

LEAD GENERATION CQL

DIGITAL LEAD GENERATION PROCESS

For nearly a decade, the top brands in tech have turned to SSG to meet their lead generation needs. By using proprietary tools and technology that harness the intelligence of our database, we've designed strategies to perform demand generation best practices more effectively, and in greater volumes, than our competitors.

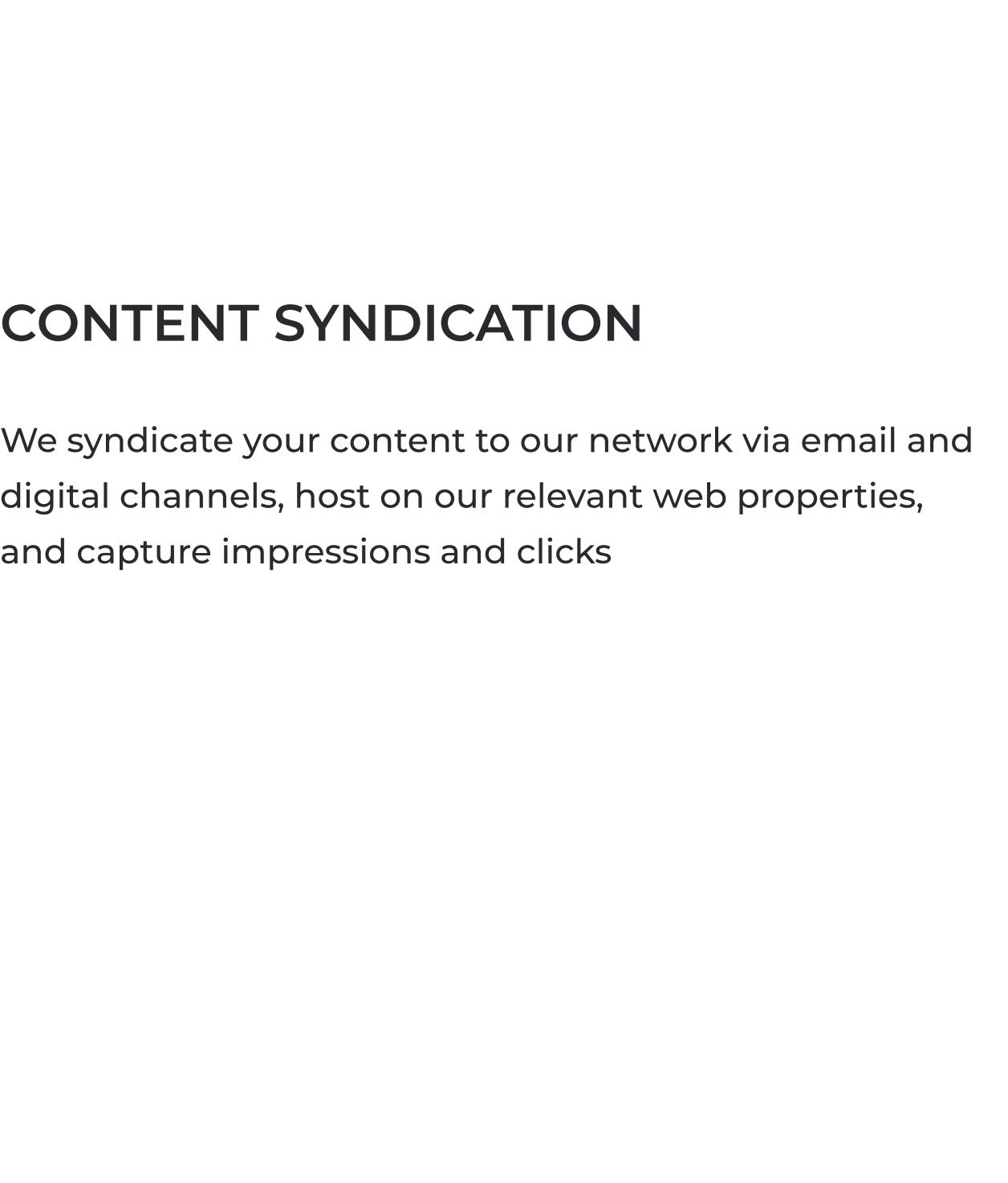
Our approach allows our clients to hone in on their ideal audience by meeting granular target parameters at a large scale. We offer leads that service your full funnel, and are able to deliver over 80 data points, including install- and intent-based fields and qualifying question answers.

