

vipnak****



**A MEDIA HOUSE
OFFERING FOR ALL
YOUR MARKETING
NEEDS**

www.vipnak.com



About Company!

Vipnak is a B2B Lead Generation, Demand Generation and Services organization offering a variety of IT and IT empowered arrangements that are redone, focused and weighty. We help our clients create pipeline and accelerate revenue by identifying, profiling and connecting with the right decision makers within their targeted customer and prospect accounts. We convey top notch, financially savvy administrations and projects, customized to address every client's one of a kind necessities.





Defend our position in the market

Briefly eAs part of our process, we are committed to understanding your product or service, your niche, your market, and your USP to ensure that we find the best leads for you. As part of our process, we are committed to understanding your product or service, your niche, your market, and your USP to ensure that we find the best leads for you. explain the company's first proposed solution.





The Things We Excel At!

**Identification of
total new customers**

**Database
Management &
Services**

**Custom Research &
Analytics**

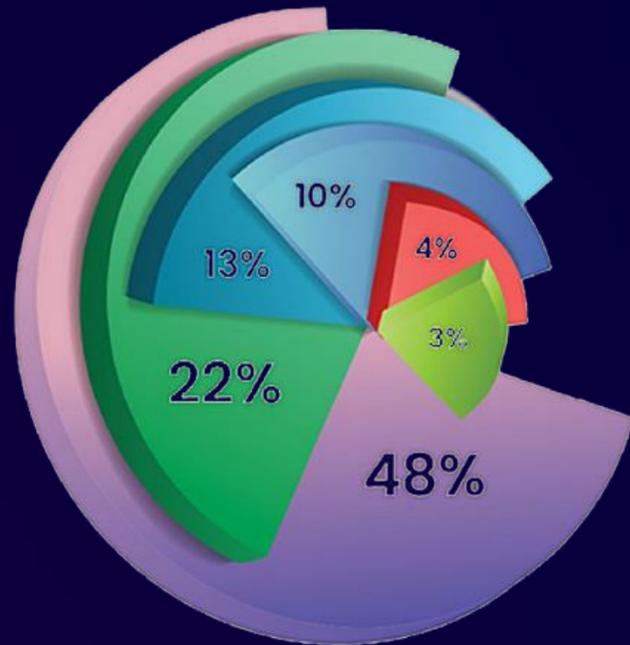
**Account Based
Marketing Program**

**Business & Market
Intelligence
Research**

**Promotion through
Google PPC,
Linkedin, Twitter ad
campaigns and EDM
broadcast**

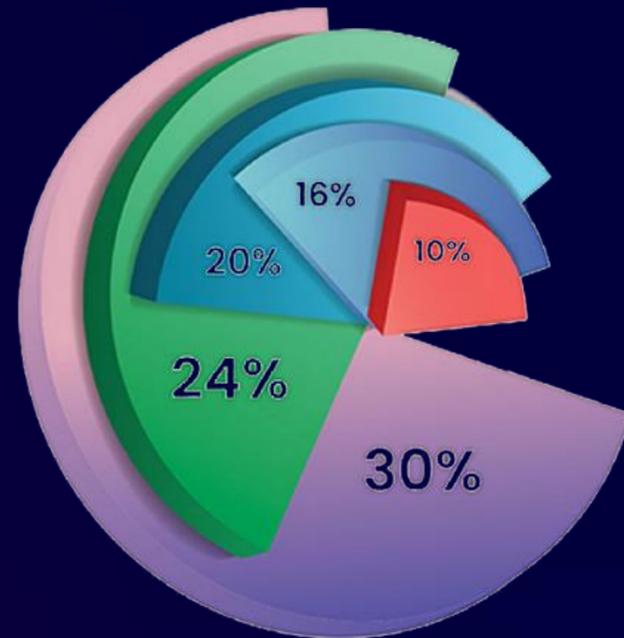
Content Syndication

Approximately 15.8 Million+ contacts for various functions in India
 4.9 Million+ Technology and Marketing titles



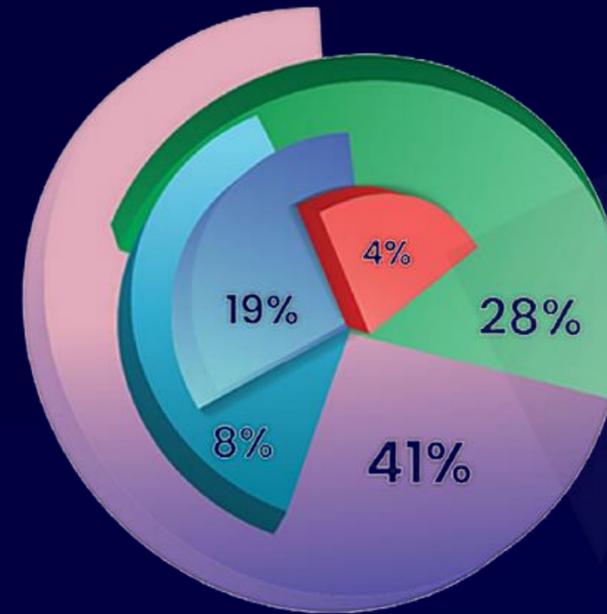
- Non Manager
- Manager
- Director
- VP-Level
- C-Level
- Board Members

Management Level



- Engineering & Technical
- Operations
- Sales
- Finance
- Marketing

Function



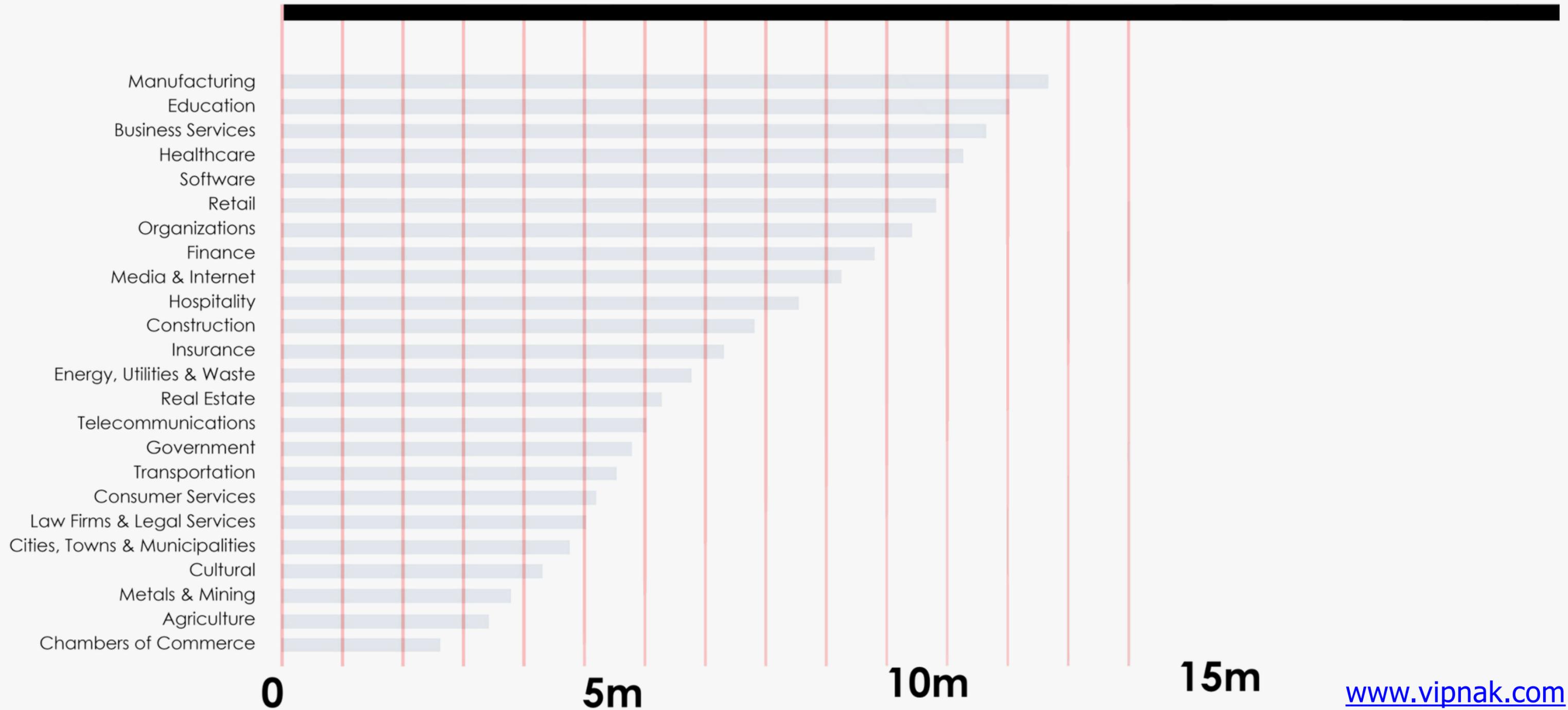
- 1-500
- 500-1000
- 1000-5000
- 5000-10000
- Over 10000

Company Size

Business Professionals
1,153,124

Email IDs
9,749,174

Direct Dials
668,752





Account-Based Marketing (ABM)

Account based marketing (ABM) is a strategy that aligns marketing and sales resources on a set of target accounts within a market. It uses personalized campaigns to engage each account, basing the message on the specific needs of that company.

