



## Precision Demand Fueled by AI and Intent

Powered by the DemandSkill Platform

Our innovative platform integrates AI, intent, and first-party data seamlessly. A cut above the rest, our proprietary technology combines:

- A unique algorithm that surpasses industry topic tracking, utilizing **NLP** (natural language processing) for **contextual intent analysis**.
- A **continuous database enhancement** with technological and firmographic data, including bi-weekly contact role updates.
- A fully **integrated AI engine** for real-time, large-scale campaign personalization and optimization

## Perfect by People

Because AI Alone Can't

Whether it's single-touch content syndication, full-funnel demand generation, or strategic ABM engagement, your dedicated campaign expert effectively blends personalized strategies with platform insights. This guarantees precise lead targeting, top-tier performance, and stellar conversion rates, all perfectly aligned with your demand generation goals.

More than a Demand Partner

## DemandSkill is Your Partner for Demand

We provide full-service lead generation and integrated demand programs meticulously tailored to your Ideal Customer Profile (ICP) and funnel goals.

## Quality Leads Delivered

Unmatched Performance, Price, and Support

DemandSkill programs run with precision from beginning to end. Our in-house team applies a rigorous QA and verification process to ensure each and every lead aligns with your goals upon delivery.



Point Quality Assurance Process



Triple Verified

Business card information including name, email, phone, title, company, industry, function, level.



Lead Satisfaction

Every lead is guaranteed to meet your ICP criteria or we replace it. And no upfront cost necessary - leads are billed upon delivery for your peace of mind.

# Custom Integrated Demand Programs

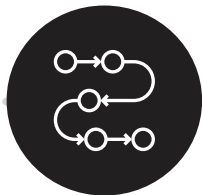
**AI-Powered. Human Engineered.**

Each program is overseen by a dedicated customer success manager, a trusted in-house expert, to ensure quality results. Always ready to strategize and execute, we deliver campaigns and insights tailored to your targets, continuously optimizing pacing and performance. It's a data-driven turnkey solution, personalized just for you.

## Our Process



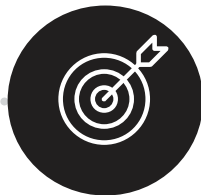
**Strategy Session**



**Execution & Support**



**Lead QA & Delivery**



**Check-in**



**Reporting**

### Targeted Lead Acquisition

A single or multi-touch program designed to generate MQL or HQL leads

Includes:

- Content Syndication with Email Marketing

Enhance your lead program with Custom questions or BANT qualification.

Or incorporate Multi-touch or Email Nurture for progression.

### Full Funnel Demand Generation

Integrated program to capture leads at each stage of the buyer's journey

Includes:

- Content Syndication with Email Marketing
- Email Nurture
- Telemarketing
- Email Newsletters

Enhance your demand program with Custom Questions or BANT Qualification.

### Account-Based Marketing

Custom program to identify, engage, capture contacts within your target account list

Includes:

- Account Discovery: Identify your desired intent and funnel stage in the market.
- Contact Development and Engagement: Verify contacts that align with your program goals, engage the buying committee, and displace competitors.

Choose and integrate best-fit demand programs:

- Content Syndication with Email Marketing
- Content Syndication with Email Nurture
- Telemarketing
- Email Newsletters
- Add Custom or BANT questions

# Core Demand Products

## Create a Program That's Uniquely Yours

Mix and match our **Core Demand Products** to cook up the perfect recipe for your channel, performance, and lead stage goals. We'll help you find and customize the best-fit product to help you reach and exceed your objectives.




### Content Syndication with Email Marketing

Capture demand with direct email to a single call to action (CTA). Two options:

- ✓ Single asset, single touch
- ✓ Multi asset, multi-touch

Includes:

- ✓ Branded email with CTA
- ✓ Branded landing page
- ✓ A/B testing, email and landing page AI optimization with each email send
- ✓ Weekly report and lead delivery

 **TIP:** Great for driving webinar and event attendance, surveys, content and offers.




### Content Syndication with Email Nurture and Lead Progression

Accelerate demand with AI-powered, personalized full-funnel email nurture, content, and offers. Two options:

- ✓ Single asset, single touch
- ✓ Multi-asset, multi-touch

Includes:

- ✓ Branded emails with CTAs for each journey stage
- ✓ Branded landing page
- ✓ Lead scoring at each stage
- ✓ Nurture emails sequenced, automated, and optimized with each send
- ✓ Weekly engagement report and lead delivery


 **TIP:** Use to progress MQLs, add to content syndication programs, or engage contacts showing buying intent



### Industry Newsletter Placement

Create and capture demand with content placements in industry newsletters.

- ✓ Industry newsletter selection and target launch date
- ✓ Headline & copy development
- ✓ Branded landing page


 **TIP:** Choose educational content and topics that solve customer challenges, are trending on social, and ranking in search.



### HQL+

Enhance any DemandSkill program with optional Custom or BANT Questions.


- ✓ Custom questions. Survey prospects with multiple choice, true or false, or open-ended questions.
- ✓ BANT. Traditional Budget. Need. Authority. Timeline questions.


 **TIP:** Choose ideal qualifying question(s) to further filter your lead and engagement for a more sales-ready lead.




## Let's Talk

We strive for true collaboration with our clients. Whether you're ready to strategize or just curious about how we can work together, our team is here for you.

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## About DemandSkill

We combine industry-leading business intelligence and precision data with cutting-edge artificial intelligence (AI) to identify target prospects and drive pipeline acceleration. Our top priority? Your satisfaction. That's why we work with you to surface the right leads at the right time. Visit us at [demandskill.com](https://demandskill.com) for more.

[Program\\_guide\\_09\\_20\\_23\\_v1.](#)

