

Digital Selling Strategies, Tools and Analytics

Grow your database

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CONNECTORS

MARKETPLACE

B2B Lead Generation Services

- **Strategies, Tools and Analytics**
strategies to transform your organization into a Digital Selling machine.
- **Automated Lead Generation**
dashboard with search and filter tools to identify buyers around the globe .
- **Connectors Analytics**
team of digital selling analysts available to execute your digital selling programs.

Our Knowledge, Skills and Expertise

Connectors has all skills and expertise in advanced data analytics to support digital selling programs. Working with state-of-art data models and predictive tools our consultants will help you execute digital selling. Experts at prospect identification and insight extraction for buying signals to start social selling conversations.

Services



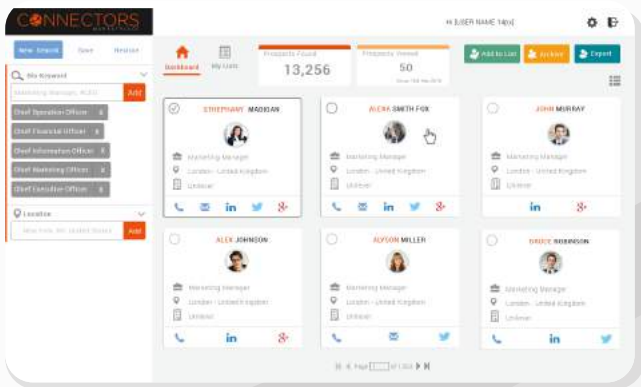
Connectors

Since 2013 Connectors has operated a state of art digital selling analytics lab at the Belfield Innovation Park on the campus at University College Dublin.

Our team of digital selling analysts are available to transfer knowledge to your sales team. We work for you remotely in our lab or onsite in collaboration with your team.

Connectors Digital Selling Tools

Digital selling organizations have a holistic view and need to pull together many sales elements. What copper-fastens digital sales lead generation is advanced analytics across multiple reach out channels. Connectors has a team of qualified consultants backed by a cluster of an advanced data analytics research institutions. Sales leaders tasked with developing digital lead generation programs can draw on Connectors Analytics: for soft signals and insights to drive social selling and/or strong signals and hard data to generate qualified leads for closing.



How does it work?

Identify

Find sales prospects profiles by job title, location, industry

Segment

Easy segmentation and list management for sales campaign execution

Reach out

Reach out using simple social media messaging tools

Filter

Bio keywords enable you identify multiple decision makers and influencers

Connect

Connect with sales prospects on social, email and telephone channels

Social Sell

Prospect profiles with insights to start social selling conversations



Your project requirements can come in the form of:

- Short clearly defined projects: social selling enablement, data cleansing, augmentation.
- Augment your team with our resources - experts in social selling analytics.
- Strategic challenges that require analysis, specification and design of a complete digital selling program
- Research and rapid prototyping projects requiring innovative digital selling proof of concepts.

Real facts



90%

of top sales professionals
are using digital selling tools.

64%

of sales employees of medium-sized companies
use data and insights to improve their sales productivity.

30%

of companies
predict they will spend more on digital selling data analytics in 2016.



Competitive advantage

Research and rapid prototyping

Connectors Analytics is backed by a cluster of data analytics research institutions in Ireland. Through our industry lead membership and deep integration with lead research Universities in Ireland the Connectors Analytics team is fully supported for knowledge intensive research, analysis and development of proof of concepts.

Research, rapid prototyping and related services is a great way for your digital selling organization to review, reorganize and deploy new and innovative lead generation techniques that will ensure a sustainable competitive advantage.



MAY 2016

Improvements in our data offers inside sales teams prospects with email, telephone, social networks. Prospect relevance and engagement tools



MAR 2016

Congrats to our design team on the release of a new intuitive interface with tools to identify and reach out to prospects on multiple digital selling channels



JAN 2016

Commercial team locates to Park Avenue, New York. We just had to work on the most attractive boulevard in Manhattan!



MAR 2015

Connectors appointed as an industry lead member at CeADAR the center for applied data analytics; with a focus on digital selling analytics



JUNE 2015

Our team grows to twenty five. Key hires in social selling analytics are playing a pivotal role between our customers and our data science research partners



DEC 2014

Connectors locates EMEA head quarters in Dublin, Ireland at the NovaUCD center for new ventures and entrepreneurs providing access to state of art commercialization facilities



It's about identifying the right prospects
Giving you the best results



Identify, connect and reach out
Relevant sales prospects

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Contact us

We love helping sales teams identify and reach out to prospects

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