



# Driving Marketing Efforts

## Elevate Your Marketing ROI with Introhive's Client Relationship Intelligence Platform

Introhive empowers marketing teams to drive higher ROI by increasing your marketable contact database, automating contact management, enhancing segmentation, and fueling targeted campaigns. Maximize your marketing efforts with actionable insights.

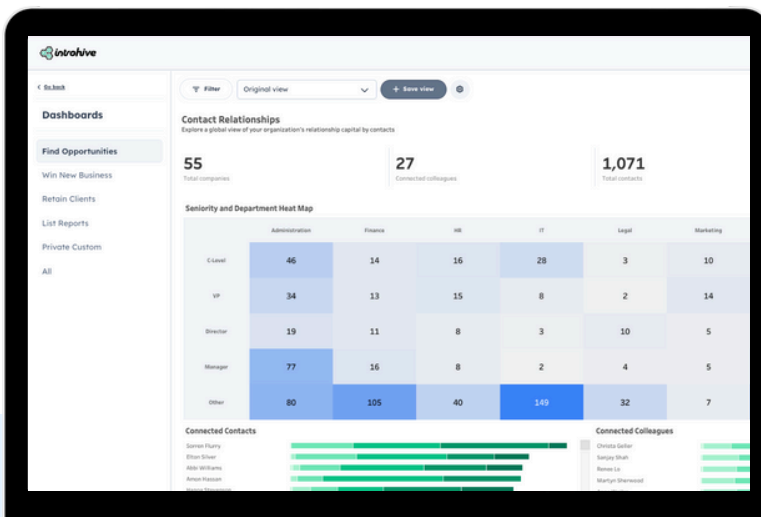
Take your marketing team to the next level with Introhive:

### 1 INCREASE YOUR CONTACT DATABASE

- Automate the capture and maintenance of contact records, ensuring a complete and accurate record of GDPR-compliant marketable contacts.
- Uncover 1000s of new, untapped contacts from your existing network to expand outreach opportunities and scale marketing efforts.
- Identify key decision-makers for personalized outreach.
- Keep contact records clean and up to date.

### 2 LEVERAGE ADVANCED SEGMENTATION

- Boost client acquisition and retention, driving higher campaign ROI with enriched relationship insights.
- Develop targeted marketing and ABM strategies through advanced segmentation.
- Gain a comprehensive view of interactions to improve transparency and collaboration.
- Leverage firm-wide relationships to connect with key buyers and influencers.



Increase win rates by 36%



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Creating Tailored Marketing Campaigns with Client Relationship Intelligence

## 1 PERSONLIZED OUTREACH

Map connections within client accounts. Tailor your communication to resonate with the specific interests and needs of key decision-makers, increasing conversion likelihood.

## 3 MAXIMIZE INDUSTRY EVENTS

Use advanced segmentation and filtering by persona and industry when creating invitations for hosted events and webinars. Take a strategic approach to conference attendance by understanding who knows who and setting up meetings ahead of time with key stakeholders to maximize engagement and conversion opportunities.

## 2 ADVANCED SEGMENTATION

Analyze client data to create precise audience segments based on industry, job role, company size, and service needs. Ensure your marketing messages are relevant and compelling, improving engagement and driving results.

### IN PRACTICE

For example, a campaign targeting CFOs in the financial services industry might include white Papers on regulatory changes and case studies of successful engagements, webinars, and a strategy to nurture leads through the sales funnel with marketing attracting prospects and sales following up with personalized outreach.



**We are improving our visibility into all of the connections we have as a Firm, and we are able to now show both sales and marketing touchpoints from target to opportunity, measure cost of an opportunity and so much more. We can have a smarter, more efficient and profitable sales cycle for all of our business lines."**



**ERIN CONNOLLY-KRIARAKIS**  
Chief Marketing Officer