

True Influence Announces Partnership with the Allant Group to Provide Enhanced B2B Marketing Solutions

True Influence, the market leader in fact-based B2B account marketing technology and data services announced today that it has partnered with the Allant Group, a nationally recognized data and analytics firm, to provide a consolidated view of business prospect data. True Influence's proprietary intent monitoring platform, InsightBASE, already delivers third party data and insights for its B2B customers and with the addition of Allant, it will be able to enhance that data for our customers.

VIENNA, VA. (PRWEB) MARCH 20, 2018

True Influence, the market leader in fact-based B2B account marketing technology and data services announced today that it has partnered with the Allant Group, a nationally recognized data and analytics firm, to provide a consolidated view of business prospect data. True Influence's proprietary intent monitoring platform, InsightBASE, already delivers third party data and insights for its B2B customers and with the addition of Allant, it will be able to enhance that data for our customers.

The addition of the Allant Group's data solutions enables True Influence to leverage their business keying services. Allant also offers additional assistance in the identification of key decision makers, their locations, and precise contact information. In addition, Allant's address hygiene and standardization capabilities enable True Influence to further identify high targets for InsightBase customers.

Brian Giese, CEO of True Influence, said in the following statement, "We are extremely excited about our partnership with the Allant Group. Because intent signal monitoring is a critical part of the marketing engine, it specifically signals buying interest and purchase acceleration. Our partnership with Allant further enhances this process, setting a new standard for our industry."

Experienced marketers understand the importance of identifying who is in the buying cycle. Intent and behavioral data primarily come from three sources, including: activity on social networks, content consumption across publishing networks, and engagement with digital display advertising. Therefore, it is especially important for B2B marketers to realize who the high value targets are, and when to contact them. When this information comes together in real-time, marketing and sales can work together to accelerate their sales cycle.

"Allant is excited to partner with True Influence to solve the complicated problem of identifying the best decision maker. In the past, being able to identify and connect with key decision makers within a company was not an exact science...today that has changed because of the availability of meaningful data such as what True Influence offers" said Tim Finnigan, Chief Marketing Officer, Allant Group.



Allant is excited to partner with True Influence to solve the complicated problem of identifying the best decision maker.