

# B2B Martech Vendor Spotlight Report

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## Lead Generation Platforms

**20**  
vendors  
profiled  
and rated

APRIL 2024

[B2BMARKETING.NET](https://www.b2bmarketing.net)

# Introduction: Good Leadgen platforms find the good leads

Simply put, lead generation is the process of converting prospects — people or companies that have demonstrated an interest in what you're offering — into leads and starting them on the journey of becoming a customer. A prospect is an unknown entity while a lead has contact information.

There might be thousands of prospects out there who are aware of your brand, but until they engage with you in some way, they remain strangers.

Lead generation processes draw these prospects in (usually to your website) and capture and nurture their interest so that they'll make themselves, and ideally their email addresses or phone numbers, known to you.



**Peter O'Neill**  
*Lead Analyst*  
B2B Marketing Propolis

## **Lead generation has evolved with digital transformation**

The lead generation process today looks nothing like it did 40, 30, and even 20 years ago. The rise of the internet has changed drastically the way companies reach potential buyers, which doesn't mean that reach is easier. A proliferation of online channels means that buyers now feel inundated with information and most have become pickier about the content they consume. These buyers today are self-directed. They do their own research and actively seek out brands that appeal to them. So, while in the past, companies would spend much of their time looking for and "finding" prospective customers, today businesses must invest in tactics that position them to "be found" by buyers organically.

Another change is the buyer/seller relationship. Lead generation used to be about initiating interest for the purpose of ultimately closing a sale. Now, customers expect engagement with brands. They want two-way communication and meaningful interaction at multiple touch points. Lead generation is now more about initiating long-term relationships with prospects than anything else.

## **Lead generation software vendors**

Lead generation software helps to profile the potential buyers and even defines their interest or propensity to buy (usually called intent). Some software can convert pure IP addresses into company names. Other software maintains business directories with companies and employees so that marketers can be served with full contact details, job position and perhaps even the role played in a purchasing decision. The intent data side of lead generation has undergone the largest transformation because potential buyers leave signals with every piece of digital research they perform. Whether they visit websites, log presentations, post job applications, get quoted in earnings calls or other events; all can be collected, collated and provided to marketers or even salespeople as qualified leads.

The ultimate benefit of good lead generation software is where it prevents companies wasting their time on accounts that are not planning to buy anything. A generally accepted statistic is that, at any point in time, only some 5% of potential buying companies are in the process of considering a purchase — they are "in market" and they are the true "leads" to focus on.

# Contents

1. What marketers need to know about the state of lead generation	3
2. Assessment criteria: How are we rating each vendor?	8
3. Lead generation vendor platforms: Breaking down their functionality	9
4. A-Z vendor profiles	10
5. Lead generation vendor tracker	33
6. Analyst Bio	34
7. Other reports in MVS series	35
8. About B2B Marketing and Propolis	36

# What marketers need to know about the state of lead generation

Lead generation has certainly transformed over the years. As a result of changing buying behaviors, vendors and marketing leaders have had to adapt to a new market.

So what's currently happening and how can we predict the future? Kavita Singh, Senior Content Editor, B2B Marketing spoke with several martech leaders to find out.



**Kavita Singh**  
*Senior Content Editor*  
B2B Marketing

To discuss the current state and future of lead generation, let's go back to 2020. The pandemic clearly had a monumental impact on lead generation especially from a B2B perspective. Interestingly enough, the market didn't change overnight but it did highlight issues that already existed. Josh Baez, Sr. Manager of Demand Generation, NetLine pointed out that marketing teams have always been under pressure to deliver pipeline and revenue growth, and the pandemic seemed to escalate that. From Josh's perspective, there's always been a struggle for marketers to own attribution with confidence.

However, they were prompted to adapt quickly with the disappearance of events. Everything from trade shows to conferences and roundtables were shut down immediately, so marketers had to pivot and utilize their budget in alternative ways. Ajay Suresh, Marketing Lead, Factors AI, said that while existing products started to become more accessible, new technology and products started to emerge as well, such as virtual event platforms. And according to Sam O'Brien, CMO, Dealfront, this led to marketing teams overspending on digital - possibly because there was a stage of experimentation with new channels.

Sam said: "So everyone put their money into digital, which drove all the costs up and made everything way more competitive. Everyone got used to overspending because we were spending at much higher rates and got comfortable with that. And now, we've come back into this reset. Last year, there was a reduction in budgets from a lot of companies. But I think people have realized that we need to go back to having multiple touchpoints, offline advertising, online advertising - maybe even some direct mail."

In addition, meetings that were usually face-to-face switched to virtual which had an impact on how people were engaging with the sales cycle - thus online buying behavior became more prevalent than ever before.

## The emergence of online buying behavior continues...

After speaking with several leaders, it appears that online buying behavior has carried into the present. According to [6sense's latest research](#), 83% of buyers decide for themselves when they reach out to sellers and 84% of the time, those buyers have already decided whether that specific vendor is a winner. This is further evidenced by another fascinating stat - most buyers were 70% through the funnel before reaching out. This indicates that vendors that reached out prematurely through tactics such as cold calls or email were not received as well - that doesn't mean those channels were not effective; it was just utilized at the wrong time.

Leanne Chescoe, CMO, Demandbase said: "I think what we're seeing now is that buyers are typically two thirds of the way into that buying journey before they're ready to speak to a salesperson. Additionally, the lead funnel looks lighter as less people are filling out forms because the minute that they're going to do that, a salesperson is going to reach out to them. And they're just not ready for that engagement just yet."

The key word here is 'just yet' - according to [research from Sopro](#), 88% of buyers want to hear from sellers while they're in the research stage but it's imperative to get this timing right.

Stefano Iacono, Marketing Director, 6sense added: "That's where new software and technologies come to light. So at 6sense, we refer to that anonymous buying behavior before people tell us who they are and that includes a whole host of stuff - everything from who is looking you up on social media to reading about the problems they face and doing lots of research on their own terms. And there needs to be new technology that helps you understand that kind of behavior so you can reach out to companies."

When that reachout does happen, it becomes less about a traditional sales pitch and demoing a product. Instead, it becomes about aiding buyers with information they might not have from doing the research themselves. Sam said: "You're highlighting the pieces where maybe different values could be added that they're not looking at, and then it becomes more consultative. You're not necessarily pushing the product on them. You're just like helping them through that in the buying journey."

### The channel mix: What's working?

While it's essential to know when to reach out, making use of the right channel mix is equally important. According to [Pipeline 360's research](#), paid social, email and display advertising were all the preferred channels for business outreach. Sopro's research especially puts a spotlight on email as 86% of marketers stated that email led to 'excellent' ROI. In addition, 75% of B2B companies say prospecting results are better when email is combined with other outbound marketing channels.

"I think what we're seeing now is that buyers are typically two thirds of the way into that buying journey before they're ready to speak to a salesperson."

