



When lead Generation
meets Big Data Wisdom



CHALLENGES

- ❖ How to target my ideal client
- ❖ How to define the right persona
- ❖ How to understand my prospects client's painful point
- ❖ Execution – How to make an effective engagements?



GOALS

- ❖ Targeted database that match your successful client DNA
- ❖ Marketing investment focus on targeted clients
- ❖ High conversion rates from MQL to SQL
- ❖ Sales team gets qualified leads
- ❖ Sales and marketing teams are aligned!



Big Data Analytics Tools

```
graph TD; A[Big Data Analytics Tools] --> B[Supply Chain management]; A --> C[Marketing and leads generation]; B --- D((Yes)); C --- E((?))
```

**Supply Chain
management**

Yes

**Marketing and leads
generation**

?

Big Data Analytics Tools

```
graph TD; A[Big Data Analytics Tools] --> B[Reduced expenses for sales]; A --> C[New sales and marketing strategies];
```

Reduced
expenses for
sales

New sales
and marketing
strategies

HOW IT WORKS

01

DEFINING

02

ANALYZING

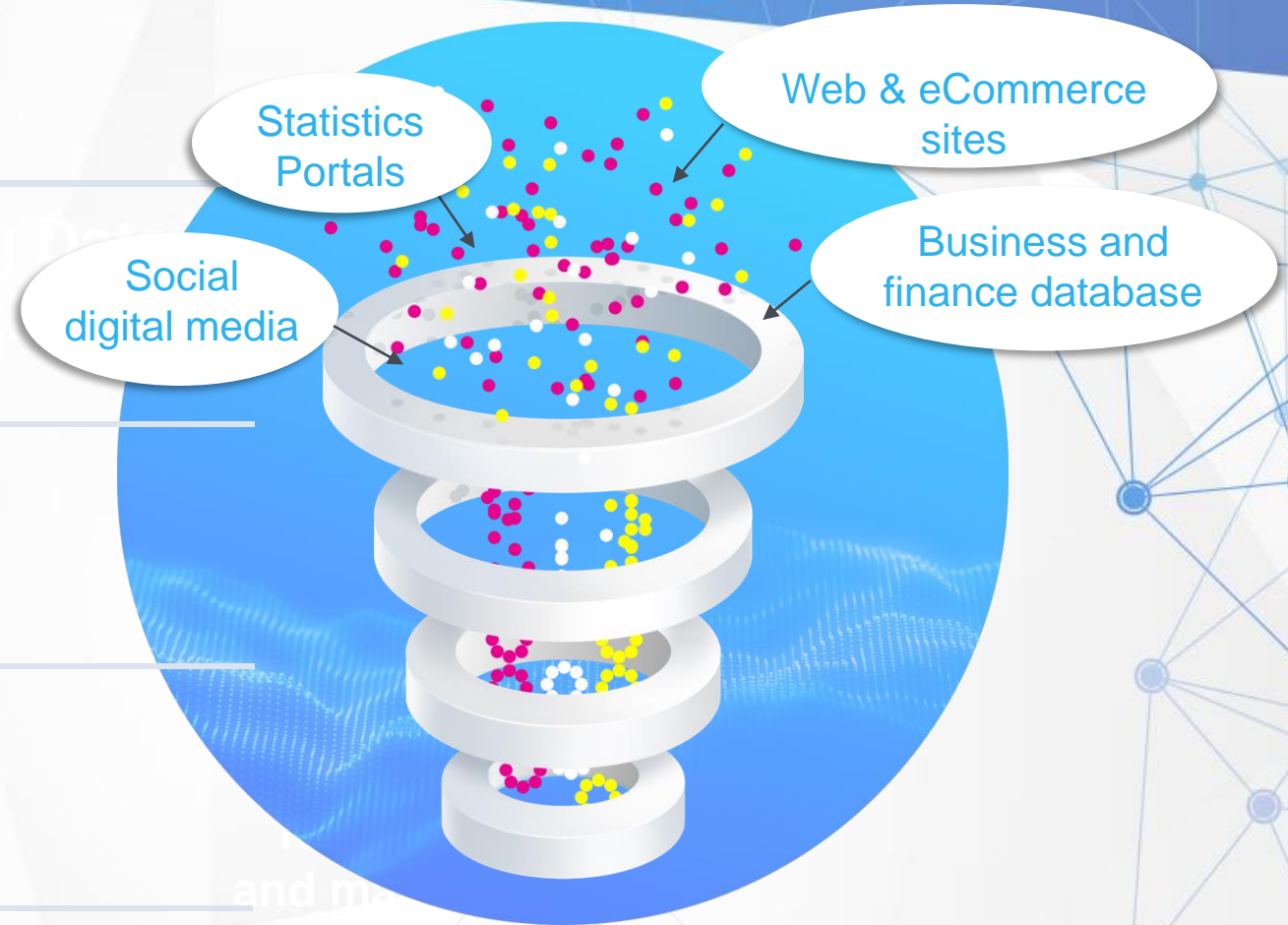
03

ENABLING

04

DELIVERING

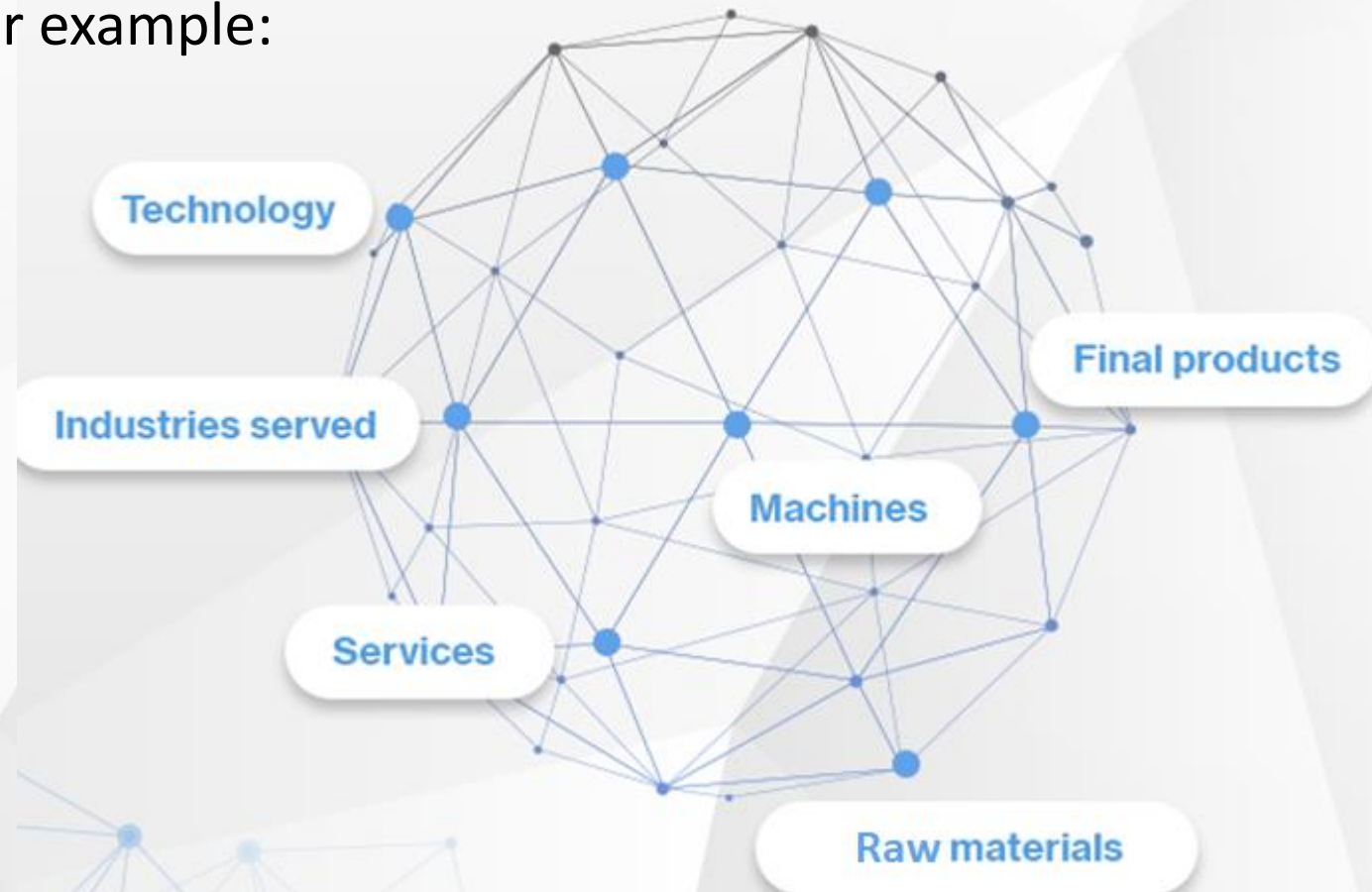
Reduced expenses for sales and marketing



