

Proposal

Business	Tops Technologies / Date: Thursday, June 30 th , 2016
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Executive summary

Our proposed data solution is crafted to aide Tops Technologies' efforts in increasing corporate sales. *CustomPro* filters and profiles your prospects to segregate the relevant businesses and their corresponding decision makers to augment all lead generation ventures. The solution is centered around delivery a custom built data solution of validated contact lists with assured high delivery and accuracy rates.

In addition to the data, *CustomPro* also facilitates deploying strong and impactful email campaigns through our own platform. The end product being a reliable and tangible solution with varied applications.

1. CustomPro List building Criteria with campaign options (List Acquisition):

Geo: USA, Sweden and Denmark		
Industry: IT (developers, software/app providers, ecommerce, etc.)		
Job Functions/Titles: CVD level contacts (Chiefs, VPs and Directors)		
Available Records:	USA	Sweden & Denmark
	78,000 contacts	3,500 contacts
Price for List acquisition	USD 12,225.00	
Data Fields covered in the list		
1. Contact Name	2. Title	3. Company
4. Work Email	5. Work Phone	6. Work Address
7. Company Website	8. Industry	9. Industry Code (SIC/NAICS)
10. Number of Employees	11. Revenue	12. LinkedIn Profile(optional)

CustomPro ensures 85% accuracy and deliverability assurance. In case of hard bounces/invalidity; replacements are provided within 30 days the date of project delivery.

2. Email Campaign with List Rental Deliverables:

1. Renting the list (81,500 contacts) for dedicated email campaigns using our platform.
2. Drafting the creative content and designing an HTML template for your DEM campaign
3. Deploying the campaign using our whitelisted campaign domains; thereby protecting your domain's reputation and still ensuring high deliverability
4. Campaign Reports providing details on deliveries, opens and click-throughs and handover of leads from the campaign

List Rental and DEM campaign Pricing:	
Single Campaign	\$ 8,995
Subsequent Campaigns	\$ 3,500

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