**Leanne Chescoe**  
EMEA Marketing Director  
Demandbase

Of course, it's not enough to just use a mix of channels. It's equally important to ensure that those channels are connected, and the experience you're delivering for your audience is a good one. In fact, it appears this is a key priority for B2B marketers this year, with our annual [Trend Tracker report](#) demonstrating that omnichannel marketing, which we defined as "the utilization of all marketing channels in a cohesive way to deliver your message at all touchpoints" ranked second in terms of focus for marketers this year.

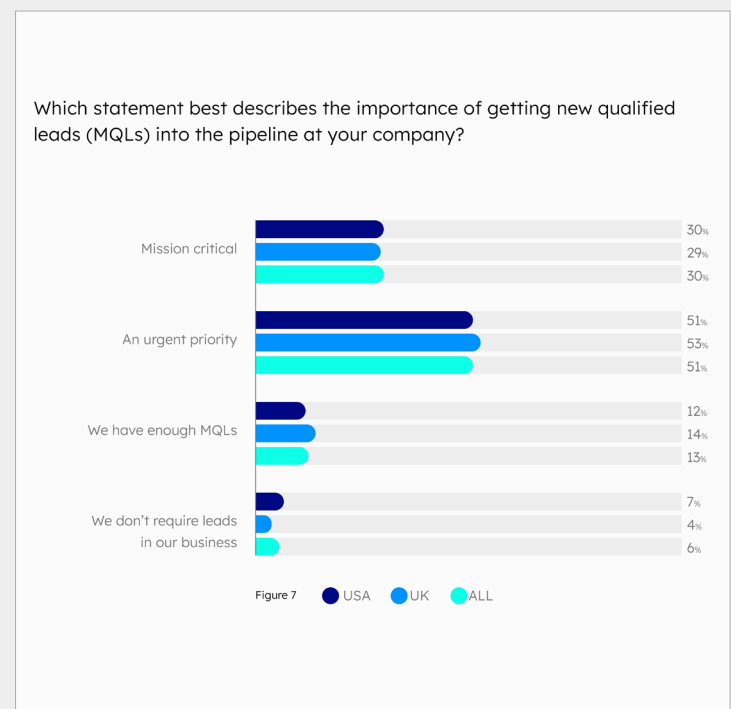
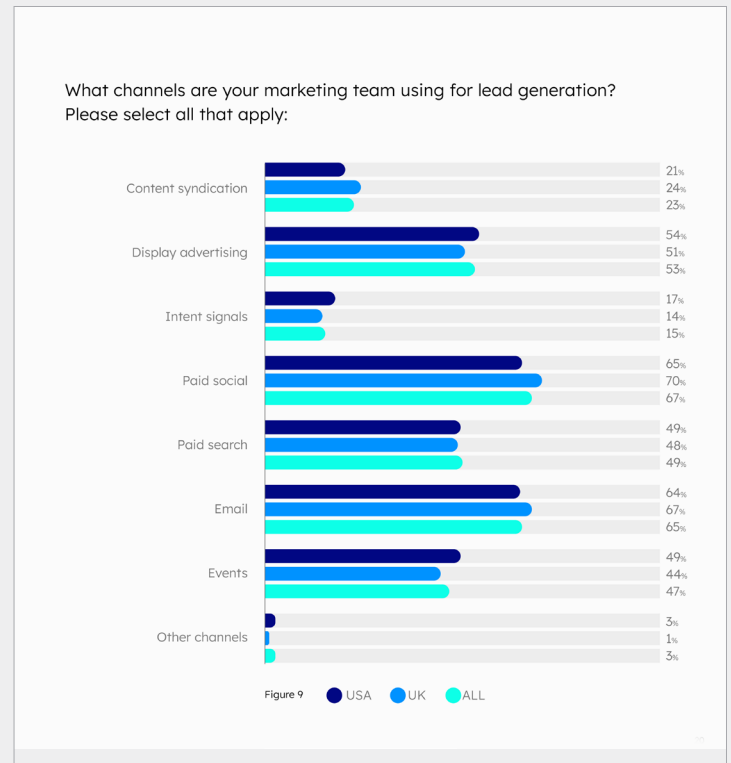
### Account-based strategies continue to prevail: MQLs don't mean the same

According to Pipeline 360, 81% of marketers agree that getting new qualified leads is an urgent priority. However 50% struggle to meet their pipeline goals and 42% said their leads are 'insufficient'. And that's why the quality of leads and strategic targeting are so imperative in today's tech climate.

Eric Quanstrom, CMO, CIENCE believes that we've been in a tech recession for the last 18 months and that's led to a strategic pivot for marketers. While marketers used to be measured on MQLs, that has certainly changed according to marketing leaders - nowadays they're being measured on revenue.

Liam Bartholomew, VP of Marketing, Cognism explained: "This means that people have to focus on the quality of the leads that they create, and not just as many as possible. And I think that has been heard in part by many others. There's lots of factors that go into it, but I think ABM definitely has a stake in that whole thought process. ABM is always about bringing in revenue into the right accounts. And it's not about the leads that you generate, but about bringing on the right business."

In order to assess the current state of lead generation, we had a look at some vendor's latest research. Pipeline 360 had some fascinating stats on both the urgency and channels utilized in their report "The State of B2B Pipeline Growth".



Leanne agreed that vendors are leaning further away from the traditional MQL module. While it might be used as an indicator for pipeline health, marketers are looking at the ultimate pipeline goal which allows them to focus on high quality accounts. She advised to stop looking at the term as a marketing qualified lead and use a marketing qualified account instead.

### **The key to analyzing intent data**

It's clear that utilizing the right channel mix and intent buyer signals is a recipe for success when it comes to lead generation. Now that marketing leaders recognize this, they're going to be using ABM strategies to target very specific accounts.



#### **Want to learn more?**

Check out this ABM best practice briefing with our Propolis Expert Robert Norum [here](#).

Tony Uphoff, President, Pipeline 360 said: "I think with the idea of targeting a specific account, we are starting to see more sophistication with ICPs and much more refined segmenting."

Emma Bowkett, CEO, Convertr added that while marketers need to make use of intent data, they need to consider aggregating data to be able to get a single view of each account. After all, even if someone is showing intent, marketers won't be able to see where those potential buyers are in the journey without an aggregator view.

She said: "Being able to see a single view within an account at any one time is driving conversions and ROI. But the sales cycle for these things can be up to six months, particularly for software buyers. I think it's about having the right content and having the right nurture programs in place. But I see a big shift on the ABM approach for people who have masses of data but can't correlate it. Having those insights in real time to understand how to map out the right types of users with the right pain points and solutions is key."

### **The future according to B2B leaders: The demand for lead generation**

We now assessed some key areas of lead generation - but where is it going? One prediction? Marketers will start to rely more on lead generation software but expect it to show very specific information based on their needs.

