



Data-driven, intent-focused integrated campaign execution and analytics

The True Influence Marketing Cloud™ brings demand generation and programmatic advertising campaigns into one integrated, real-time management platform powered by industry-leading business contact data and purchase intent.

Our intuitive campaign execution and reporting tools let you monitor performance and quickly re-allocate resources for the best return on your marketing investment. Bi-directional Integration with your sales and Martech stack supports delivery of contacts and leads to all your transactional systems. And after a campaign is complete, in-depth analytics empower you to design your next campaign based on clean, trustworthy data – not guesswork.

The Marketing Cloud allows for Self-Service access or Managed Services partnerships across our demand-generation services:

DATA SOLUTIONS

Verified intent, demographic, and firmographic data feeds can be customized and fully integrated into your marketing technology stack.

PROGRAMMATIC DISPLAY

Intelligently target and re-target digital advertising to drive maximum brand impact and accelerate demand generation programs.

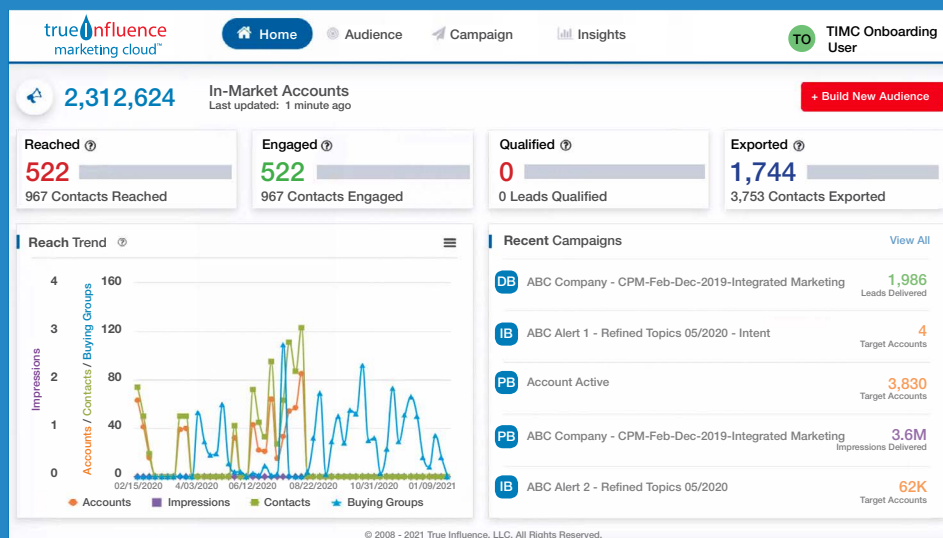
CONTENT SYNDICATION

Co-branded email campaigns, full-funnel tele-qualification, and TripleCheck® lead verification to ensure that your message is reaching real decision-makers who are ready to buy.

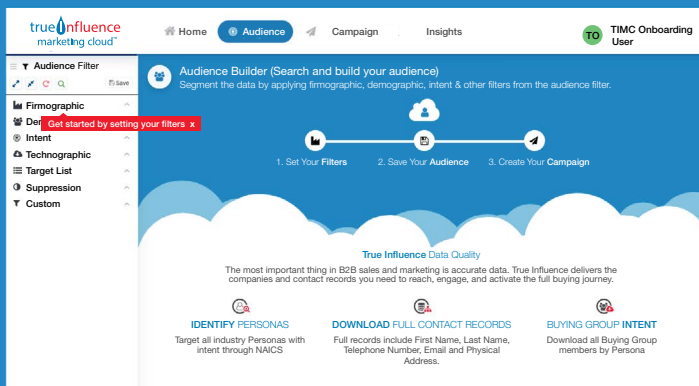
Get an overview of your demand generation performance on the TI Marketing Cloud's Home dashboard.

Quickly see:

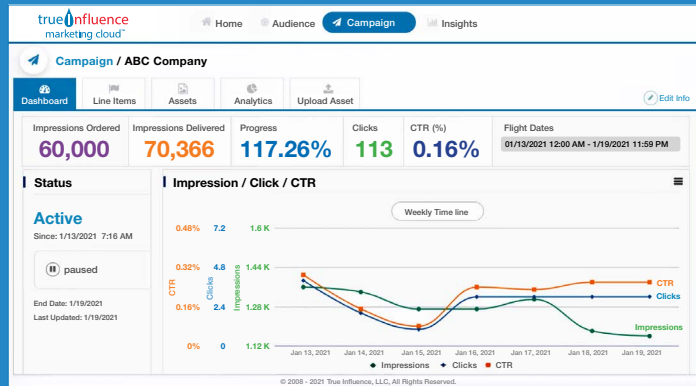
- Audiences
- Campaigns
- Buying Groups
- Insights
- *and more!*



AUDIENCES



CAMPAIGNS



Data to drive your revenue strategies

Data

Define and export highly targeted audience segments and B2B buying groups. Cleanse and augment your database with our extensive firmographic, demographic and intent data powered by our Intent category-defining True Influence Relevance Engine™. Push segments to your DSP or platform of your choice to equip your teams with current, intent powered data.

