



Strategic ABM & Demand Generation Partner

For Growth-Focused B2B Revenue Teams



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Company Overview

Pivotal B2B is a demand generation and account-based marketing partner built for B2B organizations that value precision over volume.

Founded in **2017** by **Zahid Mohammadi**, Pivotal B2B enables marketing and sales teams to generate qualified pipeline through compliant, content-led outreach across high-priority target accounts.

Rather than delivering random leads, we build **predictable revenue systems** that align directly with Ideal Customer Profiles and sales goals.



Our Mission

To help B2B companies engage only the buyers who matter — through targeted, compliant, and insight-driven programs that convert interest into revenue.

Pivotal B2B stands apart by operating as a **strategic partner** rather than a volume-based data provider. Our focus is on **pipeline confidence, not contact delivery**.

Our Revenue Process

From Prospects to Pipeline to Profit



IDENTIFY

Precision Starts Here

Pinpoint your highest-value opportunities before competitors even know they're active.

ICP & Target Account Mapping

Define and prioritize accounts that match your Ideal Customer Profile.

Intent & Behavior Tracking

Detect real-time buying signals that reveal who's in the market.

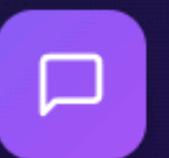
Decision-Maker Identification

Reach verified stakeholders across the full buying committee.



Outcome:

Every dollar spent targets accounts that can actually convert.



ENGAGE

Influence with Value, Not Volume

Educate and inspire buyers with meaningful touchpoints that drive trust and preference.

Content Syndication Programs

Distribute high-value assets across trusted B2B networks.

Event-Based Lead Generation

Attract and qualify prospects through webinars, conferences, and virtual experiences.

Multi-Channel Outreach

Combine email, phone, and form-fill strategies for seamless engagement.

Thought Leadership Positioning

Deliver insights that establish your brand as the trusted advisor in every conversation.

Outcome:

Buyers engage because they see relevance, authority, and value in your message.



CONVERT

Turning Engagement into Revenue

Transform buyer interest into measurable growth through verified opportunities.

Qualification Frameworks

Ensure every lead meets your ICP and intent criteria before handoff.

Sales Enablement

Equip your team with context, insights, and next steps to accelerate deals.

Pipeline Intelligence

Track every opportunity from engagement to closed revenue for full transparency.

Outcome:

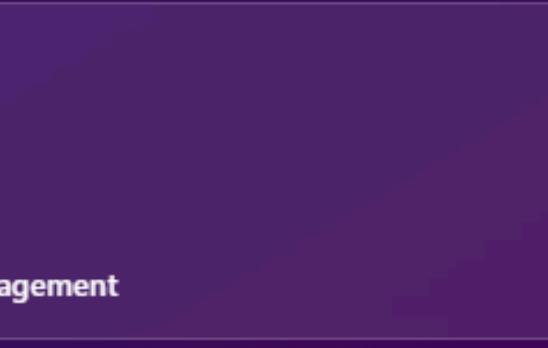
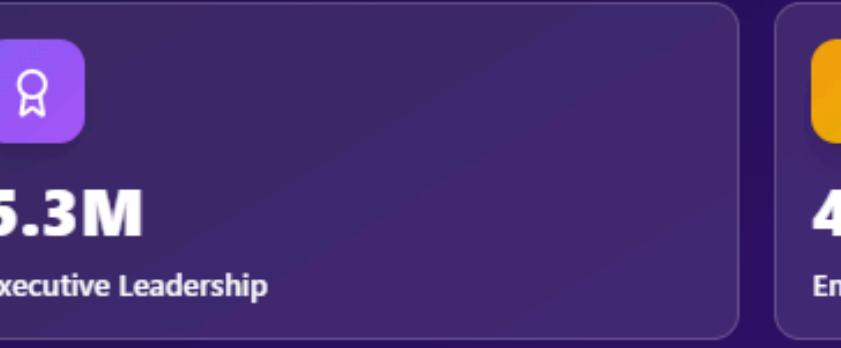
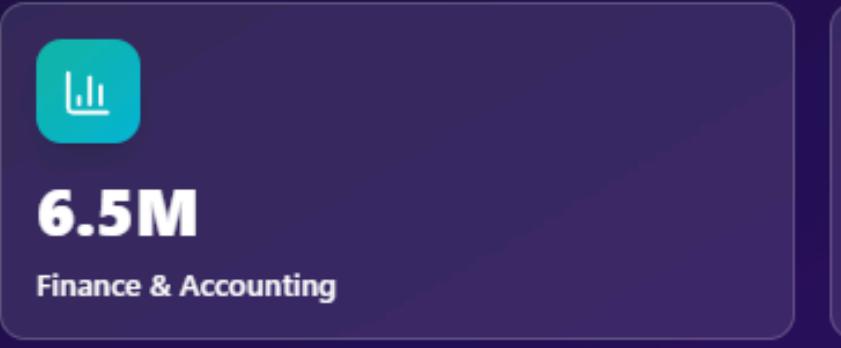
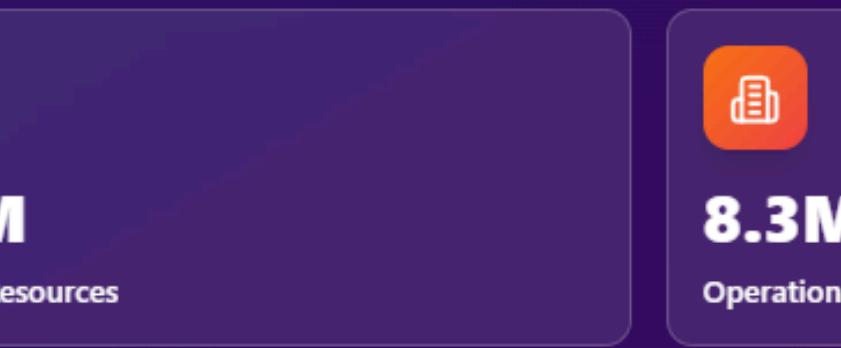
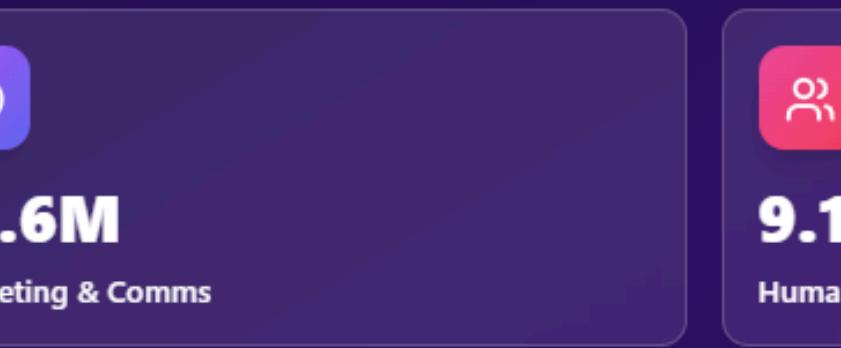
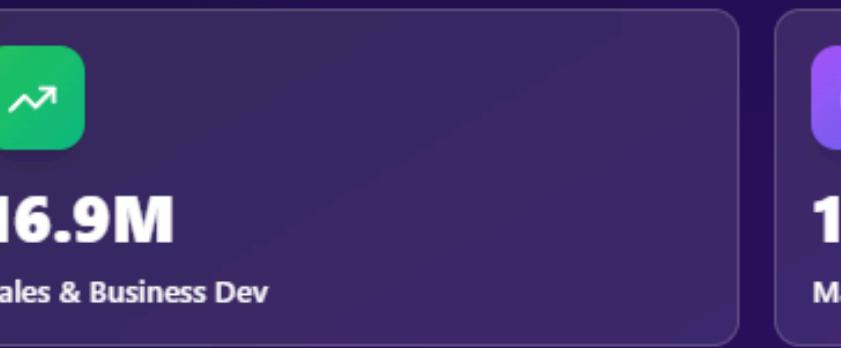
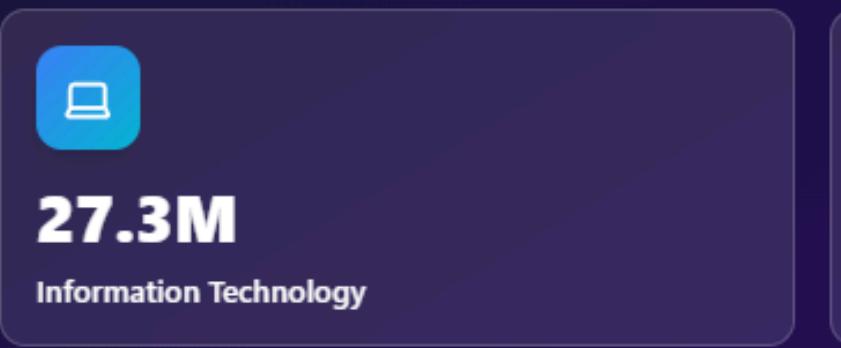
Predictable, high-quality pipeline — built on precision, compliance, and measurable ROI.