Tony said: "We're starting to see the beginnings of a tipping point and perhaps a little bit of a shift in the way [lead generation] is going to play out...We think that there's starting to be a bit of a pushback from marketers saying, 'Hey, you know what I'm really looking for? I'm looking for high quality leads at scale. I'm looking for data governance. I'm looking for analytics and sophisticated data so I can optimize programs and I'm looking for a demonstrable impact to the pipeline'."

He said that while digital marketers want to understand how to best optimize campaigns and deliver on performance, they're unwilling to spend on a SaaS platform that could complicate their martech. What they do want is complete transparency without having to deep dive into every single vendor's capability and function.

Tony continued: "It's almost like they're coming in and asking for a utility. They're saying, 'Hey, I want electricity. You could be my electricity provider, and I want all the assurances of the quality of that. But I don't want to have to understand how electricity is created. I don't want to visit the power plant. I don't want to dig the power lines outside the building.'"

Richard Shore, Commercial Leader, Dun & Bradstreet, weighed in and said there will eventually be a new normal when it comes to lead generation. He said: "That marriage of data and tech is going to become the future of lead generation. And we see it now. If you look at a lot of martech partners, they're starting to drive that seller and marketer capability to literally come in to work in the morning, and talk to your CRM to say, 'Show me all the intent I've seen over the last 24 hours.' So that ability on a day-to-day basis to be able to put out your lead gen and demand gen - I think is a big difference we're going to see."



# Assessment Criteria:

## How are we rating each vendor?

In addition to providing useful information about the vendors in this spotlight, this report will also include an analysis and assessment of each vendor based upon four important criteria. These criteria are critically important to potential buyer teams when evaluating and shortlisting vendors. The stress being on CUSTOMER SUCCESS more than individual product features. These are the criteria:

- **Market Momentum** Here, we have assessed how well a vendor helps prospective buyers to understand the solution offering and how it fits into their environment. Vendors scoring highly in this category will have an extensive team, or a network of business partners, of knowledgeable pre-sales consultants or advisors.

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- **Customer Focus** Almost all software solutions are now delivered as-a-service and the most successful SaaS vendors are those who help their clients on an ongoing basis, not just in response to support calls. They invest heavily in customer success resources including dedicated staffing and management attention as well as information and training around the solution.

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- **Price vs Value** As with any business investment, marketing executives need to be assured that the investments they make in technology are providing an appropriate payback. At the minimum, vendors can help their clients calculate the ROI after a period. More mature SaaS vendors are now providing value management consulting and processes for a more continuous evaluation.

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- **Project Success** The true test of a business partnership is the commitment from a vendor to supporting the integration of their system with whatever the client has in place already. This attention to integration detail results not only in a smoother overall system, with no media breaks, but also ideal user adoption and application longevity.

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*Our scoring is based upon general desk research, background interviews with B2B marketers and a website review by an experienced industry analyst. We have also surveyed the vendors in this report and, if there was a response, the information provided better-informed the scores we allocate in the vendor profile. We score each criterion on a five-star rating scale.*

# Platform functionality comparison

This report is deliberately focused on vendor attributes rather than platform functionality, but given the relative breadth even within this defined category, the following table is designed to provide an overview of core platform functional competencies, to enable comparison.

	Buyer Intelligence	Advertising Services	Campaign Orchestration	Content Syndication
Caliber Mind	✓		✓	
CIENCE Technologies	✓	✓	✓	✓
Cognism	✓	✓		✓
Convertr	✓		✓	✓
Dealfront	✓	✓	✓	✓
Demandbase	✓	✓	✓	
Factors. AI	✓		✓	
Integrate		✓	✓	
Leadspace	✓			
LinkedIn	✓		✓	✓
Lusha	✓	✓		
NetLine	✓		✓	✓
Pipeline 360		✓	✓	✓
6sense	✓	✓	✓	✓
Rollworks	✓	✓		
Sopro		✓	✓	
TechTarget	✓	✓	✓	✓
Visitor Queue	✓	✓		
ZoomInfo	✓	✓	✓	✓

# A-Z vendor profiles

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The following vendors have been profiled and rated by our Lead Analyst, Peter O'Neill. If vendors provided additional information regarding their functionalities and services, we have provided in-depth ratings.

1. CaliberMind
2. CIENCE Technologies
3. Cognism
4. Convertr
5. Dealfront
6. Demandbase
7. Factors Ai.
8. Integrate
9. Leadspace
10. LinkedIn
11. Lusha
12. NetLine
13. Pipeline 360
14. Rollworks
15. 6sense
16. Sopro
17. Tech Target
18. TrustRadius
19. Visitor Queue
20. ZoomInfo

# 1. Vendor: CaliberMind

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## PROFILE:

CaliberMind is a software, machine learning, and natural language processing vendor located in Boulder, Colorado with 38 employees. CaliberMind is a software vendor that offers a B2B buyer intelligence platform to help companies realize the full potential of their sales, marketing, and customer data. The platform provides buyer and content engagement data to support ABM. It can develop personas to offer prescriptive recommendations for sales, product, and marketing teams to accelerate sales cycles and increase revenue and conversion. It analyzes human language from multiple sources to build detailed psychographic profiles of B2B buyers, allowing for the recommendation of the best content, channel, tone, and method to communicate with prospective buyers. The platform also offers a persona builder, integrations with CRM or automation platforms, a buyer journey mapping tool, cognitive content, psychographic append, and dashboards and analytics to measure and analyze the effectiveness of campaigns.

› **Market Momentum** ★ ★ ★

› **Price vs Value** ★ ★ ★

› **Customer Focus** ★ ★ ★ ★

› **Project Success** ★ ★ ★ ★

*The vendor declined, or was not able, to provide additional information to enhance this profile.*

## 2. Vendor: CIENCE Technologies

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### PROFILE:

CIENCE Technologies, founded in 2015 and based in Denver, USA, offers human-driven and machine-powered B2B software and lead generation services. The company custom-designs lead generation and outreach solutions for B2B marketing organizations. CIENCE Technologies is successful in many different industries, including tech, business services, financial services, manufacturing.

The CIENCE GO Platform is a comprehensive lead generation and sales engagement platform offered by CIENCE Technologies. It is designed to help businesses achieve their lead generation and business growth objectives. The platform consists of several components, including GO Data, GO Intent, GO Show, GO Chat, GO Schedule, GO Flow, and GO Engage, each offering specialized functionality to enhance lead generation and sales efforts. The vendor uses the platform itself in managed services engagements, or clients can subscribe to the platform themselves and manage their own growth.