The Benefits of Account Based Marketing

1. Improve Your ROI
2. Shorten Your Sales Cycle
3. Improve Your Efficiency
4. Provide More Value to Prospects and Customers



3 ABM Strategies That Boost Conversions

1. Build Strong, Data-driven Target Account Lists

ABM enables brands to focus on accounts that are a perfect match for the products or solutions they offer.

2. Choose the Best Channels to Reach Buyers

The various channels brands can use to reach their prospects are targeted display ads, email marketing campaigns, webinars, and social media.

3. Curate Personalized Messages For Prospects

Account-specific research, account mapping, and profiling can help your brand curate content as per the buyers' stages within the funnel.

Display Ads

Display Ads massive reach & Capabilities that allow for a range of targeting

Get quicker results & Build brand awareness

Earn more conversions & Maximize ROI

Why You Should Use Display Ads

Display Ads is an effective way to drive qualified traffic, or good-fit customers, to your business who're searching for products and services like the ones you offer. With Display Ads.

Ads will be created and shared among your target audience at just the right time. This will enable your business to show up on the search engine results page when your ideal customers search for products and services similar to yours.

Lead Process

Our standard Lead Generation Process



Our process is laid keeping customization in mind. We can accommodate changes based on campaigns performance.



Be sure to have full control over how you want your deliverables.

Sales CRM

- Clients and leads tracking.
- Campaigns and Invoices
- Platform to transparent relation

DBMS

- Manage data seamlessly
- Shorten data path
- Better data compliance

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HRMS

- Resource management
- Employees details, payroll, benefits
- Easy management reporting

Inhouse ESP

- **Customized sending of campaigns**
- **Customized reports**
- **Integration with Major ESP**

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Happy Clients

Our clients benefit from our customer-centric approach and measurable results that transform their business into something meaningful

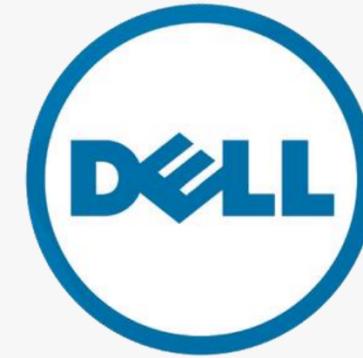


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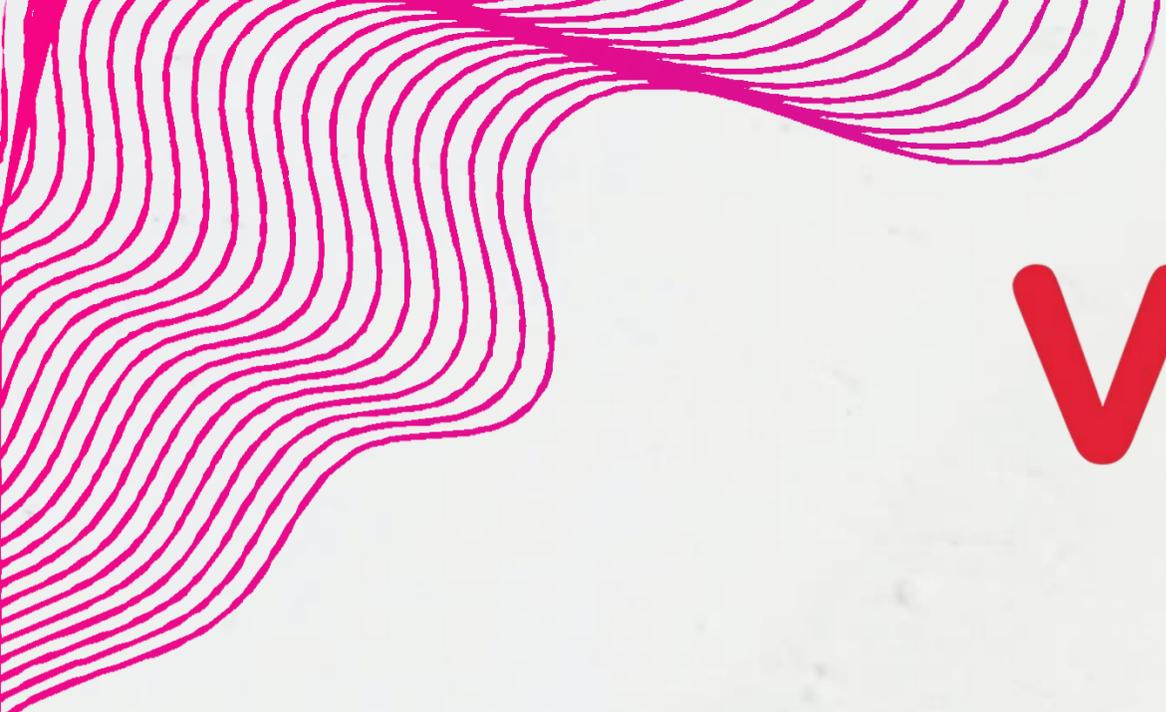
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