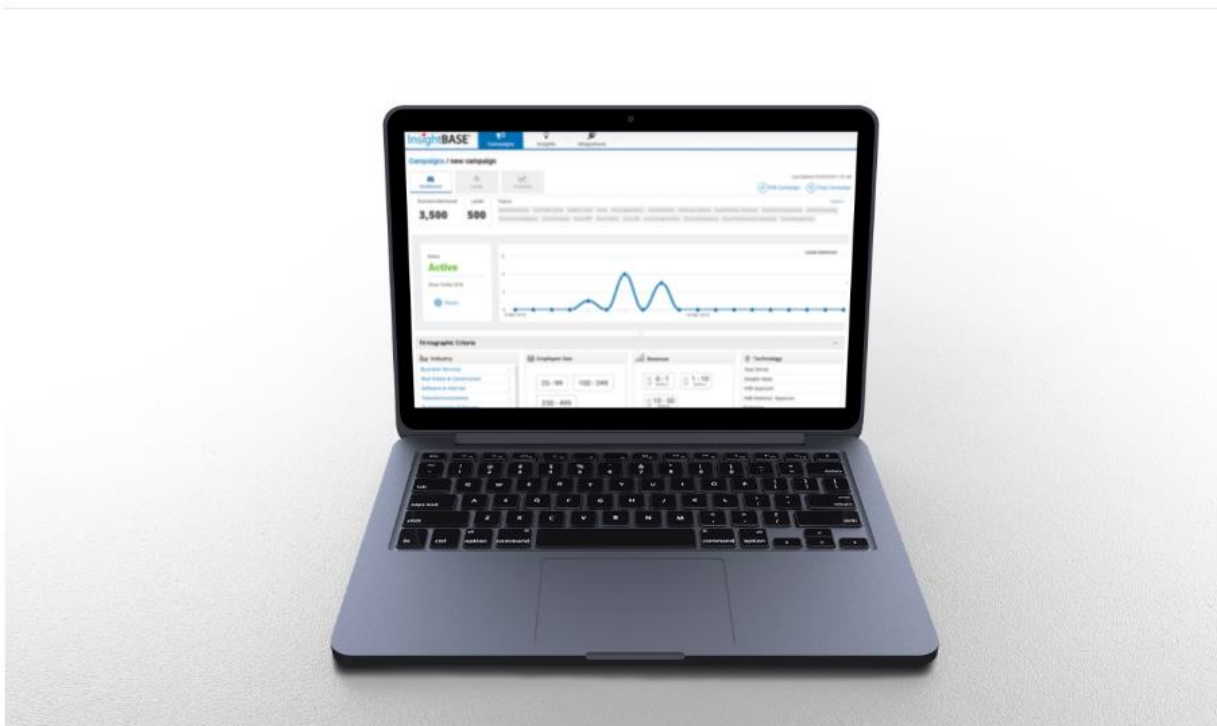


## True Influence Launches OpportunityBASE To Help Drive High-Quality Lead Generation

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Source: True Influence

[True Influence](#), an intent-based marketing and lead generation provider, enhanced its InsightBASE platform with OpportunityBASE, a new feature designed to accelerate sales by delivering leads via content syndication.

OpportunityBASE aims to use analytics and audience segmentation to identify the right audience for specific content, as well as leverage True Influence's TripleCheck lead verification process to ensure accuracy. Combined with InsightBASE, the platform is also positioned to detect which prospects are actively researching a solution.

Additional features include:

- **Audit trail** capabilities for orders and processes;
- A single-click **view of demand generation performance**;
- Extensive **reporting capabilities** for all demand generation programs; and

- **Customer-salesperson mapping** to assign a salesperson at the customer level, place multiple reps on an account and map product lines for accurate sales commission reporting.

OpportunityBASE is positioned to work across world markets such as the U.S., Canada, EMEA, Asia-Pacific and Latin America, according to the company.

“In today’s fiercely competitive marketing environment, obtaining a high-quality demand generation program continues to be one of the biggest challenges that companies face as they strive to increase sales revenue,” said Brian Giese, CEO of True Influence, in a statement. “With OpportunityBASE, we’ve developed software that makes it easy to provide quality services with a global reach in a full-proof, extremely efficient manner.”