

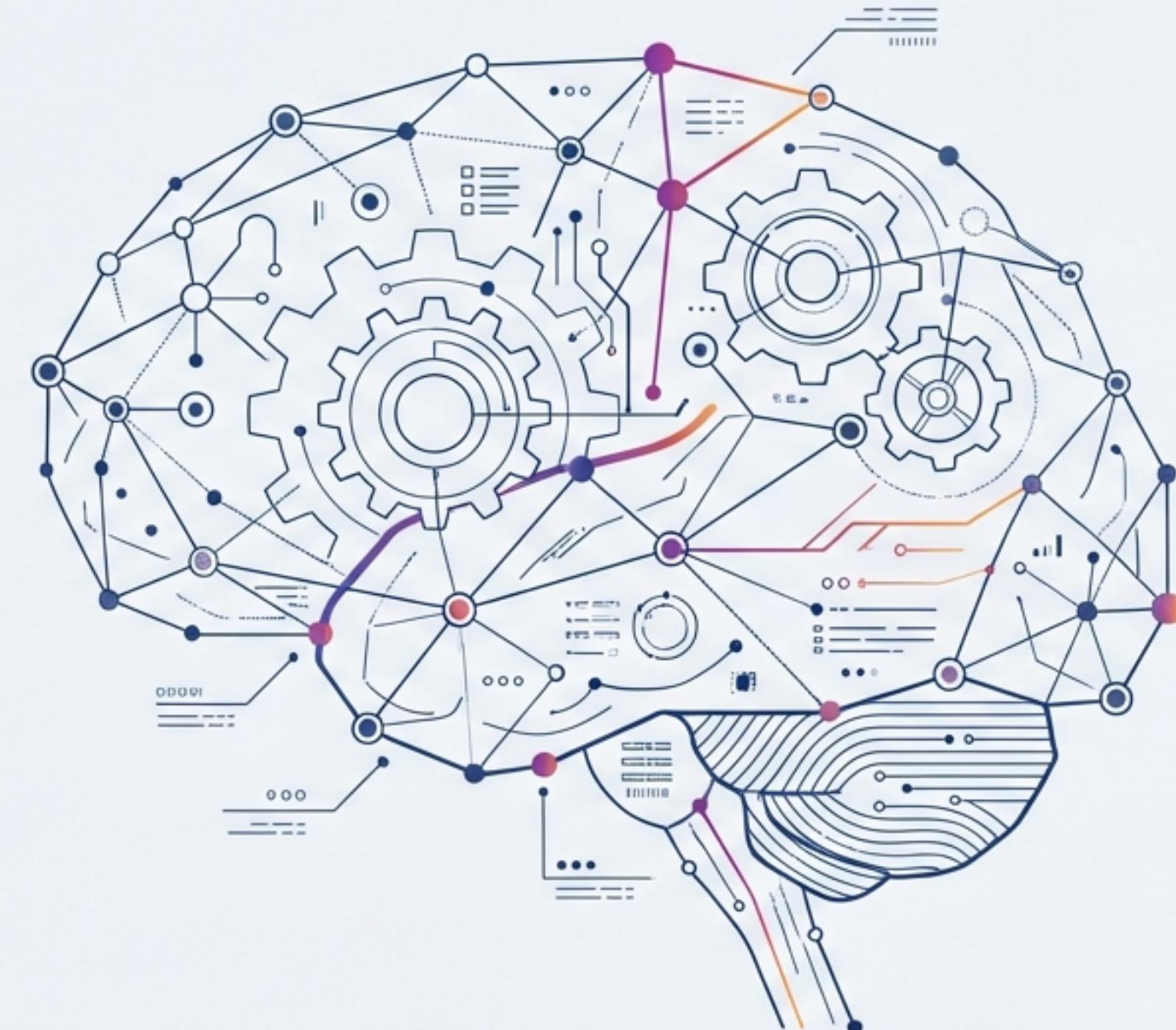


LakeB2B: The Revenue Infrastructure Partner

Enabling Growth in the
Blue Ocean Economy.

We don't just sell data or campaigns. We plug into your revenue engine as a growth partner, run unlimited GTM execution, and get paid when you win.

Core Promise: Blending Data, AI, and Global Execution into unanchorable growth deals.



The Shift: From Vendor Inputs to Revenue Outcomes

Old World (The Broken Model)	LakeB2B New World (The Growth OS)
<ul style="list-style-type: none">- Pay per contact / Pay per lead- Pay per campaign- Fixed Prepayments (High Risk)- Siloed Agencies & Data Vendors	<ul style="list-style-type: none">- Always-on awareness + demand- Unlimited execution- Revenue-linked pricing (Shared Upside)- GTM embedded teams

Competitors sell pieces. LakeB2B sells outcomes.

