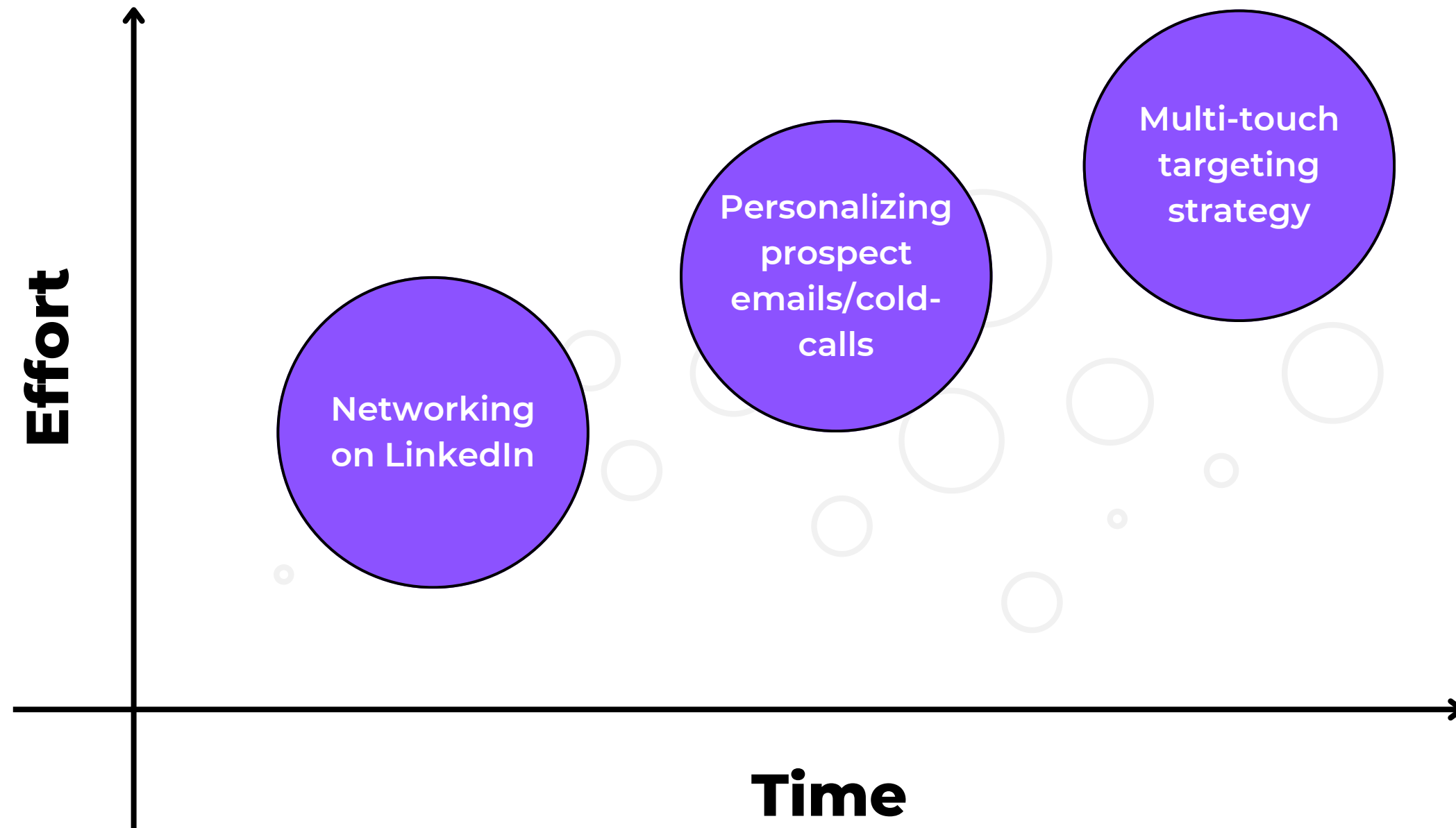




# UncoverB2B

Referral-Led Inbound **Leads** for B2B SaaS

# What are SDRs doing?



# What are the Challenges?



## LOW CONVERSION RATES

A typical B2B SaaS Lead to SQL conversion rate averages 14.82%<sup>1</sup>.



## SDR BURNOUTS

High turnover and burnout among SDRs significantly impact efficiency and output<sup>2</sup>.