TARGET ALIGNMENT

We source a data set for your program from our proprietary database of 165M+ B2B records that matches your ABM list and/or target parameters



B2B LEADER

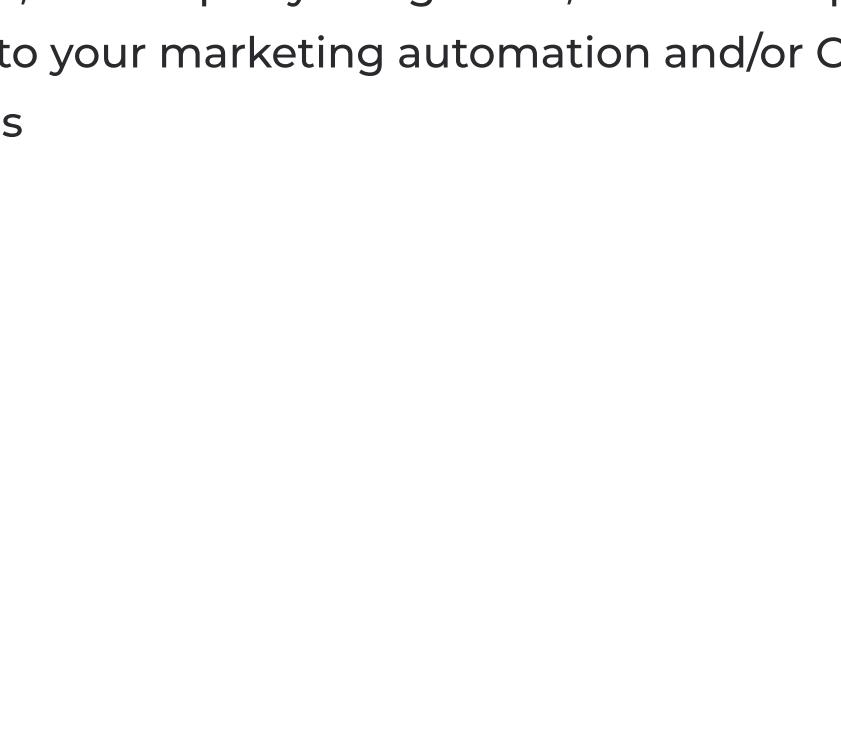
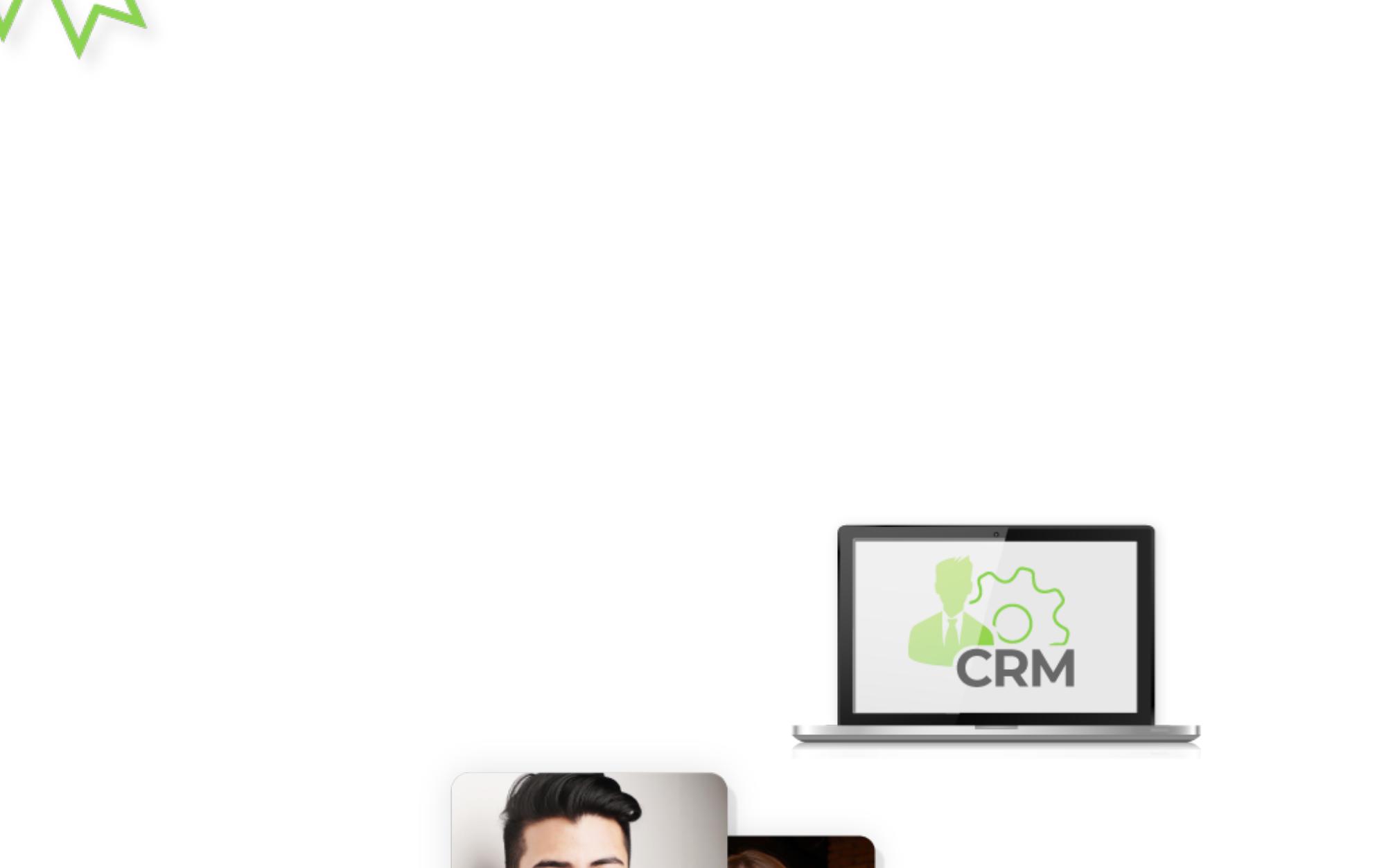