A Unified Engine for Global Growth

Powered by the Champions Group—a global conglomerate with 5,000+ employees.

Data Core
550M+ Top Global Executives



Digital Wing
MetricFox: Brand, Content, SEO

Execution
Global Capability Centers (GCCs)

160+ Countries Covered

7K+ Trusting Clients

Established 2002

The Fuel: 550M+ Executives & Uncopyable Data Assets



Core Assets



550M+ Global Contacts

(Level-by-level, industry-categorized)



800k+ Direct Dials

(Bypass gatekeepers)

Specialized Datasets

Technology Install Base

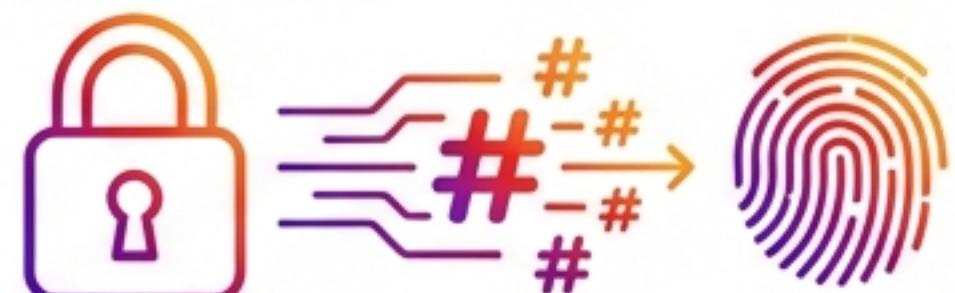
Targeting based on software user groups.

Healthcare Intelligence

Reaching decision-makers in facilities.

Investor & Crypto Data

High-net-worth individuals (\$5M+ to \$30M+ assets).



The Blue Ocean Advantage: SHA-256

Privacy-safe, hashed datasets ready for Meta, LinkedIn, and Google. Enables lookalike audiences and cross-channel identity matching without cookies or PII exposure.



The Mechanics: Data Management & Hygiene

The Problem:
Swiss Cheese Databases
(Voids, Decay)



- **Email & DataAppending:**  Filling voids with accurate, updated info.
- **Data Verification:**  Validating to remove hard bounces.
- **Data Profiling:**  High-level analysis to identify gaps.
- **Management & Cleansing:**  Fixing duplicates and errors.

The Solution:
Enriched Intelligence



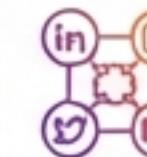
The Awareness Engine: Digital Marketing Execution

Awareness-First GTM: If you don't win attention, you won't win revenue.



Search Engine Optimization (SEO)

Technical audits, keyword building, and link building. Proven results: Reached top 5 for 'CRM for Small Business' in two months.



Social Media Management

Community growth and engagement strategies across LinkedIn, Instagram, and YouTube.



Content Marketing

Visual storytelling, blogs, and webinars designed to educate and persuade.



Event Marketing

Driving registrations for webinars and roundtables.

The Human Touch: SDR-as-a-Service

**Most agencies stop at leads.
We own the sales-ready pipeline.**



Integration: Available as an add-on (\$4K-\$8K/month) or included in Growth OS packages.

KPIs: SQL acceptance rate and conversion velocity.

The Hidden Moat: Global Capability Centers (GCCs)



India-based GTM GCCs

- 👤 **Teams:** Campaign Ops, SDRs, Data Analysts, RevOps.
- 🕒 **Advantage:** 40–60% Cost Arbitrage.
- ⌚ **Velocity:** Same-day execution cycles.
- 🏢 **Structure:** Dedicated pods, not shared resources. You extend your GTM organization via LakeB2B.

The Flagship Offering: Unlimited Awareness & Demand

The Growth OS Package

Foundational GTM Deal

The Scope (UNLIMITED)

- ✓ Unlimited Outbound + Inbound campaigns
- ✓ Always-on awareness: Email, LinkedIn, Paid Social, Programmatic
- ✓ Quarterly ICP refresh

Why It Wins: Client stops comparing LakeB2B to list vendors. We are a revenue partner.

The Commercial Model

Retainer: ~\$5,000/month

Covers strategy, unlimited data access, and weekly ops.



Revenue Share: 5%-20%

Of marketing-influenced closed revenue.

Case Study: Transforming Online Presence (IT Services)

The Challenge

Existing website lacked modern design, failed to communicate service range, and had zero lead generation capability.

The Solution

MetricFox conducted deep analysis of brand identity. Executed complete website revamp and strategic repositioning.

The Outcome

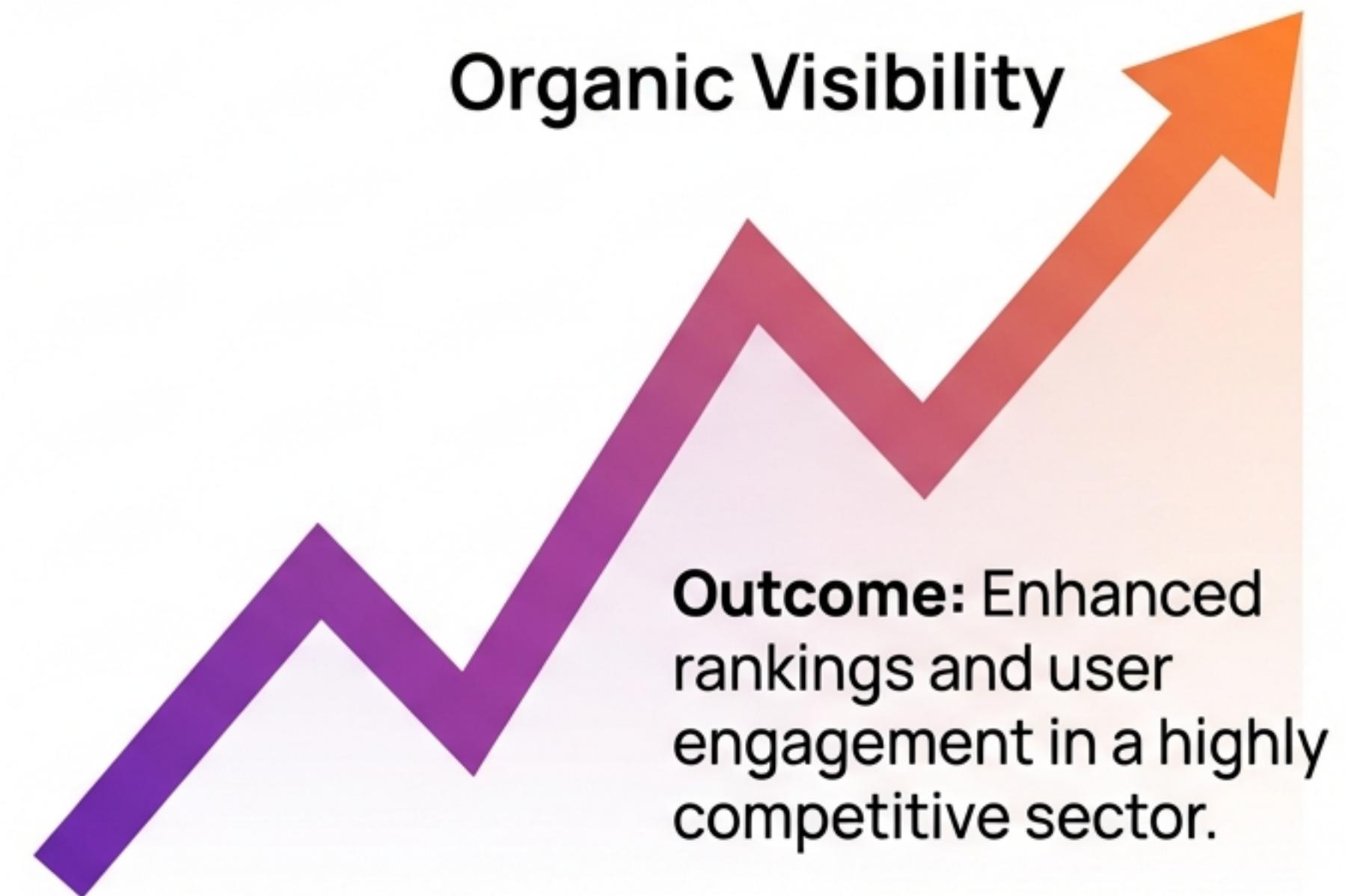
Maximized lead generation, successfully showcased new expertise, and significantly contributed to client growth.

Case Study: Dominating Search (Media Tech)

Context: Top media tech company (D2C, broadcast, live streaming).

Challenge: Innovative product but low organic visibility, poor keyword rankings, and fragmented audience.

Solution: Targeted SEO strategy, technical fixes, content optimization, and link building.



Outcome: Enhanced rankings and user engagement in a highly competitive sector.

Deal Architecture: Aligned Incentives

We only win when you win.

Base Retainer

Cost Recovery / Operations

Revenue Share

Shared Profit / Upside

Aligned Success

+

=

5%

(SMB / Mid-Market)

10%

(Enterprise)

15%

(New Markets /
ICPs)

Risk Profile: Client fixed costs go down. Vendor stickiness goes up. 'Cheap list deals' are explicitly excluded.