## QUANTITY $\neq$ QUALITY

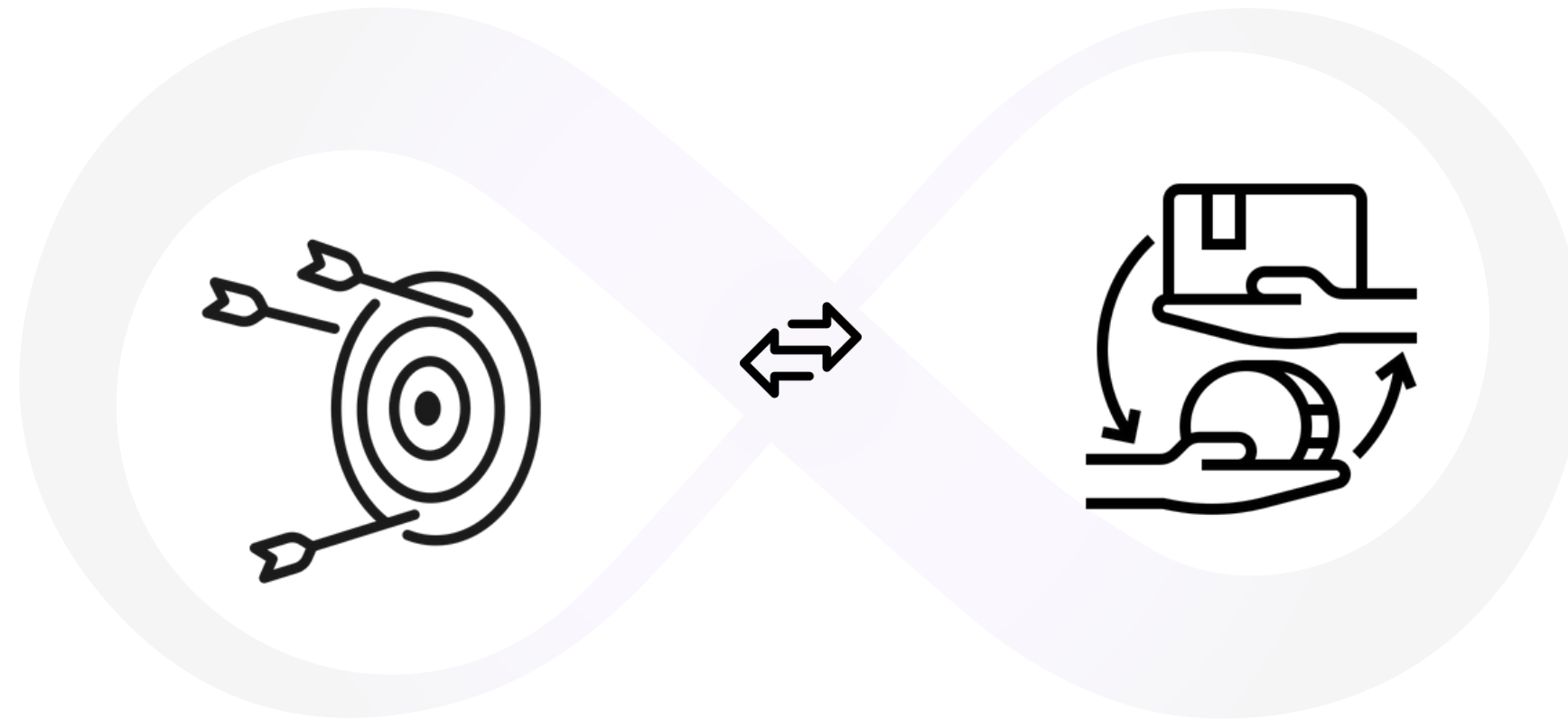
Effective lead generation isn't about Quantity, but Quality<sup>3</sup>.

### References

1. Sales Lead Funnel Conversion Rate Benchmarks FirstPageSage. <https://firstpagesage.com/seo-blog/sales-lead-funnel-stages-explained/>
2. Trautschold, B. (2017, September 7). Most SDRs Fail or Burn Out. Here's How to Fix That. Hubspot Blogs. <https://blog.hubspot.com/sales/prevent-sdr-burnout>
3. Adalsteinsson, G. (2022, May 11). Quality over quantity, or how to save Data-Driven sales from itself. Forbes. <https://www.forbes.com/sites/forbestechcouncil/2022/05/10/quality-over-quantity-or-how-to-save-data-driven-sales-from-itself/?sh=359eb241b778>

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# Core Problems



## UNQUALIFIED LEADS

Prospects incongruent with ICP are impeding sales effectiveness.

