InsideView™ Target

Build smart, precise prospect lists. Expand your audience and break into entirely new market segments.

Find Your Best Audience with InsideView Target

You depend on new leads for growth. But as marketers search for more opportunities to expand their total addressable market, it's difficult to uncover new prospects that are also high quality. You can no longer just buy broad contact lists to add more prospects at the sake of quality and relevance.

InsideView Target provides a massive database of more than **24 million global B2B decision makers across 12 million companies,** including the demographic and firmographic details you need to pinpoint the ideal prospects for your campaigns.

Targeted email campaigns achieve **1,800% more revenue** and **267%** higher click-through rates than untargeted campaigns. [1]

INSIDEVIEW TARGET CAPABILITIES

Pinpoint your target audience:
Search our global database of relevant companies and contacts to find the ideal prospects for your sales and marketing campaigns. InsideView's market intelligence platform triangulates data from over 40,000 sources, lets you filter on demographics, firmographics, and business connections, and delivers the data directly into easily exportable lists.

Let business signals guide you to the right targets:
Build lists of high-quality, hyper-targeted prospects based on custom criteria and relevant events. Screen results by business demographics to filter out the noise, then hone in on business signals, like product launches, acquisitions, new executives and promotions, and financial results, to increase every campaign's relevance.

Customize your results on-the-fly:
Modify your list results by making real-time adjustments to the search criteria. Add and remove fields instantly by clicking on dynamic inline filters. All the while, your search results total is displayed to keep track of your list size.

Export results directly into your marketing automation platform:
Easily export custom lists into CRM or marketing automation applications with just a few clicks. Target offers a direct integration into Eloqua, Marketo and Salesforce platforms. Key data fields are automatically mapped and de-duped against your existing leads so you never pay for leads already in your database. For other marketing automation systems, you can always use our universally accepted, easy-to-import Excel/CSV file export.

1. Hubspot, "Why List Segmentation Matters in Email Marketing," blog.hubspot.com, (May 15, 2012)
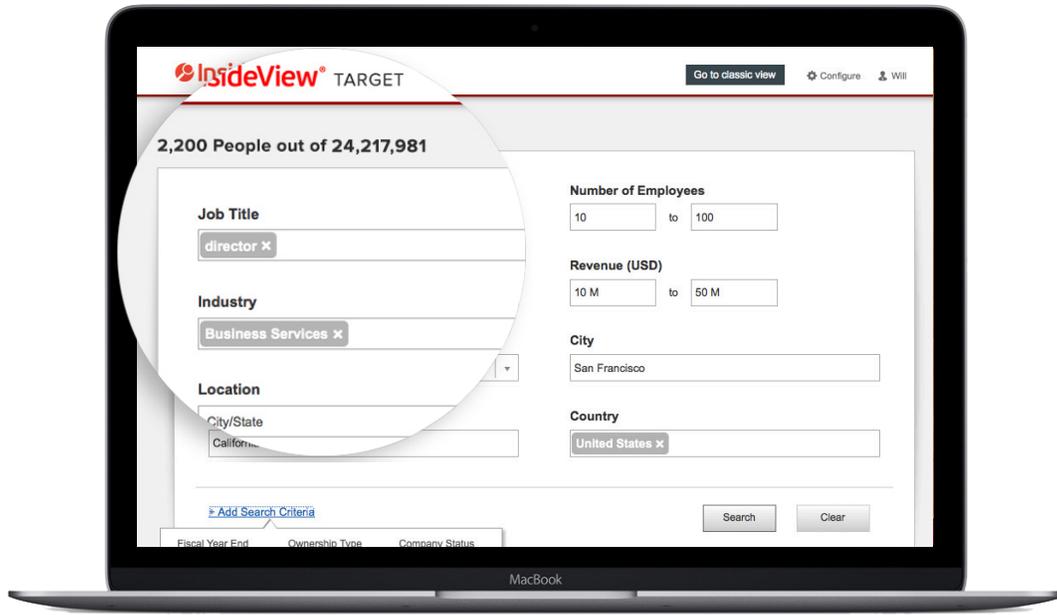
Build high-quality, hyper-targeted lists of prospects based on your custom criteria with InsideView Target.

INSIDEVIEW TARGET FEATURES

• Use your own custom list criteria on contact demographics and company firmographics.

• Filter by relevant business events, like product launches, acquisitions, new executives, and financial results.

• Fine-tune the desired audience and immediately see how the changes impact the number of matching contacts.

• Use prebuilt integrations to push lists directly into Eloqua, Marketo or Salesforce, with over 40 fields of information ready to be transferred automatically.

• Never pay for leads you already have in your Eloqua, Marketo, or Salesforce database.

What makes InsideView Target special?

In addition to data on more than 24 million global decision makers, InsideView Target offers powerful features to help you find the perfect prospects based on your criteria and their relevant business signals. This empowers you to target the right people at the right time, and enhances your ability to engage with leads.

Take Target for a Test Drive Today!

Discover for yourself how InsideView Target can help improve your campaign results.

Try our free version here to see how easy and powerful list building can be with InsideView Target.

The InsideView Advantage

Like all InsideView products, InsideView Target is powered by the InsideView Market Intelligence Platform—the industry's most accurate and complete source of market intelligence. To maintain our lead in data completeness, this platform employs all of the major data aggregation methodologies across 40,000 sources, leveraging the strengths of each. To maintain our lead in data accuracy, the platform relies on our first-to-market proprietary process in which every piece of data is multi-sourced, triangulated, and validated.

Contact Sales at **(415) 728-9340**, or email **sales@insideview.com** to learn more about Target

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