**HIGHLY
QUALIFIED
PROSPECTS**

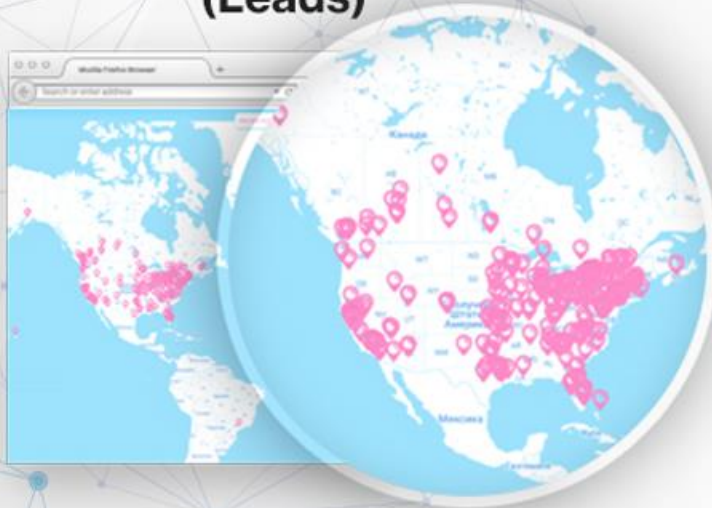
Step 1: Explore your customer

Automated in-depth analysis of the value chain of your customer business includes the following categories, for example:



Step 3: Get qualified prospects

Qualified Prospects (Leads)