## MISSING BUYING INTENT

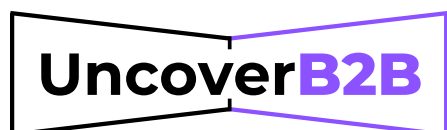
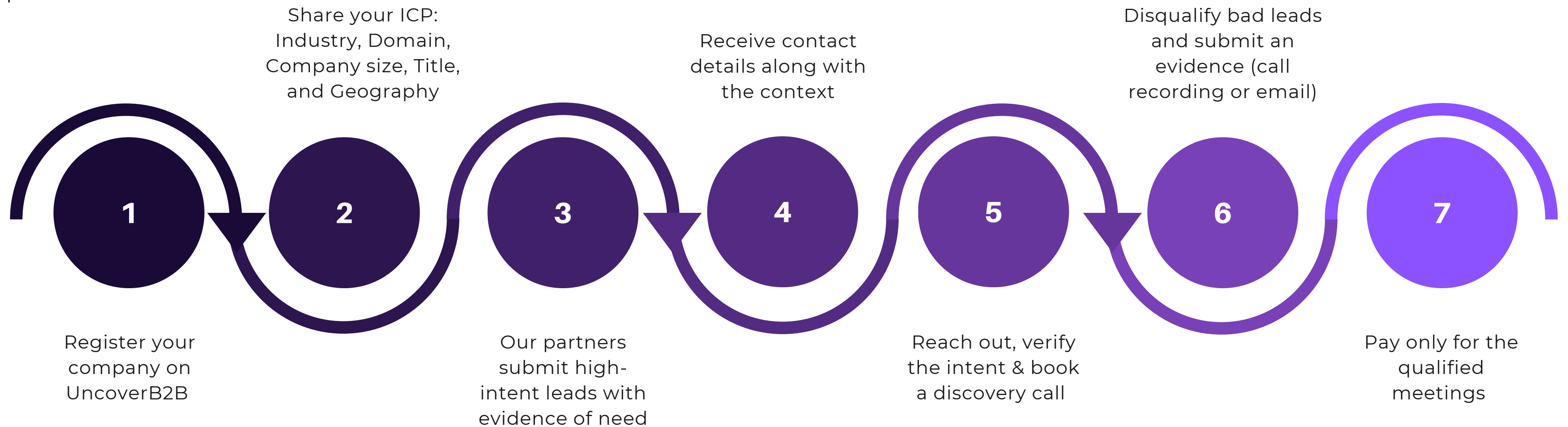
Appointments are futile without buying intent, wasting time.

# How we help?

We assist you by providing high-intent leads, ensuring your SDRs connect with the **right prospects** at the **right time** generating Sales opportunity.

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# How it works?

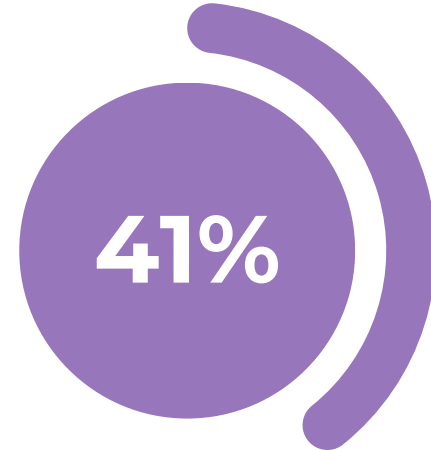


# How we differentiate?

Sales Qualified Lead (SQL) to Opportunity conversion rates  
for different lead sourcing channels



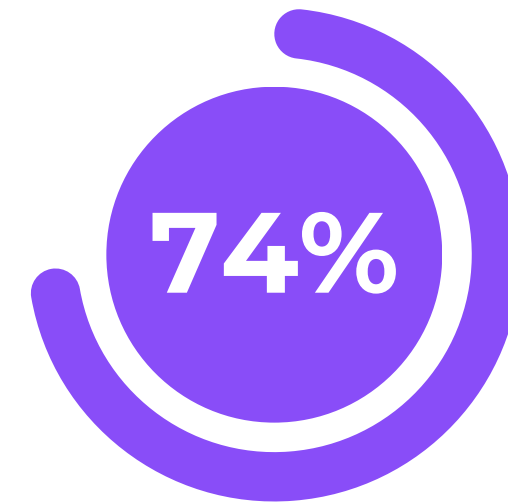
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✓ Company listing

✓ High intent leads

✓ Dedicated Account manager



# Let's collaborate!

**UncoverB2B**



**Shivam Sandilya**

**Founder & CEO**

Connect with me:

