

# KoiNet

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# Media

Empowering Marketers With powerful Insights.

2025

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MEDIA KIT

# About **Us**

**KoiNet Media ITES** is a results-driven **B2B lead generation** and marketing solutions provider. Established in 2018, specializing in connecting technology brands with the right decision-makers.

We deliver high-quality, intent-driven leads that accelerate sales and maximize ROI.

With expertise in engaging first-party audiences and subscribers, we channelize and optimize ICP across industries.



Koinet Media ITES is a premier lead generation company specializing in B2B demand generation, content syndication, and account-based marketing (ABM). We empower technology brands to connect with high-intent decision-makers, driving pipeline growth and business impact.

## **Our Publications & Repository**

At Koinet Media, we maintain an extensive repository of industry insights, whitepapers, case studies, and market reports that cater to IT decision-makers (ITDMs) and business leaders (BDMs). Our strategic partnerships with leading technology publishers and research firms allow us to syndicate high-quality content, ensuring targeted reach and engagement.

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### **Key Highlights:**

- Exclusive Content Repository:** A vast library of industry-specific reports, solution guides, and technology insights.
- High-Impact Publications:** Syndicating content from global IT and business intelligence sources to reach niche audiences.
- Targeted Distribution:** Leveraging intent-based marketing strategies to deliver content to the right audience at the right time.
- Trusted by Global Brands:** Collaborating with top technology vendors and solution providers to maximize brand visibility and lead conversion.

Our deep industry expertise and data-driven approach make us the go-to partner for brands looking to accelerate their lead generation and content marketing efforts.

