SBS
B2B SOLUTIONS

CORPORATE BROCHURE

DATA COMPILATION & MAINTENANCE SOLUTIONS

DATA SUITE

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SBS B2B SOLUTIONS

INTRODUCTION TO SBS

SBS
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- HEAD QUARTERED IN PHILADELPHIA - USA
- CORPORATE OFFICES IN NEW YORK USA, BANGALORE INDIA
- 100 TEAM OF DATA SCIENTISTS & ANALYSTS – TELE MARKETERS
- 50 LEAD GENRATION EXECUTIVES WITH 30 BUSINESS DEVELOPMENT MANAGERS

REVENUE GROWTH – [2010] – $ 1.5 MIL - [2011] - $3.5 MIL [2015] - $5 MIL – [2017] - $7 MIL [2018] - $15 MIL ☺

TEAM GROWTH - [2010] – 20 - [2011] 50 [2015] 100 – [2017] - 150 - [2018] - 200

VISION : PROVIDE WORLD CLASS SERVICES AND SOLUTIONS TO HONOR ALL PROJECTS WITH ENHANCED & MOST COMPREHENSIVE DATA TO EVERY SINGLE PROJECT

MISSION : GROW ALONG WITH PARTNERS AND ACQUIRE MORE CLIENTELE FROM ALL INDUSTRIES AND FROM ACROSS THE GLOBE.

INTRODUCTION TO SBS

SBS
B2B SOLUTIONS

- DATA COMPILATION & OPT-IN PROCESS
- DATA MAINTENANCE
- VALIDATION & POST-DELIVERY MAINTENANCE

- APPENDING SERVICES – A SHORT DESCRIPTION
- CASE STUDIES

SBS B2B SOLUTIONS maintains one of the world's most comprehensive and up to-date databases of key decision makers and influencers, based on information covering over **38 MILLION BUSINESS PROFESSIONALS**. This means that SBS can profile, target and access business decision makers across a wide variety of job functions, all underpinned by research and practical experience. Our extensive and ongoing research Programs give you the unique ability to build contact lists that identify individuals at all stages of the buying cycle, from pre-sales to sales-ready, in a wide range of products and services bought by businesses. We provide this information from over **170 countries**, covering active and emerging markets for a complete range of corporate roles.

In addition to being able to access an exceptional breadth and quality of data, working with us means you can also benefit from a wide range of **segmentation services** using our data to ensure your targeting is perfectly refined.

SBS offers a unique ability to businesses targeting both existing and emerging markets, to access the key decision makers, understand the nuances of their cultures, and develop focused and relevant content to gain their interest and attention.