Business Intelligence analysis

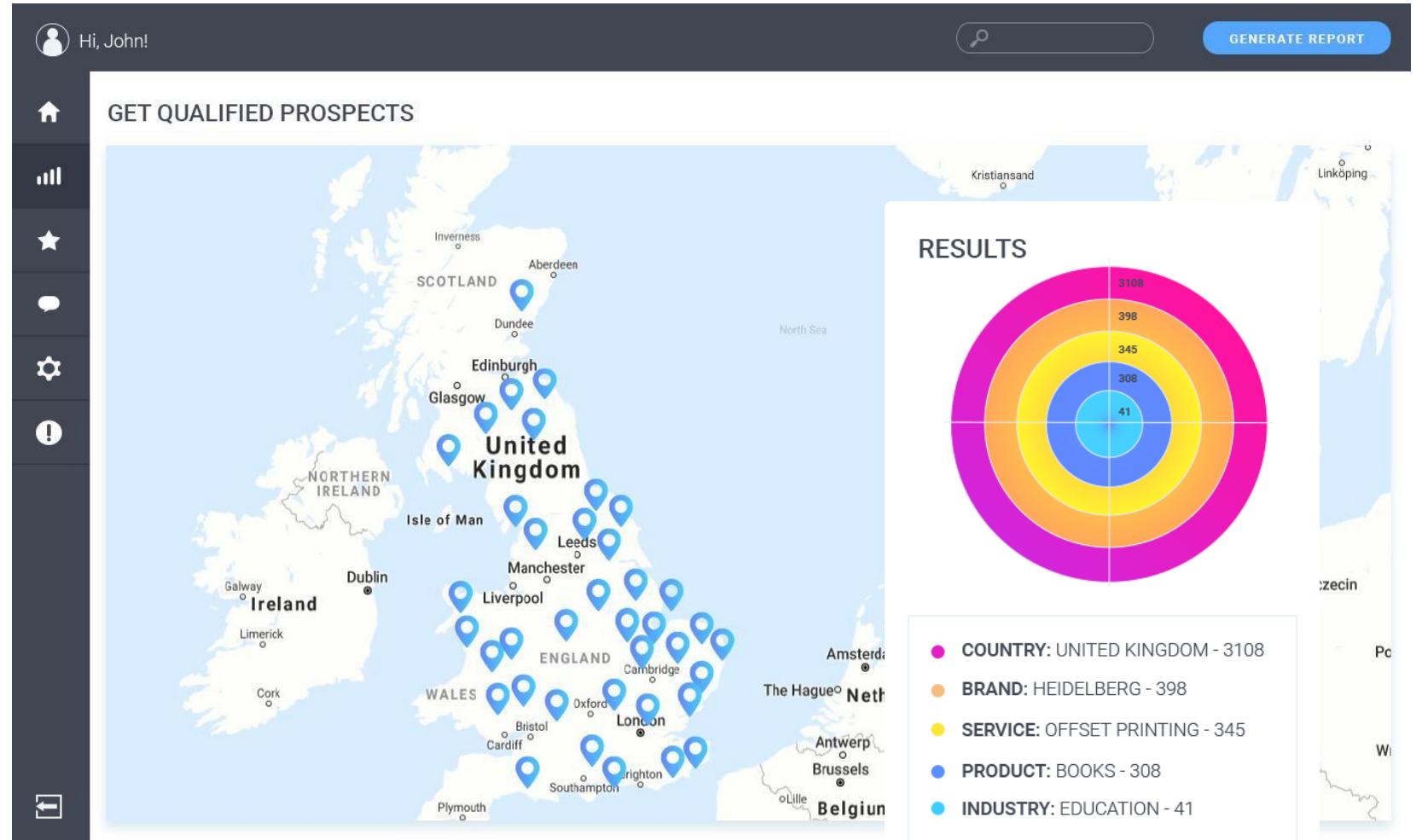


Sales data optimization



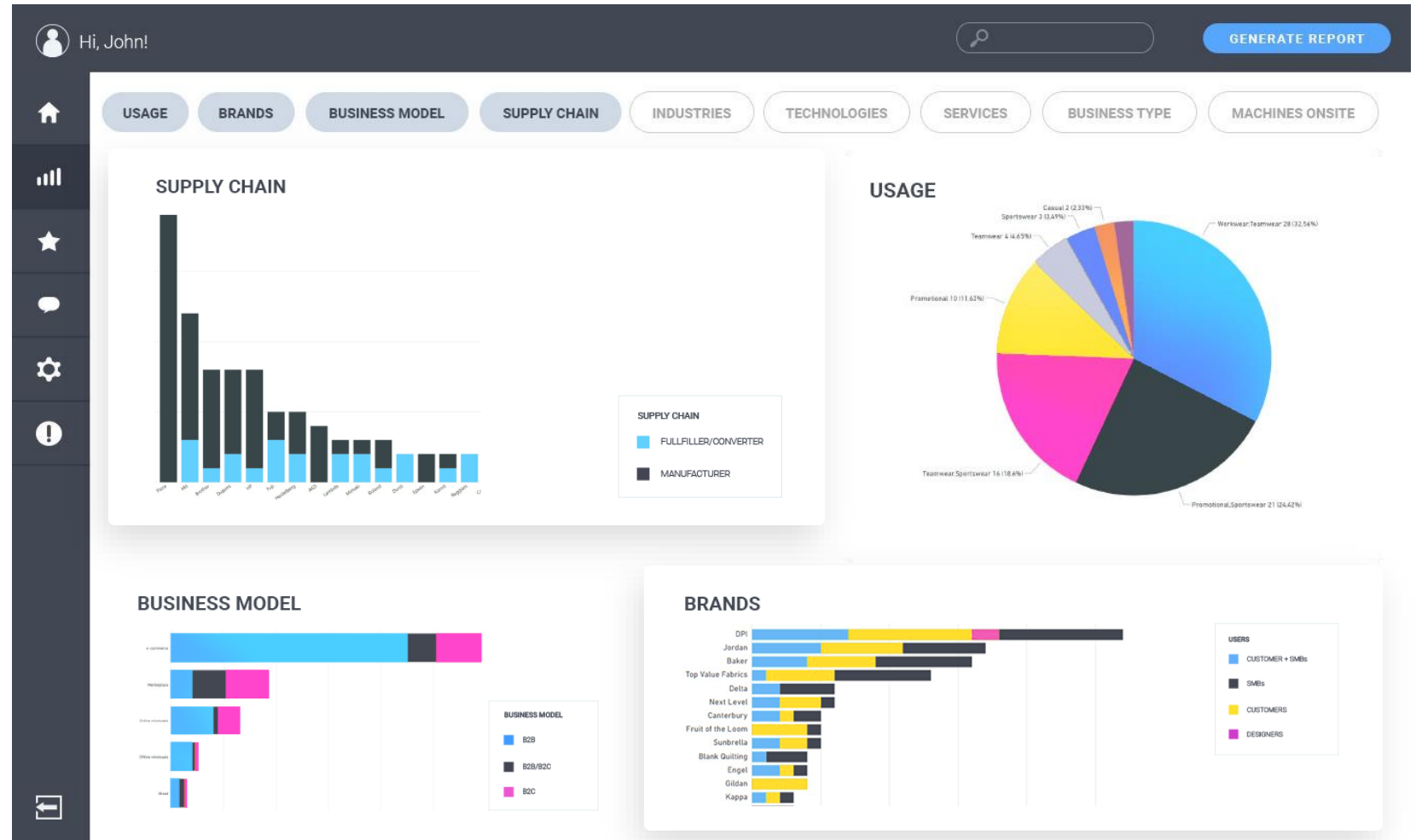
MORE QUALIFIED PROSPECTS

By lifting the data burden from their shoulders, your teams can spend more time marketing and selling, instead of chasing cold leads.



BETTER BUSINESS INTELLIGENCE

Understand what makes your ideal customers tick and explore new segments and opportunities with competitive business and market insights.



OPTIMIZED SALES DATA

Shorten the sales cycle with up-to-the-minute relevant, complete, and validated customer databases, organized according to your business' specific requirements.

Hi, John!

COMPANIES LISTCOMPANY'S PROFILEKEYWORDS TAXONOMY

| COMPANY NAME | COUNTRY | PRINT SERVICES | PRINT PRODUCTS | INDUSTRY SERVED | SHOW FULL |
|--------------|-------------|-----------------------------|-----------------------------|--------------------------------------|-----------|
| Company A | Australia | Flexographic Fulfillment | Packaging Textile+ | Chemicals Financial Services + | |
| Company B | New Zealand | Fulfillment Labeling + | Aprons Bags + | Education Energy + | |
| Company C | England | Graphic Design Book Binding | Packaging Labels + | Manufacturing Retail | |
| Company D | New Zealand | Embossing 3D Printing + | Cards Cups Forms | Manufacturing Retail + | |
| Company E | Australia | Flexographic Fulfillment + | Labels Promotional Labels + | Financial Services Food Service + | |