North America  
~52%

LATAM

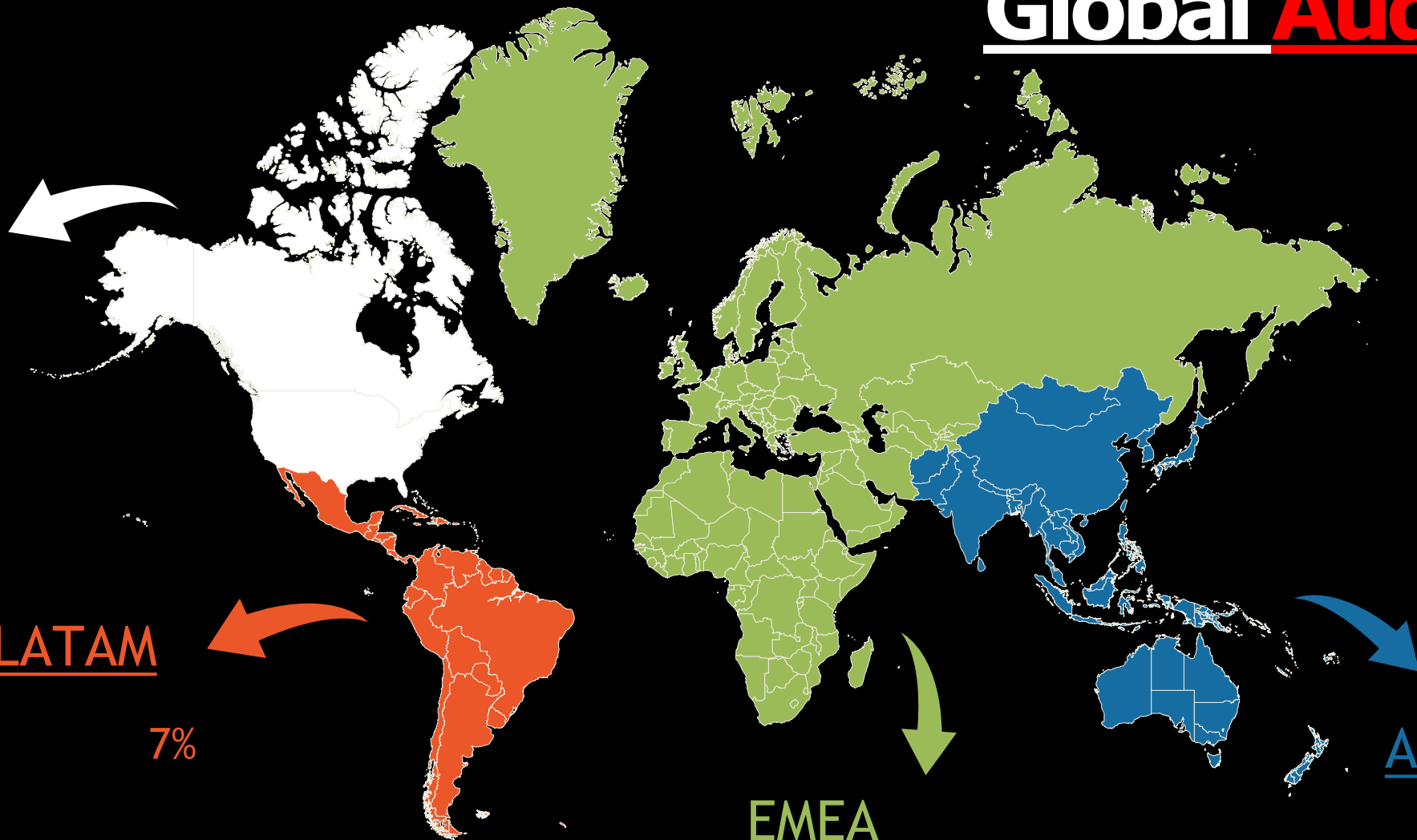
7%

EMEA

30%

APAC

11%



# InfoGraphics

NA- 1145K  
EMEA- 659K  
APAC- 282K  
LATAM- 144K

IT



Marketing

NA- 1034K  
EMEA- 598K  
APAC- 248K  
LATAM- 149K

Operations

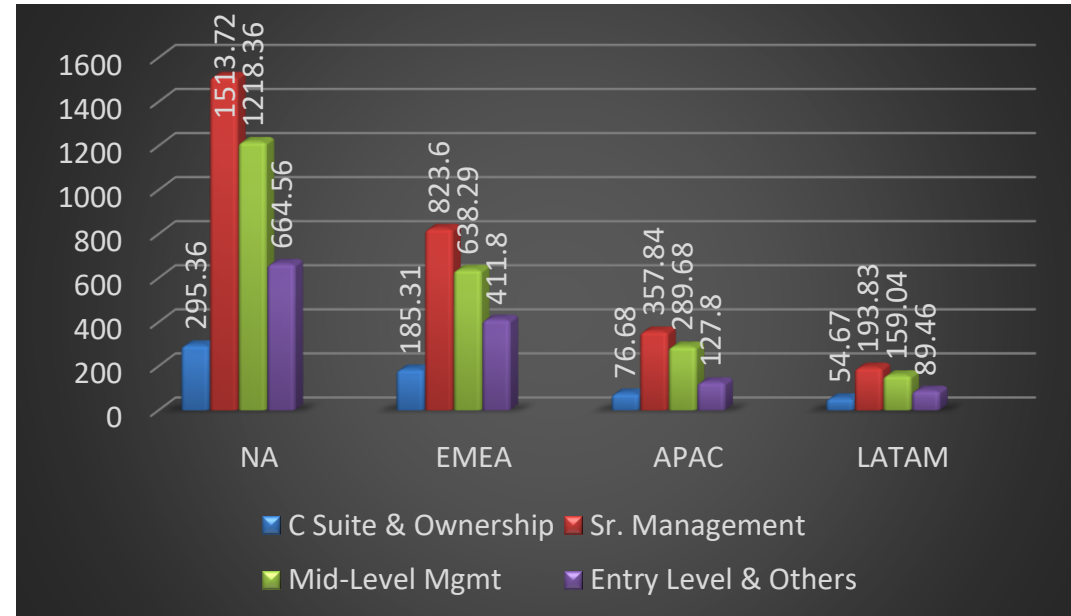


NA- 479K  
EMEA- 268K  
APAC- 94K  
LATAM- 59K

HR



NA- 296K  
EMEA- 144K  
APAC- 69K  
LATAM- 39K



Sales



NA- 370K  
EMEA- 204K  
APAC- 84K  
LATAM- 55K



Fin & Others

NA- 369K  
EMEA- 186K  
APAC- 77K  
LATAM- 49K

**Expertise in B2B Lead Generation and Marketing Solutions** Specializing in B2B lead generation, Koinet Media offers a comprehensive suite of marketing solutions tailored to meet the unique needs of our clients:

- Multi-Channel Lead Generation:** Utilizing diverse marketing channels to capture and nurture leads effectively.
- Contact Discovery:** Providing updated information on target companies to drive responsive campaigns and high profits.
- Email Marketing:** Developing strategic approaches to support a defined universe of accounts, recognizing that most B2B buying decisions involve multiple stakeholders.
- Data Append and Cleansing:** Maintaining database hygiene to maximize ROI from marketing strategies.
- Demand Generation:** Creating interest and awareness in products or services among target audiences.
- Social Media Marketing:** Gaining traffic and attention for brands and services through social media, targeting ideal customers.
- Account-Based Marketing (ABM):** Supporting a defined universe of accounts, acknowledging that B2B decisions are often made by groups rather than individuals.
- Appointment Generation:** Assisting in selecting criteria that define client requirements to set effective appointments.
- Account Profiling:** Gaining in-depth understanding of potential customers, including their operations, structure, key decision-makers, current vendors, and future plans.

Our experienced team employs a unique approach that includes content syndication and personalized consultations. This strategy ensures that prospects are nurtured, connected, and qualified on a performance basis, leading to substantial sales pipelines for our clients.

At Koinet Media, we are committed to delivering innovative programs that reflect our broad multi-channel capabilities. We serve clients with quality and distinction, making a measurable and attributable impact on every program we execute.



# Lead Qualification

## Lead Qualification Process:

### 1 Target Audience Identification

- Define Ideal Customer Profile (ICP) based on industry, company size, and job roles.
- Focus on IT Decision Makers (ITDMs), Business Decision Makers (BDMs), and key influencers.

### 2 Content Syndication & Engagement

- Distribute high-value content (whitepapers, reports, solution guides) through targeted channels.
- Capture intent signals through interactions and downloads.

### 3 Lead Capture & Data Validation

- Collect key details: Name, Designation, Company, Contact Information.
- Ensure accuracy through email and phone validation.

### 4 Lead Qualification & Scoring

- Apply **BANT Criteria** (Budget, Authority, Need, Timeline).
- Assign lead scores based on engagement level and intent signals.

### 5 Lead Nurturing & Handoff

- Segmented follow-ups based on interest level.
- Handover **Sales Qualified Leads (SQLs)** for direct engagement.

## Qualifying Parameters for Leads

### 1. Firmographics:

- Industry: IT, BFSI, Healthcare, Manufacturing, etc.
- Company Size: Mid-market to Enterprise (250+ employees).
- Location: Targeted geographic regions.

### 2. Demographics & Role-Based Targeting:

- ITDMs (CIO, CTO, IT Managers, IT Heads).
- BDMs (CXOs, Directors, VPs, Procurement Heads).

### 3. Engagement-Based Qualification:

- Interaction with syndicated content (downloads, page views, session duration).
- Webinar/event participation.

### 4. Purchase Intent Signals:

- Active research on specific solutions.
- Indicated budget and procurement timeline (0-6 months).

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THANK  
YOU