› **Market Momentum** ★ ★ ★ ★ ★

› **Price vs Value** ★ ★ ★ ★

› **Customer Focus** ★ ★ ★ ★ ★

› **Project Success** ★ ★ ★ ★

*The vendor declined, or was not able, to provide additional information to enhance this profile.*

### 3. Vendor: Cognism

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#### PROFILE:

Headquartered in London, UK, Cognism has offices in Skopje, North Macedonia; Zadar, Croatia; Boston, US; and Cologne, Germany. The vendor is a sales intelligence provider offering a vast and constantly updated database with millions of verified B2B contacts and company profiles. The company has over 1800 customers worldwide and is known for its extensive global data coverage, compliance with data protection regulations, and the provision of accurate and up to date B2B data. Cognism’s sales intelligence platform provides real-time contextual insights with up-to-date contact details, enabling sales and revenue teams to identify sales leads, discover growth opportunities, and move deals forward faster.

The company’s offerings include mobile phone numbers and B2B emails of people, with a focus on helping businesses make meaningful connections with other businesses. Cognism’s data is manually verified for accuracy, and the company provides unrestricted access to person and company-level data, along with seamless integrations with CRM and sales engagement tools. Cognism is particularly suitable for sales and marketing teams in EMEA, US, and DACH regions, and it is known for its focus on quality B2B data.

› **Market Momentum** ★ ★ ★ ★ ★

› **Price vs Value** ★ ★ ★ ★

› **Customer Focus** ★ ★ ★ ★ ★

› **Project Success** ★ ★ ★ ★ ★

*The vendor declined, or was not able, to provide additional information to enhance this profile.*

## 4. Vendor: Convertr

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### PROFILE:

Convertr, headquartered in London, operates in the UK and United States with software capturing leads from over 140 countries and 100 publishers. The software platform is used by global media and marketing agencies as well as B2B marketing agencies specializing in lead generation and content syndication. The vendor also supports many large B2B companies directly, such as AWS, Oracle and HP. It enables businesses to orchestrate, validate, and optimize lead data, increasing the velocity of lead generation programs. It also helps improve the quality of leads, reducing acquisition costs, increasing conversion rates, and preventing incomplete and low-quality data from entering the database.

Convertr approach brings transparency to the lead generation industry, ensuring that data is captured, handled, and distributed securely and compliantly. The platform empowers B2B marketing teams with high-quality customer data and efficient, compliant processes, thereby enhancing their lead generation efforts. The vendor claims a 96% lead validation rate across some 40 million leads processed annually.

#### › Market Momentum

As well as direct sales, Convertr works through over 100 partners who provide international coverage in local language. It has over 400 direct clients with a leading average revenue retention rate of 125% and an overall business growth rate of some 47%.



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#### › Customer Focus

The vendor has a dedicated customer success management team that is twice the size of its sales team, with responsibility for optimizing the customer lifetime value. The team uses standard scenario playbooks and deploys a customer success platform. Its CSAT score is 95%.



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#### › Price vs Value

Convertr has dedicated value management staff in both the sales and consulting organizations. The vendor helps customers to measure the ROI routinely and to measure/monitor project value on an ongoing basis. On average, customers see value in less than two weeks and the payback period is under 2 months.



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#### › Project Success

The vendor often works with marketing agencies to help its clients achieve project success where the partners play a consultative or service provider role. In addition, the Convertr offers their Academy, which has a wealth of training and certification resources to assist with implementation and usage.



## 5. Vendor: Dealfront

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### PROFILE:

Dealfront is the newly-named (April 2023) merge of the Finnish vendor Leadfeeder and the German vendor Echoboot. Founded in 2012, Leadfeeder was a global B2B sales intelligence platform that provided real-time buyer intent data, identifying the companies visiting websites, scoring their intent based on behavior to empower sales and marketing teams to reach out at the right time with the right messaging. Echoboot, founded in 2011, specialized in providing premium company, contact, and market-relevant data to fuel sales and marketing teams with a data platform leveraging modern AI and machine learning made and hosted in Germany. Despite being headquartered in Karlsruhe, Germany, Dealfront is a remote-first organization with offices in Germany, Finland, Sweden and the Netherlands, with over 330 employees. Dealfront blends the original solutions into a platform of go-to-market management solutions, providing sales and marketing teams with data, applications, and insights to find leads and close deals. The full sales intelligence suite comprises products such as Target, Connect, Web Visitors, Datacare and Promote.

Dealfront's data is drawn from four layers —company databases, web crawling, web visitor analysis, and sales triggers. With German and Finnish origins, Dealfront has a native understanding of the European market, evident in its use of live European data and understanding of the nuances in European languages, culture, and regulations.

› **Market Momentum** ★ ★ ★ ★ ★

› **Price vs Value** ★ ★ ★ ★

› **Customer Focus** ★ ★ ★ ★ ★

› **Project Success** ★ ★ ★ ★

*The vendor declined, or was not able, to provide additional information to enhance this profile.*

## 6. Vendor: Demandbase

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### PROFILE:

Founded in 2006 in San Francisco, Demandbase offers an end-to-end ABM platform that helps B2B marketers identify, engage, close and measure progress against best-fit accounts. After acquiring Engagio, another ABM vendor in 2020, Demandbase has 330 employees and some 800 customers ranging from mid-sized companies to enterprises such as Accenture, Adobe, DocuSign, GE, and Salesforce, with 40% of its customer base being outside of the US.

The vendor positions itself as a one-stop-shop for all things ABM; based on a data platform to identify internet behavior with a patented identification technology, augmented by AI, plus the orchestration platform provided by Engagio. The combined product is called Demandbase One. B2B marketers can identify accounts, manage audiences across campaigns, integrate account information from a CRM system and measure their ABM success based on pipeline and revenue information. Demandbase offers a set of solution modules: ABM Solution, The Platform; Targeting, Engagement, and Conversion.

› **Market Momentum** ★ ★ ★ ★ ★

› **Price vs Value** ★ ★ ★ ★

› **Customer Focus** ★ ★ ★ ★ ★

› **Project Success** ★ ★ ★ ★ ★

*The vendor declined, or was not able, to provide additional information to enhance this profile.*

## 7. Vendor: Factors.AI

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### PROFILE:

Founded in 2020, Factors.AI is based in Delaware, USA and has 50 employees and offers a B2B visitor intelligence, account analytics, and revenue attribution platform which helps teams identify sales-ready accounts, decode visitor behavior, and measure the impact of marketing on pipeline. Factors.AI offers various features such as account-based analytics, AI-fueled insights, and the ability to generate predictable pipeline with AI-fueled account identification and attribution. Factors.AI collects, and analyzes signals from a multitude of sources to identify sales-ready accounts across channels like website, G2, LinkedIn, CRM, and more.

Factors.AI's pricing model is based on the specific feature requirements and the volume of accounts enriched. The company offers a range of features such as IP-to-Company identification, account enrichment, analytics, lead scoring, intent signals, and various automation capabilities.

### › Market Momentum

Still in start-up phase, Factor.AI already has over 500 customers and is enjoying an annual growth rate of some 300% with a strong customer retention rate. Its ability to track and understand the complete buyer journey with unified account timelines and unique funnel reporting is proving very attractive.



