

Trends in Target Account Marketing

35% said it was "like pulling teeth" to create the content needed to keep management prospects engaged

84% rated "Engaging Management" as critical to their sales success

38% expressed serious concerns about their own marketing efforts

61% have long sales cycles of more than 6 months

48% had fewer than 10K companies in their target market

60% have large deals sized >\$50K

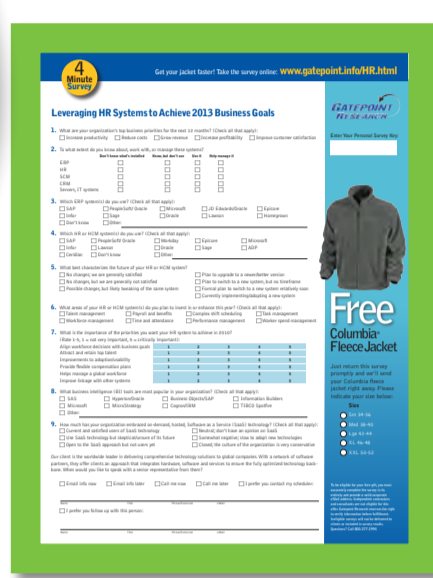
In a recent survey of more than 100 marketing executives:

SimplyDIRECT Puts YOU in Control of your marketing programs

First, we research the accounts and contacts...

Right revenue size, industry, company, job title, area of responsibility, etc.

Then we engage them using an email-based qualifying survey...



responders provide account-level intelligence while opting-in to being contacted by you, our client.

We Work with Companies Such As:

A V E R E

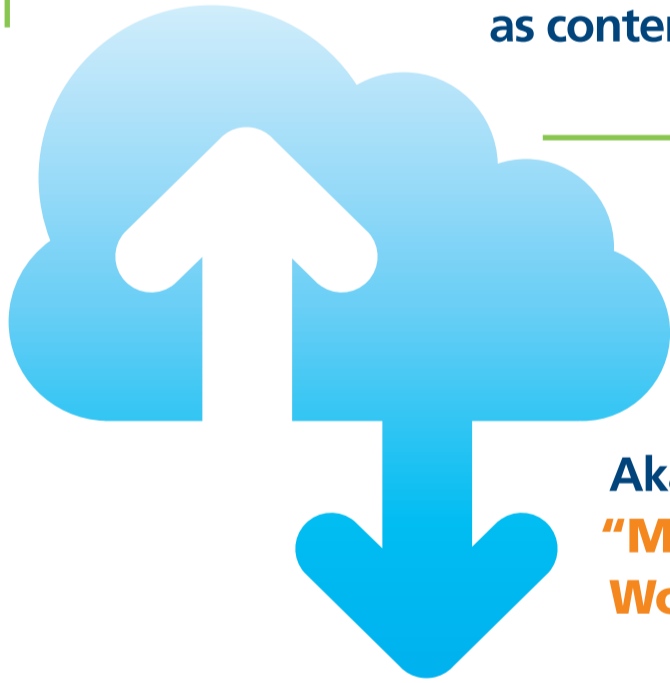
Avere Systems used the survey results to create a slide show "6 Revealing Cloud Storage Statistics"



Marketto uses the Pulse Report "Marketing Automation Optimization Strategies" as premium content on their website.

E2OPEN

E2open used the results as content for a Press Release.



Akamai

Akamai created a whitepaper "Moving Media Content Workflows into the Cloud."



These Companies Get 4 Benefits from One SimplyDIRECT Campaign:

- 1 New contacts at the right level and right role in their target companies.
- 2 Leads that have opted-in to be contacted by your company.
- 3 Account level intelligence about these leads.
- 4 Customized content to help keep prospects engaged throughout their buying decision.



For more on how SimplyDIRECT can help you reach and engage your target prospects, go to