

# ActiveBase®

## Telephone Demand Generation to Fill Your Pipeline

Your business needs predictable revenue to meet its growth goals. This means consistently adding fresh, qualified demand generation at all stages of your B2B marketing and sales pipeline.

But how do you meet the never-ending demand for new demand generation without relying too heavily on the same source mix, settling for poor-quality contacts, or blowing through your annual budget to tackle a short-term gap in your pipeline?

True Influence's **ActiveBase** program leverages our expertise as a recognized leader in B2B demand-generation to deliver highly-qualified contact records at every stage of your funnel. Our customer success managers work with you to craft custom qualification criteria that identify and convert contacts at all stages of engagement. Our TripleCheck® verification process ensures that all contact information is accurate. Our demand generation is guaranteed 100 percent – any out-of-target contact is replaced, no questions asked.

Your team can move ahead with confidence that every stage in your pipeline is going strong. Our **ActiveBase** customer success managers work with you to optimize ongoing and long-term programs, creating a predictable, cost-effective and top-performing contact generation channel.

### Quality Demand Generation for Every Stage of Your Funnel

**ActiveBase** categorizes in one of four qualification tiers, ranging from Prospecting that have agreed to accept an asset to Sales Qualified contacts who have shared a timeframe for their project and some information about pain points driving their decision.

**ActiveBase** verified contacts can be delivered directly to your marketing automation and sales software, at the pace that best supports your needs. Contact records are ready for your team to advance sales calls and book revenue.



The four qualification tiers in **ActiveBase** programs keep your entire funnel moving with qualified contacts.

## Feature Highlights

**We identify key B2B decision-makers** who are actively researching a purchase and ready to pick up the phone.

**Our customer success managers work with you** to develop custom qualification criteria that clearly identify prospects' purchase journey stage.

**We deliver only business emails** for contacts who are interested in your product or service.

**We deliver leads in timeframe you request, at the pace you request,** integrating seamlessly with your existing marketing and sales programs at all stages of engagement.

**We work with you** to optimize long-term and ongoing **ActiveBase** programs to beat ROI targets and keep your pipeline pumping with the highest-quality prospects who are ready to buy.

**TripleCheck® verification** ensures accuracy of intent for contact records.



# How ActiveBase® does it

## We find prospects who you might otherwise be missing

Not every B2B decision-maker responds to marketing emails or looks to social media for purchase decision support.

ActiveBase programs identify prospects who are ready to pick up the phone and talk about the factors driving their spending decisions. We use a wide variety of intelligence, including our InsightBase® 4.0 solution and its True Influence Relevance Engine® intent monitoring analytics, to find accounts that are actively in-market for your product or solution.

## We know who we are talking to

Our ActiveBase call specialists use demographic, firmographic and other market intelligence to understand exactly who within a buying organization is involved in the purchase decision. We don't waste time and make a poor first impression by calling a CFO and offering a whitepaper about technology infrastructure. We have this down to a science.

## Our call professionals are the best

Our call center specialists are selected for your programs based on their professionalism and excellent language skills. For international programs, we offer in-language assets and call support.

## We customize the call experience to meet your goals

We work with your team to develop custom questions and identify purchase triggers that add valuable market intelligence to your ActiveBase programs. We can call under your brand or one of our own reputable brands that relate to your product or service. We'll work with you to meet your goals.

## We validate every contact record

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

## We deliver a steady flow of leads for every stage for your pipeline

ActiveBase delivers contact records daily or weekly, as you choose, and can be posted directly into leading marketing automation systems to fuel your existing nurturing 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 our industry. We are with you every step of the way, answering questions and concerns. We adjust campaign parameters on-the-fly to meet changing goals and keep your ROI goals on track. We work with you to ensure that ActiveBase is a cost-effective, high-performing source for demand generation.

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*"True Influence helped us achieve a strong balance of quality contacts with enough volume to feed our hungry sales force. Their targeted promotions of our existing content produced the most successful program in years."*

MarCom Manager, CA Technologies

## CASE STUDY: Extreme Networks

**Extreme Networks**, a high-growth tech infrastructure company, needed to quickly fill its funnel with more in-market buyers so Sales could close more deals.

Extreme Networks chose True Influence's intent-powered **ActiveBase®** to provide the quality and intelligence needed to fuel their sales needs.

**The results:** 125 appointments in 7 months, and True Influence leads converted at a higher rate than any of Extreme Network's third-party demand generation sources.



*"True Influence programs are incredibly successful. We run a variety of programs with several different vendors, but True Influence surpasses any other third-party lead source we have used."*

**Mike White**

Marketing Manager, Demand Generation, Extreme Networks

Learn more about what  
**ActiveBase®** can do for you

**trueinfluence.com**

**1-888-301-4758**



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