
- Proprietary Marketing Automation software
- Visionayr advanced monitoring technology
- Syndicate content via 120+ localized domains
- Content hub with subscription management

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DATA PRIVACY & COMPLIANCE

At SSG, we take your privacy seriously. Our data is 100% GDPR- and CASL-compliant, and all of our marketing operations on behalf of ourselves and our clients are carried out within the legal limitations of the country or region in question.

Selling Simplified Group, Inc. (SSG) is committed to protecting the privacy of our clients, users of our websites and services, and individuals who register to attend SSG's corporate events.

View our Privacy Policy.

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METHODOLOGY: MQLs THROUGH ORGANIC INTENT

At Selling Simplified, we take a more holistic approach to traditional lead generation. By developing proprietary technology to perform demand generation best practices more effectively, we've come up with an innovative and intelligent strategy to identifying, analyzing, and capturing B2B demand backed by enriched, intent-based data

MSOR MATCHES
ACTIVITY TO IPs & WEB BROWSER CODES IN DATABASE

VALIDATED & ENRICHED
RECORDS MEET YOUR IDEAL CUSTOMER PROFILE

HISTORICAL INTENT ANALYSIS
IDENTIFIES MQLs FROM ENGAGED & QUALIFIED LEADS

WEB ACTIVITY
MONITORED & CAPTURED THRU VISIONAYR

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VISIONAYR—
THE INTERFACE

Visionayr—the end-to-end marketing solution under the Demandcentr Marketing Suite—revolutionizes all of your web content by layering intelligent monitoring technology behind each page. Once published on any channel, engagement activity is tracked, aggregated, and attributed to visitor's intent profiles.

Bundle relevant content together to encourage self-nurturing via our experience interface, enable chat and custom forms, and instantly multiply your target market's exposure to your brand.
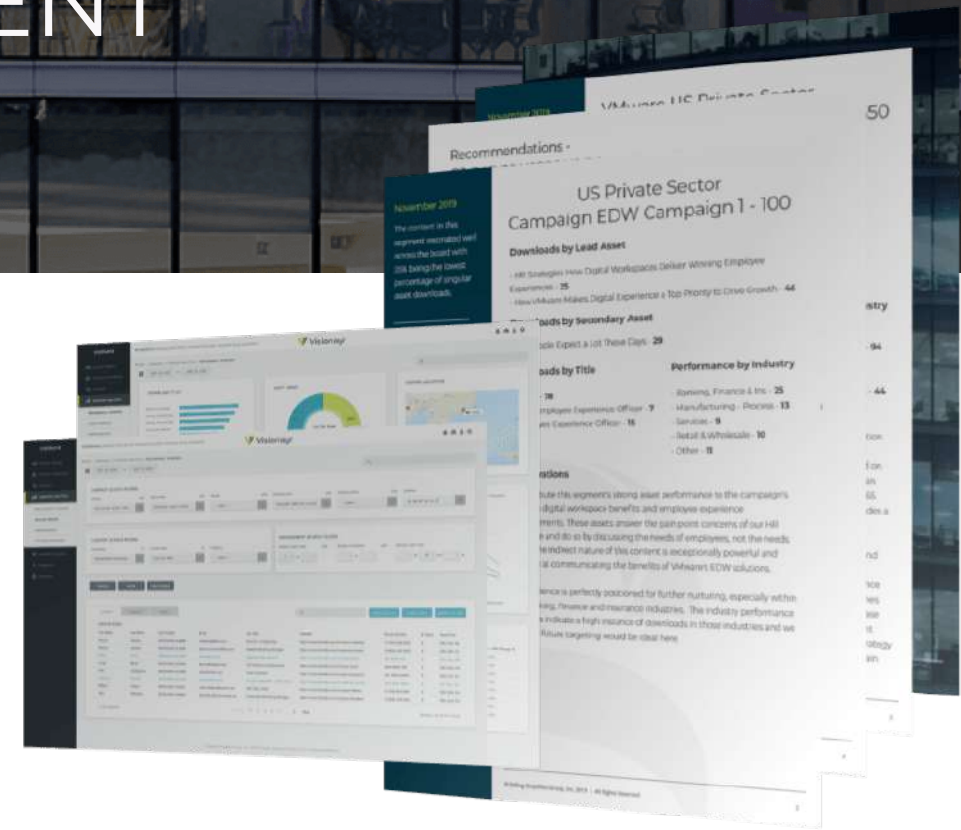
View more featured Visionayr Experiences here.

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VISIONAYR—
MEASURED ENGAGEMENT

Visionayr puts more meaning behind campaign metrics with thorough engagement reporting that highlights performance trends for each program.

Compare metrics side-by-side like number of downloads vs. view time, locate your most-engaged leads with visit and session time information, and identify surging accounts in seconds. Our analytics engine and detailed campaign reports help you understand where your campaigns are generating the most traction and better score leads from their first engagements.

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THANK YOU

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