DATA COMPILATION & OPT-IN PROCESS
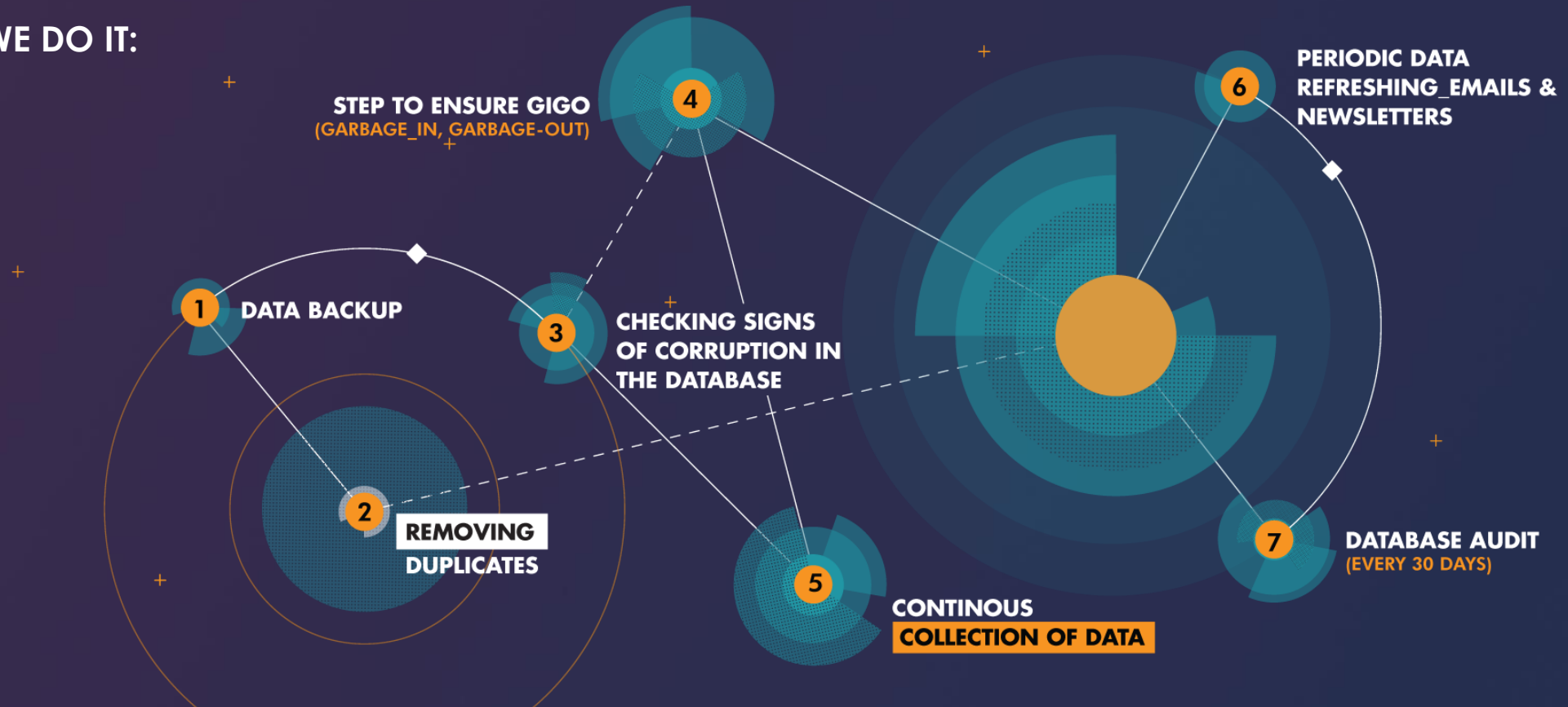
SBS B2B SOLUTIONS

DATA SOURCING/RAW DATA SOURCES:

- 6,000+ TELEPHONE DIRECTORIES
- ARCHIVED WEB
- ACTIVE WEB
  (PASSIVE AND ACTIVE USER DATA COLLECTION)
- NEWS AND BLOGS
- JOB BANK SITES
- EMAIL CAMPAIGNS WITH OFFERS

- TRADESHOW ATTENDEE LISTS
- GOVERNMENTAL RECORDS AND FILINGS
- PUBLIC RECORD INFORMATION
- NATIONWIDE UTILITY TRANSACTION REPORTS
- PHONE SURVEYS WITH EVERY BUSINESS
- WEB-BASED REGISTRATION AND/OR OFFERS
- BUSINESS TRADE MAGAZINE SUBSCRIPTIONS

MAINTENANCE

REGULAR DATABASE MAINTENANCE THAT KEEPS DYSFUNCTIONALITY AT BAY, KEEPING YOUR DATA FRESH AND RELEVANT TO EXTRACT THE MAXIMUM ROI!

HOW WE DO IT:

STEP TO ENSURE GIGO
(GARBAGE_IN, GARBAGE-OUT)

6 PERIODIC DATA REFRESHING_EMAILS & NEWSLETTERS

1 DATA BACKUP

3 CHECKING SIGNS OF CORRUPTION IN THE DATABASE

2 REMOVING DUPLICATES

7 DATABASE AUDIT
(EVERY 30 DAYS)

5 CONTINOUS COLLECTION OF DATA

PRE-DELIVERY VALIDATION

INCREASE DELIVERABILITY, PROTECT SENDER REPUTATION, IMPROVE EMAIL MARKETING PERFORMANCE… UTILIZE DATA AS AN EFFECTIVE SERVICE

PRE-DELIVERY TESTING

Data will be verified against Informatica's **Strike Iron** before being delivered. Its evidence-based approach and proprietary, self-learning algorithms to locate email domains involved with spam networks, traps, and other malicious threats, using knowledge from over a decade of analysis and experience.
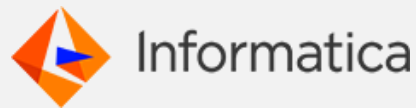
EMAIL VERIFICATION

Emails validated using **BriteVerify** can reduce your bounce rate by 98% and help your messages get delivered, thus protecting the sender reputation. It determines if the email address follows the correct syntax and has the physical properties of an email address, and connects directly to the email server to authenticate if the email address exists on the server.