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### › Customer Focus

The vendor has a dedicated Customer Satisfaction team, working with standard playbooks to optimize the customer lifetime value which reports a satisfaction rating of 99% recorded through its ongoing customer survey activity.



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### › Price vs Value

Factor.AI helps its clients to measure their return-on-investment results as a standard service. The average payback period is six months where the major benefit for customers is to optimize the funnel to get more out of the marketing and sales spend. The vendor's emphasis on tailored pricing plans stands in contrast to some competitors who offer standard pricing packages or structure.



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### › Project Success

The vendor provides in-product onboarding cues as well as onboarding & implementation assistance. The typical "Time-to-Production" for the solution is up to three months but usually less than that.



## 8. Vendor: Integrate

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### PROFILE:

Founded in 2010 in Phoenix, Arizona, Integrate offers an SaaS platform that empowers B2B marketers to develop and deliver an omnichannel demand strategy, convert compliant leads to revenue, and drive marketing ROI. The Integrate Platform's features include the ability to provide a single platform for connecting marketing technologies and channels, governing data to ensure data standardization, validation, and opt-in compliance, and measure prospect and account information.

Integrate connects, governs, and measures marketing campaigns across demand channels. This enables marketers to launch cross-channel buyer experiences, ensure data integrity, measure the impact of their programs, and inform the next best investments. Integrate works with high-growth and enterprise organizations like Salesforce, Microsoft, Akamai, and Pluralsight to power their precision demand marketing strategies.

› **Market Momentum** ★ ★ ★

› **Price vs Value** ★ ★

› **Customer Focus** ★ ★ ★ ★

› **Project Success** ★ ★ ★

*The vendor declined, or was not able, to provide additional information to enhance this profile.*

## 9. Vendor: Leadspace

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### PROFILE:

Founded in 2007 in San Francisco, Leadspace claims to take the guesswork out of B2B revenue generation for companies like Microsoft, Salesforce and Gong. It does this by helping them to target the fewest number of companies with the highest odds of closeable business. The Leadspace Drive Platform is fuelled by the best B2B profiles in the industry — more than 200M companies and 600M people. Revenue Radar applies four-signal AI targeting to narrow the target by focusing on companies with a 2X, 6X or even 12X chance of closing.

More than 25,000 sales and marketing professionals use the Drive platform to build and operationalize their total addressable market (TAM), identify their ideal customer profile (ICP) and optimize their campaigns with fit, intent and persona models. Sales and marketing teams use Leadspace to give them a competitive edge so they know who their best customers are, understand their whitespace opportunities, and can dramatically improve the effectiveness of their sales and marketing programs.

› **Market Momentum** ★★★★★

› **Price vs Value** ★★★

› **Customer Focus** ★★★★★

› **Project Success** ★★★★★

*The vendor declined, or was not able, to provide additional information to enhance this profile.*

# 10. Vendor: LinkedIn

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## PROFILE:

Founded in 2002 in Sunnyvale, California, LinkedIn is now a subsidiary of Microsoft. The vendor offers a professional networking site that allows members to create business connections, search for jobs and find potential clients. As such, LinkedIn has become a major B2B publisher, an ad platform, and a must-have for B2B advertisers. With more than 800 million members sharing professional profile data through the platform, LinkedIn can target very large and precise B2B audiences and content.

LinkedIn's strategy includes integrations with a selective list of partners for extending audience reach and other capabilities to a wide range of B2B advertisers, publishers, and agencies. LinkedIn's strategy also includes providing targetable business content onsite and through the LinkedIn Audience Network — a curated set of high-quality publishers with reserved inventory.

› **Market Momentum** ★ ★ ★ ★ ★

› **Price vs Value** ★ ★ ★ ★

› **Customer Focus** ★ ★ ★ ★

› **Project Success** ★ ★ ★

*The vendor declined, or was not able, to provide additional information to enhance this profile.*

# 11. Vendor: Lusha

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## PROFILE:

Lusha is a B2B data company that provides services such as prospecting, data enrichment, buyer Intelligence and engagement tools. Founded in 2016, the vendor has over 300 employees in Boston, USA, its headquarters, and has an office in Tel Aviv.

Lusha offers a sales intelligence solution that is ISO 27701 certified, GDPR and CCPA compliant, ensuring the highest standards of privacy and security. Lusha's platform is used by over 1 million sales, marketing, and recruiting professionals around the world to access B2B contact and company data.

Lusha has experienced significant growth and business results. The company's user community has grown to over 800,000 sales professionals and 273,000 sales organizations, including large tech firms like Google, Salesforce, and Uber. Its rapid growth has led to a valuation of \$1.5 billion, making it a unicorn company, growth driven by its product-led growth strategy, which allows businesses to start using Lusha for free, without talking to a sales representative. Lusha's database is one of the most comprehensive and accurate in the industry, with a focus on providing highly accurate contact details.

› **Market Momentum** ★ ★ ★ ★ ★

› **Price vs Value** ★ ★ ★

› **Customer Focus** ★ ★ ★ ★

› **Project Success** ★ ★ ★ ★

*The vendor declined, or was not able, to provide additional information to enhance this profile.*

## 12. Vendor: NetLine

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### PROFILE:

NetLine was founded in 1994 and is focused on driving buyer engagement, customer lead acquisition, and sales pipeline growth. Headquartered in California, the vendor is a part of Informa Tech, a FTSE 100 provider of market insight and market access to the global technology industry.

NetLine operates one of the largest B2B content-centric lead generation platforms offering content syndication, lead generation, account-based marketing, lead management, and more; its Open Lead Gen Marketplace operates on a cost-per-lead (CPL) basis. The company also offers self-service and full-service content syndication lead generation solutions, including advanced options like ABM. NetLine processes 700,000 leads per month for direct clients or the clients of direct marketing agencies.

Additionally, the company operates a buyer-level intent platform—INTENTIVE. The platform delivers real-time insights into “who” is actively expressing intent in an account, “what” actions that person is taking, “when” those actions took place, and even “where” those actions occurred.

### › Market Momentum

NetLine sells direct from its office in the US plus indirectly through a network of over 200 partners. It has over 500 direct clients around the world. The company has created a network of over 25 million professionals through its online partners, adding value for both users and partners.



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### › Customer Focus

The vendor enjoys a high 88% customer retention rate with a customer success team that is almost as large as their sales team. The dedicated customer success team is focused on optimizing the customer lifetime value and leverages playbooks to address various repeatable processes. NetLine surveys its customers more than once per year and has processes in place to discover, nurture and mobilize its advocates to help support all stages of the buying cycle.



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### › Price vs Value

NetLine helps its clients to measure ROI on a routine basis. The vendor also has value management experts in the consulting/service organization using proprietary tools to ensure that clients enjoy a time-to-production of less than three months. The NetLine self-service model enables marketers to structure content-centric lead gen campaigns with their own pricing economics, providing more control and accountability.