Comprehensive Capability Matrix

Data & Intelligence

- ✓ Direct Dials
- ✓ Tech Install Base
- ✓ Intent Data
- ✓ DataAppending & Hygiene

Digital & Content

- ✓ SEO
- ✓ Social Media Management
- ✓ Content Marketing
- ✓ Web & App Development

Outbound & Sales

- ✓ Telemarketing
- ✓ SDR-as-a-Service
- ✓ Email Marketing
- ✓ Appointment Setting

Event & Brand

- ✓ Event Management
- ✓ Online Reputation Management (ORM)
- ✓ Brand Building

2026 Vision: The Future of Revenue Infrastructure

Moving beyond “Lead Gen” to “Predictable Growth”.



Ready to Enable Growth?

USA: Los Angeles, CA

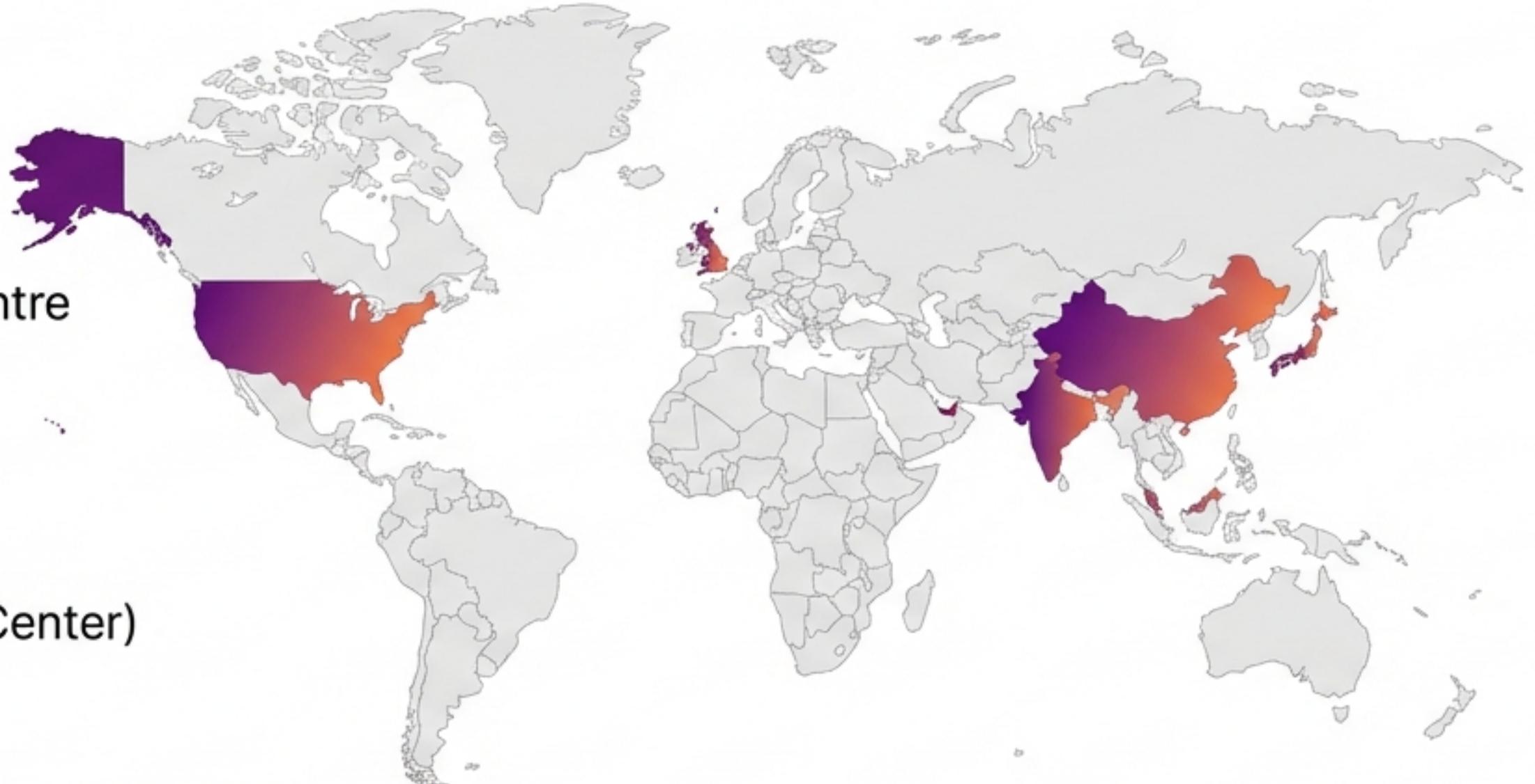
UK: London

Singapore: Marina Bay Financial Centre

UAE: Dubai Marina

Japan: Tokyo

India: Bengaluru (Global Capability Center)



www.lakeb2b.com | www.metricfox.com

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