MANUAL VALIDATION

Our Data Analysts decide what needs to be done with the suspect values, retain them as valid, reject them as invalid, or replace them with valued values; thus ensuring he data is ready for migration and support your system (Your CRM or Marketing Automation Tool).

PRE-DELIVERY REAL-TIME CAMPAIGN

We re-verify your list at the time of the order and send an opt-out email for those who do not want to be emailed. This increases the quality of your list.

POST-DELIVERY MAINTENANCE

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ACCORDING TO GARTNER, POOR DATA QUALITY CAUSES 40% OF ALL BUSINESS INITIATIVES TO FAIL. AND, ONE-FOURTH OF YOUR COMPANY DATA IS GOING BAD EVERY YEAR!

HOW OUR POST-DELIVERY MAINTENANCE UPS YOUR MARKETING PERFORMANCE CURVE

4 QUARTERLY UPDATES

1 ANNUAL DATA UPDATE

8-10% FRESH CONTACTS ADDED

DATA APPENDING SERVICES

- PROFESSION & INDUSTRY-BASED SEGMENTATION
- INTRICATE TECHNOLOGY INTELLIGENCE APPENDING

- DEMOGRAPHIC & FIRMOGRAPHIC DATA APPENDING
- SOCIAL MEDIA INVESTIGATION & VALIDATION

SBS B2B SOLTIONS specializes in full contact appending and maintains an in-house master file of over 42 million+ B2B Records. We provide this information covering active and emerging markets for a complete range of corporate roles.

In addition to being able to access an exceptional breadth and quality of data, working with us means you can also benefit from a wide range of **APPENDING & SEGMENTATION SERVICES** to ensure your targeting is perfectly refined.

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WHEN BUSINESSES CHOSE TO GO BIGGER AND BETTER, THEY CHOSE US. SO CAN YOU.

HERE'S WHY...

INTRODUCTION TO B-BIG

RapidFireTools

ConnectWise®

OBJECTIVE:
To sign up more MSPs and VARs for their channel recruitment and Partner Program.

CONCERN:
The Marketing Team at RFT were using Data.com as their data source and were not happy with the results as the only way they could pull the names was through SIC code search. That option was never going to pull accurate data and most of their efforts were wasted in reaching out to the wrong companies.

RESULT:
SBS B2B SOLTIONS not only provided RFT with net new contacts of MSPs and VARs that have been identified by Research Methodology and not just SIC codes but also cleansed their in-house file and identified the companies as MSPs providing with updated records which resulted in significant increase in open rates and click-through from their targeted campaigns.

OBJECTIVE:
ConnectWise target Channel Partners to sell their products, and do not market to end-users. They wanted more market ready leads for their highly targeted campaigns.

CONCERN:
Just like RFT, the Marketing Team at ConnectWise were not happy with their current vendor to provide them a dataset of MSP, VAR, SI, MSSP, CSP and IoT vendors.

RESULT:
They were very excited when they learnt that we can deliver them the MSP dataset based on Research and not by running SIC codes. They saw a significant increase in ROI by using our data and have agreed to use us as their long term data partner.

VOLUMETRIC PRICING

INDUSTRY'S BEST PRICES FOR INDUSTRY'S MOST SECURE LEADS. PLUS, ADD-ON SERVICES... ALL INCLUDED IN COST-EFFICIENT, VOLUMETRIC PRICING PACKAGES.

VOLUME	PRICE
30,000	$3,000
50,000	$5,000
100,000	$6,500
150,000	$10,000
200,000	$20,000
300,000	$30,000

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WE KNOW WHAT YOU NEED!

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