

MEDIA
KIT
2021

PROLEAD CYCLE

YOUR SUCCESS PARTNER

B2B LEAD GENERATION | DEMAND GENERATION | CONTENT SYNDICATION | EVENT PARTICIPATION |
| DIGITAL MARKETING | CONTACT DISCOVERY | MARKETING AUTOMATION |



PROLEAD CYCLE

ProLead Cycle, an eminent technology specialist based in India. Offers lead generation solutions for various sectors that includes Technology, Manufacturing, Trading, Education, Retail, Hospitality, Tourism and much more.

Tap into our diverse database of 8.5 million B2B prospects across more than 55 audience segments and 45 industries in the U.S. and Internationally

Whether you need top of the funnel brand awareness and traffic or lower funnel leads, we'll mold a campaign to fit.

Our responsive, results-driven Client Success team uses a systematic process of your feedback, data-informed iteration and constant improvement to meet your expectations

We'll help you figure out what works, what doesn't & what to do next. Give our Data Tsar some tangible feedback and he'll put his Master's Degree in Applied Statistics to work for you.

SCOPE OF SERVICE

ProLead Cycle creates highly targeted top of the funnel leads through

- **Content Syndication**
- **E Books**
- **Webinars**
- **Professional Reports**
- **Account Based Leads**
- **MQL & SQL**
- **Data Cleansing**
- **Digital Marketing**

OUR VISION & MISSION

Vision

Stay connected; be delivered. In a world that is constantly evolving, our vision is to empower businesses by helping them stay connected with their stakeholders and to make sure that our promises to them are delivered.

Mission

We are committed to deliver smarter, on-time solutions and services tailored to the distinct needs of our clients, with complete transparency and total accountability.

WE AS

ProLead Cycle, an eminent technology specialist lead generation company based in India. We offer lead generation solutions for various sectors. Our quality leads help our clients to achieve their annual targets

MEASURABLE DEMAND GENERATION FOR B2B COMPANIES & AGENCIE'S

"ProLead Cycle helps you
to gain 30% increase on
audience reach in both
Tele-Marketing and
Digital Marketing."



DEMAND GENERATION NEED



LEAD GENERATION



CONTENT MARKETING



CUSTOM SOLUTIONS

Combine your content without audience reach and multi-channel lead generation expertise to generate quality leads, at scale. Here's how we deliver targeted B2B prospects

Leverage our multiple distribution channels to drive targeted traffic to your site, expose a wider audience to your brand and get your content in the hands of engaged decision makers.

Custom, full-funnel demand generation programs that ... define the entire buying team in your target audience. Locates and captures their attention.

Intensifies their interest in your offering. And, delivers them to you when you need them, how you need them.

OUR PROCESS

YOUR SUCCESS, IS OUR SUCCESS. SEE HOW WE MAKE YOUR JOB EASIER AND DELIVER SUPERIOR RESULTS

Step 1

DISCOVERY CALL WITH YOUR ACCOUNT EXECUTIVE

The Discovery Call with your Account Executive sets the tone for your upcoming campaign. The more you share about your business, goals and expectations the better our chance of winning program together.

Step 2

MEET YOUR CLIENT SUCCESS MANAGER

Your Client Success Manager will reach out to set up a campaign kick-off call with the purpose of establishing the partnership and confirming all the campaign parameters.

Step 3

CAMPAIGN SET-UP

In order to get your campaign up and running as quickly as possible, the team begins the set-up process immediately after the kick-off call.

Step 4

REACHING THE RIGHT AUDIENCE

We'll query our database and leverage our content websites to build a target audience that fits your ideal customer profile like a glove.

Step 5

CREATING CAMPAIGN MATERIALS

We take your content—or create it for you—and persuasively present it via emails, landing pages, text ads, display ads with messaging geared toward your target audience

Step 6

GOING LIVE

We get your campaign running in 7 business days or less – after we've received your materials and project parameters

Step 7

THE FULLFILLMENT PROCESS BEGINS

Once your campaign is running we'll send deliverable at your preferred interval. For lead generation, we will review every lead to make sure they match the pre-defined target profile.

