



The Data-Driven Solutions You Need To Succeed

What Does Success Mean To You?

Each of our client engagements begin with this simple question.

For more than a decade, Speedeon has enabled leading brands to succeed by driving actionable insights, timely and impactful communications, and measurable results.

Using the highest quality, most up-to-date database of new and existing businesses, our B2B marketing services allow you to expand your brand's audience reach, identify and engage decision makers, generate more leads and conversions, and ultimately grow your business.

The Speedeon Difference

We drive successful marketing outcomes by providing:

- Expertise in B2B marketing, predictive analytics, and other marketing services.
- The highest quality, multi-sourced business data, available on a daily and weekly basis, enabling optimal speed to market.
- A collaborative, client-focused approach, and rapid development and deployment capabilities.

As a result, Speedeon consistently provides innovative, data solutions delivered on time, within budget and ahead of the competition.

Campaign Management Services

End-to-end management for all your multi-channel marketing programs



Audience Development

- Build audiences using Speedeon's B2B database, including 15.4 million existing businesses and 4.5 million new businesses added annually.
- Fine-tune high performance audiences using advanced data segmentation and predictive analytics.



Campaign Development

- Develop impactful, personalized messaging and marketing communications.



Deployment

- Deploy targeted campaigns across digital, social, email, mobile, display and direct mail.



Measurement

- Full campaign measurement support, including: match-back analysis, cost per acquisition, break-even analysis, incrementality / lift analysis, and return on marketing investment.

Success Begins With High Quality Data

Speedeon's Business Data enables B2B marketers to identify and engage decision makers at new and existing businesses, and further refine B2B audience profiles using more than 100 firmographic attributes, advanced segmentation, and predictive modeling.

By partnering with leading offline and online data providers, we multi-source the highest quality business data in the industry. The result is the most timely, accurate and comprehensive data available anywhere.

Existing Businesses



Yellow Pages
Directory



Phone
Verified

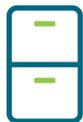


Number of
Employees



Sales
Volume

New Business Records



Secretary of
State Filings



Courthouse
Public Records



Daily, Weekly,
or Monthly Files



Approx. 40K New
Businesses/Week

B2B Data

Our industry-leading business data is available on a daily and weekly basis, providing optimal speed to market. All of our B2B data undergoes rigorous quality checks including de-duplication, standardization, and verification to ensure maximum accuracy.

Speedeon's Business Database contains the insights and intelligence about businesses and executives that you need to stay ahead of the competition:

- Company Name, Address, Phone
- Executive Names, Titles
- SIC / NAICS code
- Employee size
- Sales volume
- Primary and Secondary lines of business
- Yellow page classification
- SOHO business indicator
- Executive home address data
- Location type
- Business square footage

Predictive Analytics Solutions

Predictive analytics can support your clients' marketing campaigns by presenting a comprehensive view of customers and their behaviors.

Predictive Modeling

Predict customer behavior and improve program efficiency using a variety of analytics including cloning, response, lifetime value, and other predictive models.

Data Analysis

Answer questions, challenge assumptions, identify trends/patterns and uncover other actionable intelligence within CRM data using customer segmentation, clustering and other analytic methods.

Reporting

Interpret the results of predictive analytics using data visualization, geo-spatial representations, and other advanced reporting methods.

Match-Back Analysis

Analyze marketing campaign data to identify responders, understand campaign results, and develop future campaign improvements.