| Company F | New Zealand | Labeling Book Binding + | Textile Books + | Chemicals Media & Telecommunications | |

SCORING YOUR PROSPECTS

The prospect match to your ideal client profile will be presented by a score to help your sales and marketing teams to prioritize their engagement and prevent them from wasting time on irrelevant opportunities.

Hi, John!

GENERATE REPORT

COMPANIES LISTCOMPANY'S PROFILEKEYWORDS TAXONOMY

| Id | Score | Name | Company Link | Country | Industries | Confirm |
|-------|-------|----------------|---|---------|--------------------------------|---------|
| 11161 | 100 | Siegwerk Group | https://www.siegwerk.com/en/home.html | USA | Printing Generic Industries | ✓ |
| 11154 | 97.76 | STS inks | https://www.stsinks.com/ | USA | Printing Generic Industries | ✓ |
| 11166 | 94.85 | SICPA | http://www.sicpa.com/ | USA | Printing Generic Industries | ✓ |
| 11158 | 94.82 | Sun Chemical | https://www.sunchemical.com/ | USA | Printing Generic Industries | ✓ |
| 11169 | 94.59 | Wikoff Color | https://www.wikoff.com/ | USA | Printing Generic Industries | ✓ |
| 11150 | 94.44 | Actega | http://www.actega.com/wit | USA | Printing Generic Industries | ✓ |
| 11180 | 94.37 | Nazdar | http://www.nazdar.com/en-us/NazdarPortalSplash | USA | Printing Generic Industries | ✓ |
| 11162 | 94.33 | Huber group | https://www.hubergroup.com/ | USA | Printing Generic Industries | ✓ |
| 11171 | 94.32 | Uflex | https://www.uflexltd.com/ | USA | Printing Generic Industries | ✓ |

THANK YOU!



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