

# PersonaBase™

## The Power of Content Syndication

You've invested in high-quality content that explains the benefits of your solutions and builds your company's reputation as a market leader. But competition is fierce, and even the best in-house email lists and web channels represent only a fraction of the total audience for your message.

So how do you get your content in front of B2B decision-makers who are actively in-market and researching their next purchase?

True Influence's **PersonaBase** program leverages the extensive reach of our Content Syndication network to find exactly the right audience for your content, at exactly the right time. Additionally, with our **InsightBase**® Version 4.0 intent monitoring solution, we can identify accounts that are actively researching your solution.

With **PersonaBase**, we deliver co-branded email campaigns that promote your whitepaper, webinar or other valuable content to contacts who are eager to learn more.

**The result:** A steady flow of top-quality demand generation to drive every aspect of your marketing and sales strategies.

## PersonaBase™ delivers:

### Top-quality demand generation when you need it

Marketers always need more qualified contact records, but organic audience activity on your website and social channels will come and go. There's just no way around it. And you can't afford to exhaust your own opt-in email list with redundant offers. The reach and diversity of our Content Syndication database ensures you'll get the steady supply of new, highly-qualified and fully-validated contacts you need to fuel your Account-Based Marketing (ABM) and other B2B sales strategies.

### Industry-leading customer service

Our **PersonaBase** team is devoted to helping you exceed your ROI and campaign performance goals. We respond immediately to optimize campaign parameters and address any concerns.

Our years of experience as a leader in intent-driven demand generation gives us the insight to help you design a Content Syndication program that beats expectations.

### Outstanding exposure for your content

**PersonaBase** email campaigns promote your content as being value-added learning for B2B decision-makers. You build your reputation as a thought leader and long-term partner in your customers' success.

## Feature Highlights

**True Influence's extensive Content Syndication network** speaks directly to the decision-makers you want to reach.

**Our customer success team** helps you design campaign targeting programs that tap into new audiences to improve your ROI and campaign performance goals.

**Emails are co-branded and promote your content assets.** Contacts are already engaged with your brand when they enter the pipeline.

**We deliver only business emails** for contacts who are interested in your solutions.

**We deliver demand generation in the timeframe you request, and at the pace you request,** integrating seamlessly with your existing marketing and sales programs. Your pipeline keeps pumping with the highest-quality contacts who are engaged with your content and are ready to buy.

**Market intelligence from our InsightBase** Version 4.0's intent monitoring platform uses AI, machine learning, and natural language processing to identify accounts that are actively in-market and interested in your solution.

**TripleCheck® verification** ensures accuracy of intent for contact records, 100% Guaranteed.



# How PersonaBase™ does it

## We help set the right lead qualification criteria

Our customer success specialists have years of experience in helping define campaigns that exceed ROI and performance expectations. In addition to your standard personas, we can help you refine conversion form questions, as well as identify job roles and other criteria that may be off your radar but still have enormous influence on the prospect's final purchase decision.

## We send quality, co-branded email campaigns

We send emails only to contacts who have shown interest in your solutions. Your content is clearly branded, and your team reviews and approves the campaign before it launches.

## We validate every contact record

We leave leads on the cutting-room floor that other providers send along to you. Our exclusive TripleCheck® contact record validation process uses computer algorithms, human tele-verification to confirm that lead information is current and accurate. And our leads are 100 percent guaranteed – any out-of-target leads are replaced, no question.

## We deliver leads when you need them

PersonaBase delivers contact records daily or weekly, as you choose, and can be posted directly into leading marketing automation systems to fuel your existing marketing and sales programs. We guarantee demand generation delivery at the volume you request, at the pace you request, keeping your pipeline consistently healthy.

## We're there for you

Our customer service makes us a recognized leader in demand generation. We are with you every step of the way, answering any questions and fielding any complaints. We can adjust campaign parameters on the fly to meet changing goals and keep your ROI on track.

## We get results

PersonaBase keeps your marketing and sales pipelines pumping with top-quality contacts who are engaged with your content and ready to move along the purchase journey to a closed sale. It's the perfect solution to leverage the power of intent to connect with a broader audience and grow your business.

## We find the right audience

InsightBase®'s powerful True Influence Relevance Engine® intent signal analytics identify accounts, Buying Groups or Demand Units that are actively engaged with content relevant to your solutions. We then target those prospects across our Content Syndication database. We can also use InsightBase Version 4.0 to add technographic campaign criteria or target your named account list for your ABM strategies. Our goal is to create a program that overdelivers and outperforms, and we'll work with you to make it happen.

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*"They have a community of great buyers and influencers, they have a deep knowledge of best practices and methodologies to help today's progressive demand generation professionals."*

**Christine Simonini**  
Director, Enterprise & Vertical  
Demand Generation  
DocuSign

## CASE STUDY: Uberflip

**Uberflip**, a cloud-based content platform, needed quality leads to support its rapidly growing sales team, as well as a partner that shared its commitment to quality. Uberflip turned to True Influence's **PersonaBase™** to support its ABM efforts with a steady stream of quality leads that it placed in highly targeted nurture streams.

True Influence's response time and prompt lead delivery helped Uberflip get its campaigns running in record time. Uberflip's marketing team can easily adjust campaign parameters on the fly while keeping their ROI investment competitive.

*"True Influence is a key factor in the success of our partnership. Working with them has been very smooth, and the True Influence team is able to work with us to launch new campaigns quickly and easily, and I know I can always count on them for fast response time!"*

**Tara Robertson**  
Director of Demand Generation



Learn more about what  
**PersonaBase™** can do for you:

Call: 1-888-301-4758  
[trueinfluence.com](http://trueinfluence.com)



True Influence gives you the intelligence you need to *be there when they're ready to buy.*