ON-BRAND CAMPAIGN SETUP

Our in-house creative staff works with your content and corporate guidelines to create 2-3 branded emails per campaign segment

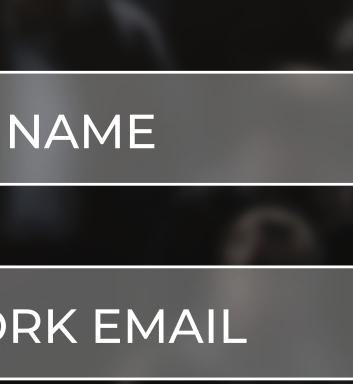
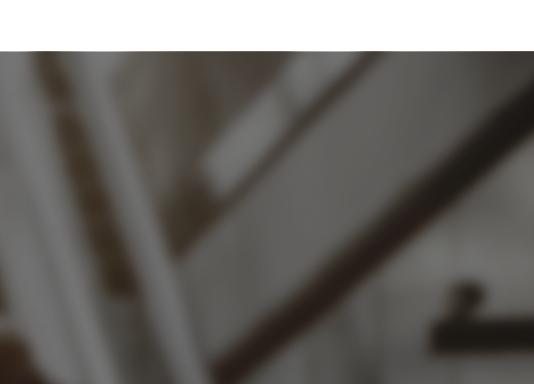
CONTENT SYNDICATION

We syndicate your content to our network via email and digital channels, host on our relevant web properties, and capture impressions and clicks



DATA QA & VALIDATION

Leads are compiled and QA'd for a delivery with up to 80 data points including demographic, firmographic, engagement, and intent columns



LEAD DELIVERY

Verified and validated leads are delivered via a direct handover, a third-party integration, or can be uploaded straight to your marketing automation and/or CRM platforms

START GENERATING RELEVANT B2B DEMAND TODAY

Submit the form below and we'll have a local rep reach out to provide a target audience match

SUBMIT