

## SOLUTION BRIEF

## VISIONAYR

DISCOVER END-TO-END TRANSPARENCY OF  
YOUR DEMAND LANDSCAPE WITH A SINGLE  
MARKETING SOLUTION

Demand generation is fundamentally flawed. Isolated campaigns run across channels only provide empty metrics and stop short of delivering insights beyond point-in-time activity. Without a complete understanding of a prospect's activity and engagement profile over time, you could be overlooking valuable intent cues, surging target account activity, and more.

Visionayr, the end-to-end marketing solution from Demandcentr turns traditional lead generation on its head by trading solitary, siloed demand efforts for comprehensive monitoring of all your marketing activities, across all channels. We've designed it to simplify marketing operations with a single focus in mind—to deliver a holistic view of each and every prospect's behaviors, needs, and intent.

## How It Works

### *Interactive Content + Marketing Automation + Intent Data*

In the past, marketers have had to use a laundry list of tools to manage content, execute campaigns, and analyze results—leading to multiple subscription fees and complex app integrations. Worse, this model leaves them with incomplete analytics and only a partial understanding of the customer.

Visionayr unifies marketing automation with detailed reporting, dynamic analytics, and a content management and hosting interface. Backed by our industry-leading global database of 115M+ B2B records—the key component to the engine's architecture—Visionayr enables marketers to translate anonymous metrics into actionable contact information as it builds and scores detailed profiles of every lead.

The platform, with built-in content management and marketing automation technology, allows for hosting intelligent content and for seamless creation and execution of content campaigns. Layered behind each page of your content is advanced tracking technology that captures both the engagement activity and the identity of viewers from across channels.



As engagement and contact data is aggregated and matched in the database, campaign results and prospect/account profiles are updated in real time. With the capability to identify up to 96% of leads and accounts that land on your content, Visionayr can translate clicks and impressions from social, PPC, and other channels into detailed records that marketers can act on.

Versatile metrics and reporting allow users to build intelligence over time that leads to more strategic and effective marketing and sales efforts. Visionayr's reporting interface allows marketers to dissect campaign, account, and prospect analytics for the insights most relevant to them. Analyze campaign performance at a high level to see which pieces of content are resonating most on which channels, which target accounts are surging, and how much traffic your experiences are seeing. Or, dial in on individual prospects or target accounts for a complete view of their activity, technology environment, lead score, and contact information. Download contacts directly or export them to your CRM, and quickly identify and route the most qualified leads to sales.



# 1M

CONTACTS  
CLEANSED  
DAILY

# 29K

RECORDS  
ADDED  
DAILY

# 3.8K

COMPANIES  
ADDED  
DAILY

## AFRICA

1.1M COMPANIES  
445K CONTACTS

## APAC

10M COMPANIES  
15.4M CONTACTS

## EUROPE

15.6M COMPANIES  
9.9M CONTACTS

## LATAM

8.3M COMPANIES  
3.2M CONTACTS

## NORAM

14.5M COMPANIES  
22.3M CONTACTS

## Achieving Value and ROI through New Levels of Transparency

As marketing continues to serve an essential aspect of the B2B journey, marketers shouldn't be frequently finding themselves uninformed regarding where demand for their products and services lies. Yet the addition of more tools to a marketing stack only obscures deep understanding of the customer. Today's marketers, increasingly tasked with proving the ROI of their tools and initiatives, need a solution that can put more meaning behind all of their campaign metrics.

With a focus on consolidating the marketing stack and recognizing intent signals and highly-qualified leads, Visionayr provides marketers with a clear and complete view of each prospect and enables them with more transparency, more relevance, and more action. Discover how a single solution can create a more holistic view of your demand landscape and help you uncover the valuable insights that your results have long been missing.