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### › Project Success

NetLine works with direct marketing agencies helping B2B high-tech clients. The partners play a consultative or service provider role and are involved in their clients’ lead generation activities, particularly web-based programs. In addition, the NetLine website has a wealth of educational pages to assist clients in their implementations.



## 13. Vendor: Pipeline 360

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### PROFILE:

Created as a specialized business unit in 2023, Pipeline 360 is the media arm of Integrate, headquartered in Phoenix, Arizona. Pipeline 360 offers an all-in-one integrated media solution for account-based content syndication, account intelligence enhancement, and digital advertising.

Powered by Integrate SaaS platform, Pipeline360 services marketing organizations in nearly 300 companies with three powerful demand generation tools: targeted display, content syndication, and a comprehensive marketplace model. Pipeline360 can ensure that marketers achieve 100% compliant and marketable leads by: Effectively engaging with audiences much earlier in the buying cycle; Connecting with buyers at every stage of the process; and optimizing programs to drive performance.

#### > Market Momentum

Due to its business focus, Pipeline 360 has been able to grow rapidly since its inception in 2023, almost doubling the client base it started out with. It is staffed with experienced marketing consultants and creatives that work in many languages.



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#### > Customer Focus

The provider collects customer satisfaction data on an ongoing basis and the Pipeline 360 associates act as an extension of the client team to juggle multiple publishers and digital campaigns



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#### > Price vs Value

Pipeline360 is powered by The Integrate Platform, a lead governance engine, identifying the leads with highest probability. 'Pipeline360's Integrated Media comes with built-in ad fraud protection, algorithmic brand safety, contextual placements, and much more.



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#### > Project Success

One of their major clients says this about Pipeline 360: "We use Pipeline360 Integrated Media campaigns to attract the whole buying committee at target accounts, with different lists by country. This ensures we fill the top-of-funnel with meaningful leads for our sales teams in each region."



## 14. Vendor: Rollworks

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### PROFILE:

Founded in 2017 in San Francisco, Rollworks is the B2B division of the marketing technology company NextRoll. Rollworks goes to market as an ABM platform, and its roots are in ad retargeting. The vendor's strategy is to leverage its in-house CDP, DSP, open APIs, and its 2019 acquisition of Growlabs to deliver advertising to known and anonymous B2B audiences. It is a good utility for B2B marketers who use advertising in combination with marketing platforms like HubSpot, Marketo, or Pardot.

Through 2022, Rollworks continually enhanced its offering with these highlights: Creating a new standard in intent data with the debut of Keyword Intent; deeper CRM integrations with the launch of RollWorks Journey Events for HubSpot and Journey Events for Salesforce; launch of Sales Insights for HubSpot (it now has over 500 HubSpot Integration Installs, 150% more than the nearest ABM competitor); plus several advertising innovations with Account List Builder, Pixel Assistant, and Site Traffic Revealer.

› **Market Momentum** ★ ★ ★ ★ ★

› **Price vs Value** ★ ★ ★

› **Customer Focus** ★ ★ ★ ★

› **Project Success** ★ ★ ★ ★

*The vendor declined, or was not able, to provide additional information to enhance this profile.*

## 15. Vendor:

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### PROFILE:

Founded in 2013 and headquartered in San Francisco, 6sense Insights, has over 2000 customers primarily in the tech sector, from small software vendors up to the largest enterprises. Purely a SaaS business with over 1400 employees, it has a customer retention ratio of over 90% and boasts consistent quarterly growth while maintaining industry-leading values in business success indicators like Customer Acquisition Cost and gross margins.

The 6sense value proposition is that its Revenue AI platform, with two primary offerings, Revenue AI for Marketing and Revenue AI for Sales, enables those teams to easily uncover in-market signals (i.e. intent to buy) for accounts and all relevant buyer personas; prioritize the right leads and contacts to contact; and orchestrate engagement across channels and buyers. 6sense's proprietary intent network identifies accounts and personas within the "dark funnel" where buyers are researching anonymously, and then the platform makes patented time-based predictions about which accounts are "in market" to make a purchase. 6sense has native display advertising and GPT-powered email capabilities, and integrates with an ecosystem of partners for cross-channel engagement, including marketing email, personalization, content marketing, and direct mail.

### › Market Momentum

6sense has enjoyed a growth rate of over 200% in each of the last four years. They are successful with B2B companies in the technology, business/professional services, financial services, transportation and logistics, manufacturing, healthcare and life sciences sectors. Even with this high growth rate, the vendor can record a high net retention rate of 120%.



### › Customer Focus

The vendor's customer success organization is almost as large as their sales and business development department and is primarily responsible for optimizing the customer lifetime value. The dedicated customer success team leverages 20 different playbooks including their "Sense-Making" 6sense methodology, which is designed to position customers for quick wins. 6sense collects Customer Satisfaction data on an ongoing basis and maintains a customer community where customers can share ideas.



### › Price vs Value

The 6sense platform has built-in ROI reporting available on-demand through its self-service interface. Additionally, the vendor has a dedicated Business Value team providing ROI estimates during the customer evaluation/sales process, and then working with customers to validate their value on a quarterly basis.



### › Project Success

To enable their field teams to go deeper into a customers' value story, the vendor has built an internal reporting engine designed to monitor customer's health and performance. This reporting system is built directly on top of 6sense's product and customer-specific data sets to produce standardized health monitoring and key value reports.



## Interview with 6sense

By Kavita Singh,  
*Senior Content Editor*  
B2B Marketing



**Kerry Cunningham**  
*Head of Research*  
6sense

To further the conversation, we checked in with 6sense to get their thoughts on the future of lead generation, as well as how they've been using the dark funnel to shape their strategy.

### **KS: How do you think lead generation has evolved in the last four years?**

**KC:** When you think about lead generation five years ago, we were trying to generate leads for the sake of having a lead - that was an incorrect way to look at how B2B works. But it was the only way that we had because that's what the systems and processes would allow us to do. So marketing automation systems see every lead as if it's a unique selling opportunity. What we know from billions of records and lots of data from companies is that is very far from the truth. When I was an analyst at SiriusDecisions and Forrester, we spent eight years looking at B2B lead generation and conversions. Our conclusion after just a couple of years is that that's the wrong game to be playing. But if you look at your lead data, what you will notice is that whenever there was an opportunity that went to pipeline, there were multiple leads for that account.

And if you had noticed where there were multiple leads for that account, then you would have had an early warning of where the real opportunities for your organization are. You still want people to come to your website and look at your content and where necessary, to fill in a form, like if you want to see a webcast for example. However, we need to get away from the idea that marketing's job is to get people to come to the website and fill out the form, because you can be very good at that and not have any impact on the revenue that your company is producing. And so the big change is realizing that there is no real connection between how many people you get to fill out a form and how much revenue you produce on the other side. So instead, we are trying to attract and engage all of the right buyer personas in our addressable market.