- Our intent database of B2B contacts is updated daily with the most reliable demographic and firmographic data.
- True Influence's Relevance Engine® intent monitoring analytics provide a clear picture of the Total Addressable Market (TAM) and Total Active Demand (TAD) for your products and solutions.
- Define and Microtarget specific audiences based on topical interest, buying group coverage, and extensive filters. Push these audiences live into Campaigns for real-time execution of engagement strategies.

Precision Campaign Execution

Orchestrate multi-channel campaigns and get real-time delivery of results, either through the Marketing Cloud or via integration with your CRM or marketing automation platform.

- Quickly see how many business decision makers are showing intent and activate campaigns across all channels to achieve better engagements rates with your content.
- Re-define audience segments, add programmatic display and content syndication assets, or enhance buying group models for campaigns mid-flight. Use real-time data to run integrated campaigns targeting each segment with the right tactic.
- Alert sales teams when accounts, buying groups or important new contacts become available or engaged. Shorten the sales cycle by reaching out at the right time.
- Seamless, bi-directional integrations with industry-leading marketing automation platforms and CRMs like Eloqua, Marketo, HubSpot, and Salesforce allows for continued outreach and influence inside of your own systems.

Integrated Marketing Strategy

Monitor and manage your multi-channel strategies from a single, intuitive control center, whether you practice Account-Based Marketing (ABM), Net New or a mix of approaches.

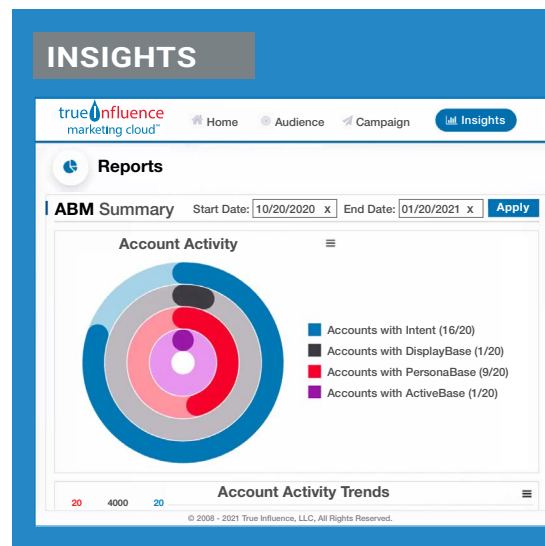
- Publish audience segments across multiple channels with just a single click. Move high-performing audiences into exactly the right program at exactly the right stage.
- Drive sales and marketing alignment with clear insights on exactly which ABM targets, named accounts, and buying groups are actively in-market.

Analytics

View performance by audience segment, decision stage and campaign asset. Get unequaled visibility into account-level performance of your digital campaigns. All within a single, integrated user interface that's as easy to learn as it is powerful.

- Gain unparalleled real-time intelligence on which programs and assets are delivering engagement and optimize your campaigns for maximum ROI.
- Compare intent trends for your key products and solutions.
- Customized forecasts and intelligence are built directly into the Marketing Cloud, projecting in real time how modifications in your campaign criteria will impact performance.
- Analyze ABM penetration via all channels to prioritize your next engagement efforts.

Take control of your data-driven B2B marketing and sales operations with the [True Influence Marketing Cloud](#)™.



About True Influence: [Founded in 2008](#), True Influence helps you grow your business with actionable intent data. We expertly leverage data, technology, and content to drive high-impact marketing campaigns and share detailed results and insights to help you win new business. True Influence generates revenue across multiple industries, promoting brands and products from successful global companies that include well-established blue-chip brands like IBM, Microsoft, and Cisco. Our innovation earned us numerous industry awards including:

- 2019 and 2020 MarTech Breakthrough Award for Best Influencer Marketing Management Platform
- 2020 Business Intelligence Group's "BIG Awards for Business" for Company of the Year
- 2020 CIO Applications Award for Top MarTech Solution Providers
- 2019 B2B Innovator Awards for C-Suite Strategy and People's Choice
- 2019 Rele Award for Sales Enablement

For more information visit True Influence online at www.trueinfluence.com or follow us on [Facebook](#), [LinkedIn](#) or [Twitter](#).

