

# What if your marketing could respond to your audience better than your best sales rep?

*Less than 7% of website visitors today become leads, and only 0.29% of those leads generate revenue.*

-Marketing Sherpa & Sirius Decisions

## Relevant Experiences Win Customers

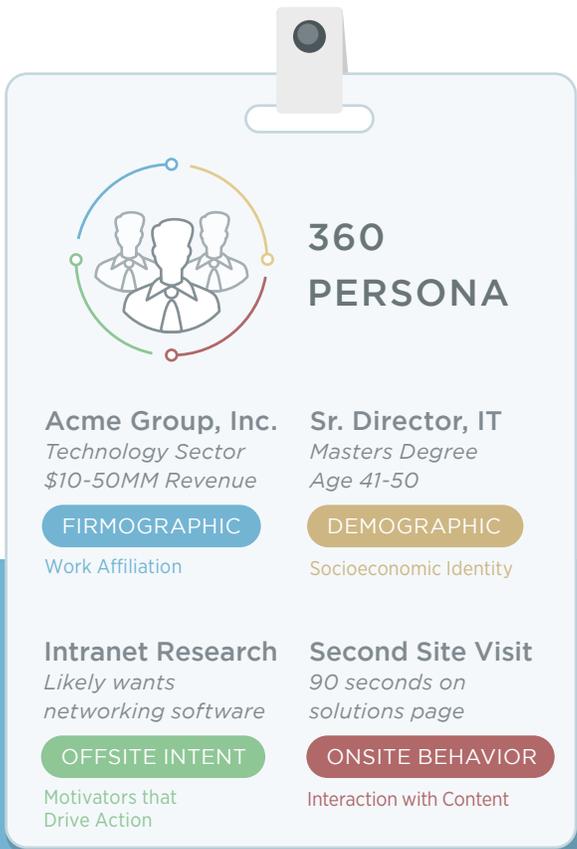
With over 90% of B2B audience being anonymous, marketers have a tough challenge of generating leads and revenue. The only way to reach every one of your audience is to identify them and understand their needs.

Get Smart Content delivers relevant, personalized experiences to your audience mostly likely interested in your brand - identified by digital fingerprints of anonymous visitors.

## Winning Customers Starts With the Right Data

Our **360 Persona Technology™** enables marketers to build customized, multidimensional audience segments out-of-the-box.

The Get Smart Content platform delivers powerful insights by combining data on known audience and anonymous audience, leveraging exclusive data partnerships with LinkedIn and Bombora, and connections to many more data sources.



**360 PERSONA**

<p><b>Acme Group, Inc.</b> Technology Sector \$10-50MM Revenue</p> <p><b>FIRMOGRAPHIC</b> Work Affiliation</p>	<p><b>Sr. Director, IT</b> Masters Degree Age 41-50</p> <p><b>DEMOGRAPHIC</b> Socioeconomic Identity</p>
<p><b>Intranet Research</b> Likely wants networking software</p> <p><b>OFFSITE INTENT</b> Motivators that Drive Action</p>	<p><b>Second Site Visit</b> 90 seconds on solutions page</p> <p><b>ONSITE BEHAVIOR</b> Interaction with Content</p>

We can now build rich target segments and create highly personalized experiences that drive higher engagement and conversion.

**Andy Prince**  
Senior Director  
Corporate Communications



## Augment Your Team and Technology

### Extend Your Team

Your success is guaranteed by our B2B market experts who help drive strategy, execution and analytics.



### Leverage Connectivity

Our platform brings together data from exclusive data sources, analytics and marketing automation tools.

## Drive Flawless Execution



### Execute ABM Strategy

Roll out a personalized red carpet to target and engage key accounts.



### Optimize Paid Media

Improve return on ad spend with relevant digital experiences.



### Scale Personalization

Address both known and unknown audience with relevance.



### Boost Conversion

Generate the quality leads you need for a higher conversion rate.

## Game Changing Impact

278%

Increase in conversion with upsell messaging

**blackbaud**

20x

Increase in traffic to key converting pages

**Rockwell Automation**

149%

Increase in form completion for unknown visitors

**Hewlett Packard Enterprise**

## Brands That Succeed with Get Smart Content