Step 8

ONGOING CAMPAIGN REVIEW

Creating a feedback loop so we know the results on your side is key to a successful campaign. Your Client Success Manager will reach out to check-in and get feedback so we can optimize your campaign

Step 9

CAMPAIGN COMPLETION

Our goal is to meet your expectations, so at the completion of the campaign we want your honest, tangible feedback you had working with us and the results you received.

Step 10

CAMPAIGN ANALYSIS

Time to pull in our Data Tsar. We want to help you analyze the ROI for your project. We combine our data with your own to do an analysis and give you a summary of results – and recommendations for future, profitable campaigns.



HOW IT WORKS

- PHONE VERIFIED LEAD
- EMAIL LEAD GENERATION
- INTERNATIONAL LEAD
- INBOUND LEAD

PHONE-VERIFIED CAMPAIGNS ARE THE MOST FLEXIBLE WAY TO GENERATE QUALITY LEAD SAT A RAPID AND PREDICTABLE PACE, AND SCALE. EVERY LEAD IS QUALIFIED THROUGH A ONE-TO-ONE PHONE CONVERSATION BY OUR 100%U.S. TELE PROSPECTING TEAM-AND CALL RECORDINGS AND CHECKED BY OUR QUALITY AND CLIENT SUCCESS TEAM

CHOOSE THE EXACT PROSPECT PROFILE FROM OUR 55 AUDIENCE SEGMENTS AND 45 INDUSTRIES THEN LET OUR CLIENT SUCCESS TEAM DO THE REST. WE'LL RUN TARGETED EMAIL CAMPAIGNS TO OUR 8.5MILLION B2B AUDIENCE, DELIVERING THE LEADS THAT RESPOND TO YOUR OFFERS.

GROW YOUR BUSINESS GLOBALLY WITH OUR INTERNATIONAL LEAD GENERATION PROGRAMS. WE'LL IDENTIFY YOUR TARGET AUDIENCE, BUILD A LIST OF PROSPECTS THAT FIT, ASSIGN AN IN-LANGUAGE TELE PROSPECTING AGENT AND GENERATE LEADS VIA ONE-TO-ONE PHONE CONVERSATIONS WITH THE SAME LEVEL OF QUALITY CHECKS AS YOUR

BENEFIT FROM OUR INBOUND LEAD GENERATION PROGRAM AND AUTHORITY WEBSITE — PROLEADCYCLE.COM — WITHOUT THE TIME, RESOURCES OR COST CHALLENGES OF STARTING YOUR OWN. WE'LL DELIVER QUALIFIED LEAD SET THE PRECISE MOMENT THEY ARE ACTIVELY SEARCHING FOR YOUR INDUSTRY AND TYPE OF SOFTWARE.

YOUR IDEAL CUSTOMER TARGETED. ENGAGED.

