



The True Influence[®] Marketing Cloud[™]

Integrated, intent-driven demand generation across all audiences, programs, and channels

Today's B2B sales and marketing teams need a comprehensive view of their prospects' entire customer journey. Success is no longer measured by a single tactic's performance. You need insights into audience engagement across all channels, and you need real-time management tools to shift your marketing dollars into programs that are having the most impact – all powered by industry-leading purchase intent intelligence.

You need the True Influence Marketing Cloud.

With the True Influence Marketing Cloud, you can:

Build powerful audience segments and B2B Buying Group models, based on both your own lists and our extensive B2B contact database.

Use True Influence's category-defining Relevance Engine[®] intent monitoring analytics to get a clear picture of the Total Available Market and Total Active Demand for your products and solutions.

Maximize ROI on your demand generation campaign investments by targeting prospects in exactly the right channel, at exactly the right time. Powerful analytics and reporting provide real-time intelligence on which programs are delivering Account and Buying Group engagement.

Immediately trigger campaigns and outreach efforts through seamless, bi-directional integration with leading CRM and marketing automation platforms.

Automatically trigger next-action steps in your integrated campaigns to accelerate audience engagement in the right channel, with the right content.

Micro-target hard-to-reach segments, based on purchase journey stage, purchase intent, and extensive demographic filters.

Drive sales and marketing alignment with clear insights on exactly which ABM targets, Named Accounts, and Buying Groups are actively in-market.

It's a complete, data-driven integrated marketing solution, all delivered in an intuitive experience that can grow with your company's needs.

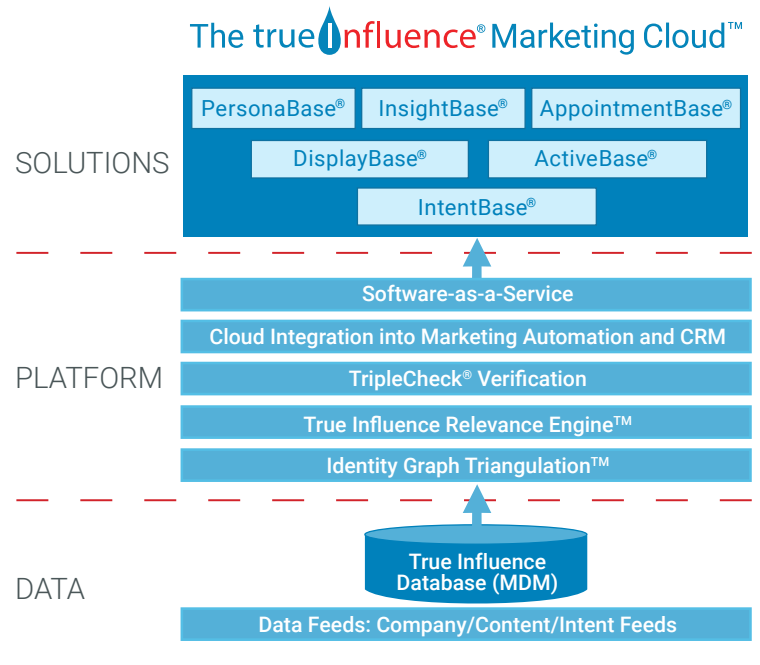
Easily configure,
manage, and
measure
multi-channel
campaigns in
one solution.

Complete visibility and control of audience engagement

The True Influence® Marketing Cloud™ digital marketing platform puts our intent-driven demand generation and market intelligence solutions into a single streamlined management and reporting suite.

You can view audience engagement across all programs and channels – demand generation, content syndication, display advertising, and teleprospecting – and easily refine campaigns or re-allocate resources to drive the best return on your sales and marketing investment.

It starts with data. See graphic to the right.



Multi-channel demand generation at your fingertips

The True Influence Marketing Cloud integrates our award-winning intent data, display advertising, content syndication, and teleprospecting services into a single, comprehensive demand generation suite.

IntentBase®

Define and engage in-market prospects with our proprietary intent data feed, coupled with our extensive B2B contact database.

DisplayBase®

Maximize ROI on your display advertising budget with real-time, omni-channel campaign management tools.

ActiveBase®

Intent-targeted telephone demand generation with tiered qualification levels to keep your revenue pipeline moving.

PersonaBase®

Leverage your investment in B2B content assets across our premiere content syndication network, with co-branded campaigns that target active demand for your products and services.

InsightBase®

Discover contact-level intent, identify B2B Buying Groups, and enable data-driven sales and marketing decisions with our award-winning intent intelligence and demand generation platform

AppointmentBase®

Qualify prospects and get sale calls on your reps' calendars with our customized voice outreach programs.

Relevance Engine™

Our exclusive analytics use AI, machine learning, and natural language processing to find meaningful intent trends.

Identity Graph Triangulation™

Maps intent to account, location, and contact level with advanced Big Data technologies.



TripleCheck® Verification

Our team personally guarantees contact record accuracy and validity.

The True Influence® Marketing Cloud™ in Action

Through our streamlined management interface, your team can monitor and optimize every aspect of your audience segmentation and demand generation efforts across all channels and programs. True Influence's Marketing Cloud elevates every aspect of your daily revenue operations and strategic planning.



Optimize and manage campaigns in real time

Re-define audience segments, add display advertising and content syndication assets, or enhance Buying Group models for current or future campaigns. Creating new ideal customer personas or firmographic filters to campaign criteria takes only a few seconds.

Discover and micro-target high-value audiences

The True Influence Marketing Cloud offers more than 15 segmentation filters for purchase intent, job role, demographic, firmographic, and technographic criteria. Coupled with our extensive TripleCheck® verified database of B2B contacts, these filters empower you to fine-tune audiences for one-on-one personalization and identify key Buying Group personas that may not already be on your radar.

Publish audience segments across multiple channels

With just a single click, move high-performing audiences into exactly the right program at exactly the right stage. An account that's highly responsive to a DisplayBase® digital campaign can immediately transition into a PersonaBase® content syndication program for further qualification, with ActiveBase® voice outreach targeted for key decision-makers. You are in complete control.

Complete integration with your marketing technology stack

Out-of-the-box integrations with industry-leading marketing automation platforms Eloqua, Marketo, HubSpot, and Salesforce ensure that Marketing Cloud intelligence is fueling every aspect of your revenue operations, every day. And our robust APIs support integration throughout your marketing operations.

Full-funnel channel management

Monitor, analyze and orchestrate your multi-channel strategies from a single, intuitive control center. Content syndication, demand generation, display, teleprospecting – it's all here, in an integrated view of your complete customer engagement strategy.

Get the whole picture with advanced analytics and reporting

View performance by audience segment, decision stage, and campaign asset. Compare industry and segment intent signals for your key products and solutions. Customized, actionable campaign advice and best practices are built directly into the True Influence Marketing Cloud experience, helping you put our intelligence into action.

Our commitment to your success is personal

All True Influence Marketing Cloud services and programs are backed up by our industry-leading Customer Support & Managed Service team, as well as our TripleCheck® lead verification guarantee. Your success is our success.

Learn more about what True Influence can do for you.

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