**KS: I know you refer to the 'dark funnel' when describing online buying behaviors - can you elaborate on how this has affected lead generation?**

**KC:** We've got our form fill leads and then there's every other way that buyers look for information on their way to buying something. So the dark funnel is everything other than the MQLs that you're looking at. When people think of the dark funnel, we often think of just third party intent data and that's true; that's the vast majority of it. Gartner said 85% of their time on their buying journeys are not all in vendor sites but somewhere else. So that's 85% of the buying journey that doesn't happen on your website.

If you're running a strictly MQL-based operation, you might go from 100 people looking at your website to four that make up your MQL threshold. So you're working about 4% of the signal that comes into your own website. The other 96% is the dark funnel. That's everything that you're not looking at to help you understand your buyers.

**KS: Where do you see lead generation going? Do you have any predictions?**

**KC:** I think there's a trend toward understanding that we have to enable buyers. B2B organizations love to talk about how the buyer has changed, and the buyer wants to be in control. And I like to call BS on that. I think human beings have not really changed, that what is possible for them has changed a lot. So we have made a lot of information available to buyers so that now they can comfortably make decisions about what they're going to buy without talking to us - they still go through the confirmation process and they have demos, but they largely decided prior to talking to us. That's because we've been enabling them. That's not because they've changed. They would have done that 30 years ago if we let them. But I think we're going to have to continue feeding that beast. Buyers expect more and more to be able to get all of the information they need. And the companies that do that best are the ones that are going to win. And so I think there's going to be a continual arms race for getting better at enabling buyers. And that's going to mean more forms go away on websites; it's going to continue to happen. But we're going to have to get better at not just making it available on our website, but then anticipating what buyers in the accounts that we care about need and getting it to them proactively and then getting it to them in a shape in a format that they can use.

**KS: What criteria should marketers be looking for when selecting a vendor?**

**KC:** I think go for vendors that comprehend this whole dark funnel idea, understand that buying is not done by an individual who filled out a form on your website. That it's done by a big group of people who get most of their information somewhere else and that you have to be able to see it. You have to be able to see all of that buying journey and then feed that buying journey appropriately. And any organization that tells you that 'Yeah, you can do ABM over here and then you have your MQLs over here', stay away from them. There's very little space in B2B for MQLs now.

# 16. Vendor: Sopro

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## PROFILE:

Founded in 2015, Sopro is a multichannel B2B sales engagement platform run by outreach experts. The company's focus is on sourcing ideal prospects, engaging them with personalized email, LinkedIn messages, display ads, letters, Webchat and via phone. With offices in the United Kingdom, Macedonia, Dubai and the US, the vendor has over 300 team members across Europe, including prospecting experts, tech, design, data science, artificial intelligence, compliance, finance, copywriting, marketing, and sales experts.

In 2021, Sopro was named "Tech Growth Business of the Year" at the Digital City Awards, further underscoring its growth and recognition in the industry. The vendor has grown rapidly in the last years, reflecting a rapid expansion and the dedication of its employees to drive growth and deliver measurable ROI for clients. It engages over 1200 new prospects per hour and, last year, generated £215m of new deals for its clients.

### > Market Momentum

Sopro distinguishes itself with a unique multichannel outreach format that is notoriously hard to replicate, blending email, LinkedIn messaging, social display ads, provision of phone number data, physical letters and more. The vendor added some 80% of its customer base in the last year so it is growing strongly.



### > Customer Focus

Sopro has a dedicated customer success management team that is several times as large as its sales team, with responsibility for optimizing the customer lifetime value. The team uses standard scenario playbooks and deploys a customer success platform.



### > Price vs Value

The vendor helps its customers to accelerate sales revenues under a controlled cost model and assists them to measure the ROI routinely.



### > Project Success

The typical "Time-to-Production" for the solution is up to three months but usually less than that. It now supports over 600 sales & marketing teams leveraging the experience of some 8,000 previous campaigns.



## 17. Vendor: TechTarget

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### PROFILE:

TechTarget was founded in 1999, spun out of United Communications Group (UCG) with the founding “big idea” that IT professionals are highly specialized and need high-quality, in-depth, fiercely independent content to help in critical purchase decisions. Over time, it realized it surfaced real buyers’ journeys and began to offer a lead generation service. Then, it built a rich account and prospect-level purchase-intent insight and data-driven solution. The vendor has nearly 1,000 employees in 10 offices globally. In addition to high-quality editorial content, it also has a leading tech vendor content syndication network on the web.

The vendor’s core ABM product, Priority Engine, has real tech-purchasing intent data from over 21 million technology buyers who have opted-in to the database: data used by over 1800 companies in the financial service, healthcare and tech sectors. In 2021, it acquired Enterprise Strategy Group, a consulting group creating strategic marketing/sales content for tech companies. TechTarget is now a true end-to-end ABM provider with Global Scale: GTM strategy, content (short-form, long-form, digital, custom)/message development, targeting/demand identification, fit/selection, account and prospect level intent, engagement, multi-channel execution, services/support and reporting/measurement.

› **Market Momentum** ★ ★ ★ ★ ★

› **Price vs Value** ★ ★ ★ ★ ★

› **Customer Focus** ★ ★ ★ ★ ★

› **Project Success** ★ ★ ★ ★ ★

*The vendor declined, or was not able, to provide additional information to enhance this profile.*

## 18. Vendor: TrustRadius

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### PROFILE:

TrustRadius is first and foremost a customer review site about software technology solutions and its goal is to be the most trusted buyer decisioning platform in the software industry. The vendor now markets the intent signals it collects from the review-site user base as an ABM intent solution, focused very much on producing high-quality late-stage buyer intent. It offers little advanced analytics or reporting, and the vendor has not yet pursued opt-in contact-level intent.

TrustRadius can therefore be a valued source of unique signals as a second or third intent provider for technology vendors, offering a data set that builds upon data from other sources.

› **Market Momentum** ★ ★ ★

› **Price vs Value** ★ ★

› **Customer Focus** ★ ★ ★

› **Project Success** ★ ★

*The vendor declined, or was not able, to provide additional information to enhance this profile.*

## 19. Vendor: Visitor Queue

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### PROFILE:

Founded in 2018 in Ontario, Canada, Visitor Queue offers B2B lead generation and website personalization software that provides detailed information about the companies visiting your website, such as their name, contact details, user data, and key decision makers. Still presenting itself as a start-up, the vendor has worked with thousands of clients, in six continents, to generate more than 2 million leads.