88 Million Verified B2B Professionals

Connect with decision-makers across all key business functions, industries, and geographies with 92% targeting accuracy

Audience Reach by Job Function



Advanced Audience Capabilities

Target your ICP with Pinpoint Precision



Company Intelligence

- ✓ Revenue: \$1M-\$50B+
- ✓ Employees: 10-500K+
- ✓ Tech Stack
- ✓ Funding Stage



Geographic Precision

- ✓ 195 Countries
- ✓ State/Province
- ✓ Metro Areas
- ✓ Timezone Optimized



Role & Seniority

- ✓ C-Suite & VP Level
- ✓ Decision Makers
- ✓ Budget Authority
- ✓ Department Heads



Behavioral Signals

- ✓ Content Engagement
- ✓ Tech Adoption
- ✓ Buying Intent
- ✓ Event Participation

92% Targeting Accuracy • 98.7% Data Quality • Real-Time Updates

Core Services



Account-Based Marketing (ABM) Programs

Engage full buying committees within your Target Accounts before competitors do.



B2B Lead Generation & Qualification

Generate and validate opportunities aligned to your Ideal Customer Profile.



Precision Demand Generation

Convert research-stage interest into pipeline through content-led engagement.



Event Marketing & Audience Acquisition

Fill events with the right attendees — decision-makers with real interest.



Lead Validation & Enrichment

Clean and verify existing data for accuracy, compliance, and usability.



Lead Nurturing & Buyer Engagement

Keep early-stage prospects engaged until timing aligns.

Marketing Channels

We operate across multiple channels to ensure consistent reach and engagement



Email Outreach

Compliant, personalized communication at scale



Landing Pages & Form Fills

Conversion-driven inbound capture



Phone Outreach

Human validation and accelerated engagement

Compliance & Data Ethics

All outreach adheres to:



GDPR

Europe



CCPA

California



TCPA

U.S. Telecommunication



CAN-SPAM

Email Governance



Our Commitment

Data is managed responsibly, with opt-out governance and transparent communication protocols. **Client reputation remains a priority at every stage.**

Customer Success & Support

Our engagement model is built on **partnership, not transaction:**



Dedicated Support

Strategy and operations support throughout your journey



Ongoing Insights

Continuous reporting and refinement



Flexibility

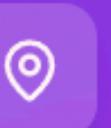
No long-term lock-in requirements

Success is measured by pipeline contribution, not lead volume.



Let's Connect

Building predictable revenue together



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