TARGETED. ENGAGED. DELIVERED UNIQUE B2B DATABASE. MULTI-CHANNEL REACH

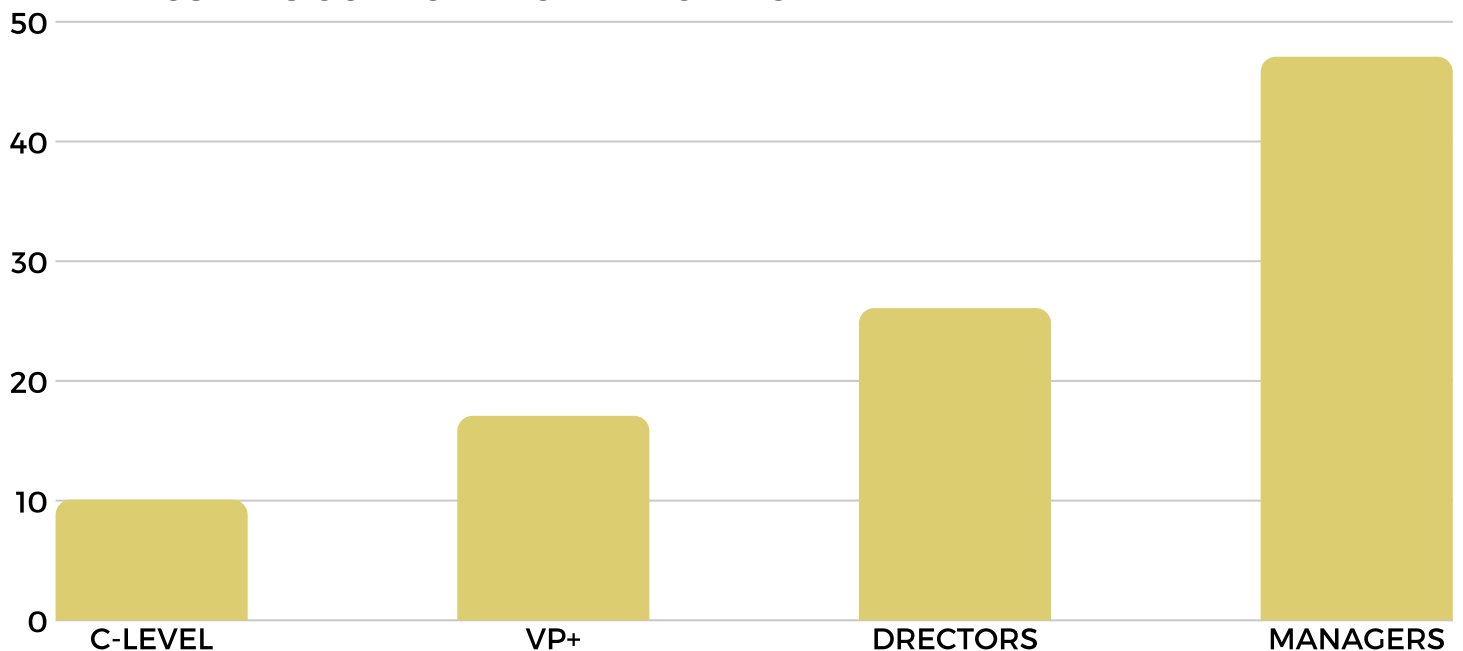
Get access to nearly every job function and industry. Have confidence where your Leads and impressions come from because we own and control our database 100%. And, as far as we know, we've got the only B2B audience that combines

Active Customers – We've built an in-house customer file that consists of B2B information purchasers and physical goods buyers.

Phone-Verified Opt-Ins & Leads – Our 100% tele prospecting group gets business people on the phone and gains permission to add them to our email list.

Compiled Lists – We've in-house data building team to identify the highest quality, most accurate sources of business data and prospects so you don't have to.

8.5 MILLION B2B PROSPECTS 55 AUDIENCE SEGMENTS 45 INDUSTRIES OUR AUDIENCE AT A GLANCE





FILL YOUR MARKETING FUNNEL

CONTENT QUALIFIED LEADS

MARKETING QUALIFIED LEADS

HIGH QUALIFIED LEADS

Awareness & Need Identification Stage

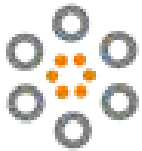
These top of the funnel prospects are seeking content about known problems they are experiencing. They also learn about hidden problems they didn't recognize. These leads form the foundation and largest portion of your funnel and require nurturing toward your products & services, before passing over to the sales team.

Interest & Solution Research Stage

These middle of the funnel prospects know they have a problem, know they want to solve it, but aren't sure how or who can help them. These leads are trying to build requirements and figure out what their options are for solving their problem. They also match the profile of existing customers more closely and have buying authority or influence

Planning & Vendor Consideration Stage

These lower funnel prospects are further in to the buying process, often with undefined budget allocation for a solution and a rough timeline to purchase. These leads are usually ready for sales follow up with tailored content for their specific situation, trials and demos. If a person is this stage, they are vetting multiple solutions to create a shortlist. This could be a downside if a vendor gets late and hasn't influenced the early stages.



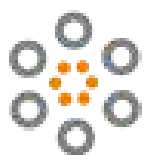
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ProLead
Cycle

**THANK
YOU!**

PROLEAD CYCLE TEAM

**PROLEAD
CYCLE**