It offers real-time leads, unlimited user access, and seamless integration with platforms like Salesforce, Google Sheets, Pipedrive, Slack, and Zapier. This integration functionality is intended to enhance productivity by eliminating the need for manual data entry and lead management, allowing users to concentrate on deal closure activities. Additionally, Visitor Queue offers a REST API for custom integrations, enabling users to connect the platform with their existing tools and send leads where they need to go. The integration with these tools allows for the automatic forwarding of leads to the user's chosen CRM or marketing automation platform, ultimately enhancing the lead management process and enabling timely and targeted outreach efforts.

› **Market Momentum** ★ ★ ★ ★

› **Price vs Value** ★ ★ ★ ★

› **Customer Focus** ★ ★ ★ ★

› **Project Success** ★ ★ ★ ★

*The vendor declined, or was not able, to provide additional information to enhance this profile.*

## 20. Vendor: ZoomInfo

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### PROFILE:

ZoomInfo is a US-based cloud platform that offers solutions such as sales automation, cross-channel advertising and data management for sales and marketing teams. ZoomInfo is a large traditional data provider that also goes to market with an ABM platform subscription model leveraging its MarketingOS and SalesOS products. Its data is primarily sourced from the bidstream, combined with publisher co-op data, licensed signals from other providers, and its proprietary human-verified project offering Scoops. ZoomInfo has a very large market footprint of clients and an extensive partner ecosystem.

ZoomInfo is a good fit for organizations in search of a broad-based standalone intent data feed supported by an extensive offering of related B2B sales and marketing data. The vendor's MarketingOS platform, with intent included in the platform subscription, also means it is a significant player in the ABM platform market.

› **Market Momentum** ★ ★ ★ ★ ★

› **Price vs Value** ★ ★ ★

› **Customer Focus** ★ ★ ★ ★

› **Project Success** ★ ★ ★ ★ ★

*The vendor declined, or was not able, to provide additional information to enhance this profile.*

# Vendor rating comparison and ranking

This table consolidates vendor ratings against all specified criteria to better facilitate comparison, and provides a total aggregate score, enabling ranking. The scoring criteria equates one star to one ranking point out of a maximum of 20.

	Market Momentum	Customer Focus	Price vs Value	Project Success	Vendor aggregate rating	Vendor aggregate rating (Numerical)	Total Score
<b>6sense</b>	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★	5	20
<b>Cognism</b>	★★★★★	★★★★★	★★★★	★★★★★	★★★★★	4.75	19
<b>Convertr</b>	★★★★★	★★★★★	★★★★★	★★★★	★★★★★	4.75	19
<b>Demandbase</b>	★★★★★	★★★★★	★★★★	★★★★★	★★★★★	4.75	19
<b>NetLine</b>	★★★★	★★★★★	★★★★★	★★★★★	★★★★★	4.75	19
<b>CIENCE Technologies</b>	★★★★★	★★★★★	★★★★	★★★★	★★★★★	4.5	18
<b>Dealfront</b>	★★★★★	★★★★★	★★★★	★★★★	★★★★★	4.5	18
<b>TechTarget</b>	★★★★★	★★★★★	★★★★	★★★★	★★★★★	4.5	18
<b>Factors. AI</b>	★★★★	★★★★★	★★★★	★★★★	★★★★★	4.25	17
<b>Sopro</b>	★★★★★	★★★★★	★★★	★★★★	★★★★★	4.25	17
<b>ZoomInfo</b>	★★★★★	★★★★	★★★	★★★★★	★★★★★	4.25	17
<b>Leadspace</b>	★★★★★	★★★★	★★★	★★★★	★★★★	4	16
<b>LinkedIn</b>	★★★★★	★★★★	★★★★	★★★	★★★★	4	16
<b>Lusha</b>	★★★★★	★★★★	★★★	★★★★	★★★★	4	16
<b>Rollworks</b>	★★★★★	★★★★	★★★	★★★★	★★★★	4	16
<b>Visitor Queue</b>	★★★★	★★★★	★★★★	★★★★	★★★★	4	16
<b>Caliber Mind</b>	★★★	★★★★	★★★	★★★★	★★★★	3.5	14
<b>Pipeline 360</b>	★★★★	★★★★	★★★	★★★	★★★★	3.5	14
<b>Integrate</b>	★★★	★★★★	★★	★★★	★★★	3	12

# Analyst Bio



**Peter O'Neill**

*Lead Analyst*

B2B Marketing Propolis

Peter O'Neill is a marketing and IT industry veteran with over 40 years of experience in advising vendor and end-user clients and performing research-based consulting, combining strong research capabilities with comparative vendor assessments and actionable advice.

He is most known for his 12 years of service at Forrester Research as industry analyst, leading up to 2017 where, most recently, he managed Forrester's research on B2B Marketing organization, process and automation topics as research director. Prior to joining Forrester, he worked at META Group and Gartner Group.

Since 2018, he continues to work as an industry analyst, collaborating with Research In Action GmbH, and with the B2B Marketing organisation in London. He also writes and curates marketing content on an ongoing basis for several marketing automation software clients.

With Research In Action, he runs global surveys of 1500 marketing practitioners to get their assessments of vendors in various marketing process automation areas, adds his assessment and then publishes Vendor Selection Matrix reports based on the users' ratings. Topics like Lead Management, Band Content Management, Web Experience Management, Sales Engagement, Channel Enablement, ABM, and CDP are covered in the Vendor Selection Matrix reports.

With B2B Marketing, he contributes "Premium Research" reports throughout the year which focus on organization and process more than technology. This includes topics like Marketing Operations, ABM, Brand and Content Management, Execution and Campaigns, Data Strategy and Insights, Customer Experience and Strategy and Evolution.

Prior to his time as industry analyst, Peter had worked for 20 years at Hewlett-Packard in Germany and the USA. He worked in product marketing, field marketing, sales, and corporate marketing.

Peter is a frequent speaker at major industry events and regularly quoted in key press publications about marketing. He lives in Germany but works worldwide.

Coming soon in our *MVS* series:

Intent Data

Digital Experience

Check out our previous report:

Account-Based Marketing

# About B2B Marketing and Propolis

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Established in 2004, B2B Marketing is now the number one go-to resource for B2B marketers across the globe.

Right from the start, we had a clear mission: to provide marketers at business brands with the intelligence, tools and inspiration they need to grow and succeed – as both individuals and businesses.

Unlike B2C, we focus on building relationships between businesses, strengthening connections within the B2B marketing community and putting marketers at the centre of the businesses they work for. We believe that every company has a unique story to tell, and we are committed to helping them communicate that story in the most impactful way possible.

Ultimately, we exist as a partner to a business, leveraging our community intelligence to help marketers make informed decisions and achieve their marketing goals. We are committed to providing the B2B community with the tools and resources they need to succeed in today's competitive marketplace, and to fostering a culture of learning and innovation that drives long-term success for everyone involved.

We're proud to serve as the focus point for the B2B marketing sector, enabling marketers and leaders to transform their marketing.

## Our products:





# B2B MARKETING

For further information on how  
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