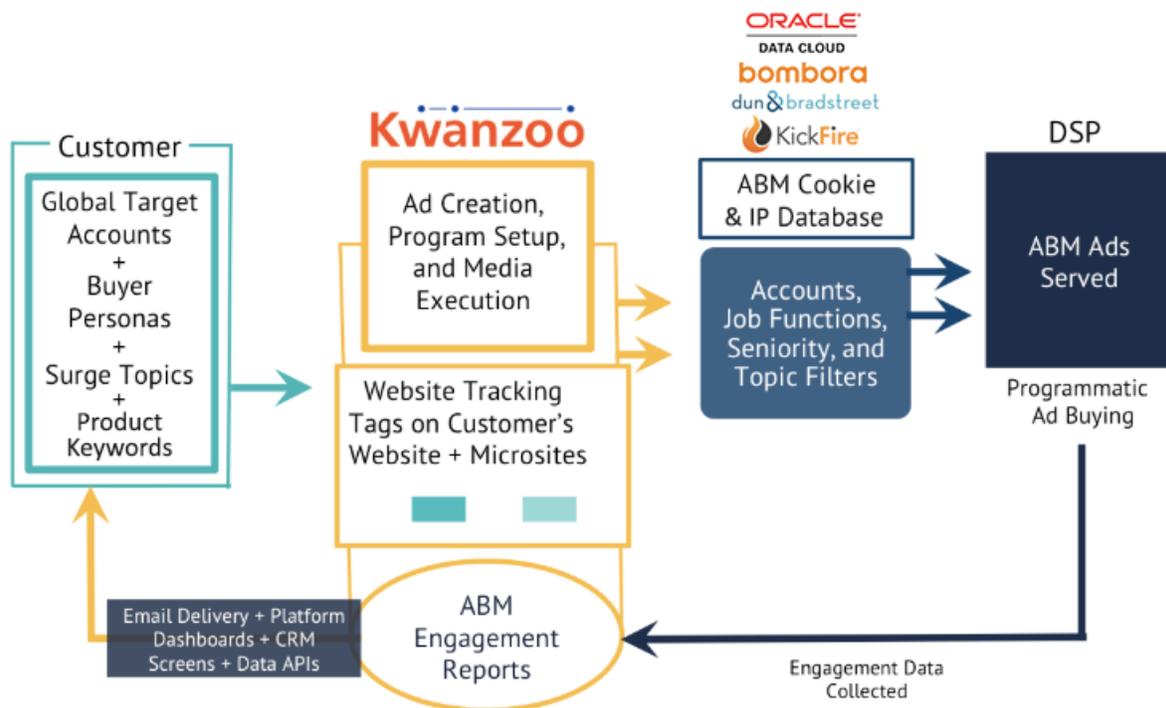


GLOBAL ABM PROGRAMS WITH KWANZOO

Kwanzoo Overview

Kwanzoo's Adaptive ABM platform enables B2B enterprises to reach and engage target accounts across global geos (NAM, UK, EU, APAC, LATAM, ANZ) through online advertising. Marketing and sales teams can easily adapt their current demand gen process, media & agency partnerships, and tech infrastructure to pursue an ABM approach. Enterprise sales development (SDR), business development (BDR) and sales teams receive unique insights on engaged accounts and buyers who are ready for a sales conversation. Using Kwanzoo, B2B companies can reach the hard-to-reach buyer, boost their brand awareness, grow sales opportunities, and drive more pipeline.

KWANZOO: BEST-IN-CLASS PROGRAM EXECUTION



WHY USE KWANZOO?

Kwanzoo helps B2B companies move to ABM and “connect the dots” as they accelerate their sales pipeline with minimal risk and disruption to their current demand generation process and tech stack. Our flexible, open approach, with full visibility helps customers get the most value from their investment in third-party targeting data, while running global ABM programs. Use Kwanzoo to build out segmented account lists using buyer personas, surge topics and product keyword-based filters. Activate your custom ABM audience segments with programmatic display media through all major demand-side platforms (DSPs). Tap into third-party cookie and IP data to deliver actionable intelligence to marketing and sales teams.

GLOBAL ABM: KEY CONSIDERATIONS

Connect & integrate process, data, tech & programs: ABM can get quite complex, especially at global scale. We bring you the best-in-class capabilities and expertise that you need to achieve program success.

Protect your existing tech investment: Unlike today's "All-in-One ABM" solutions, that can "rip and replace" your existing tech stack, our Adaptive ABM approach is 100% additive.

Flexibility, transparency, full visibility: Have existing direct relationships with demand gen, media, data and SI consulting partners? Keep working with them, with no redundant costs.

Global account reach & coverage: Simply share your target account lists and buyer personas and we will tell you what account reach, coverage and match rates are available.

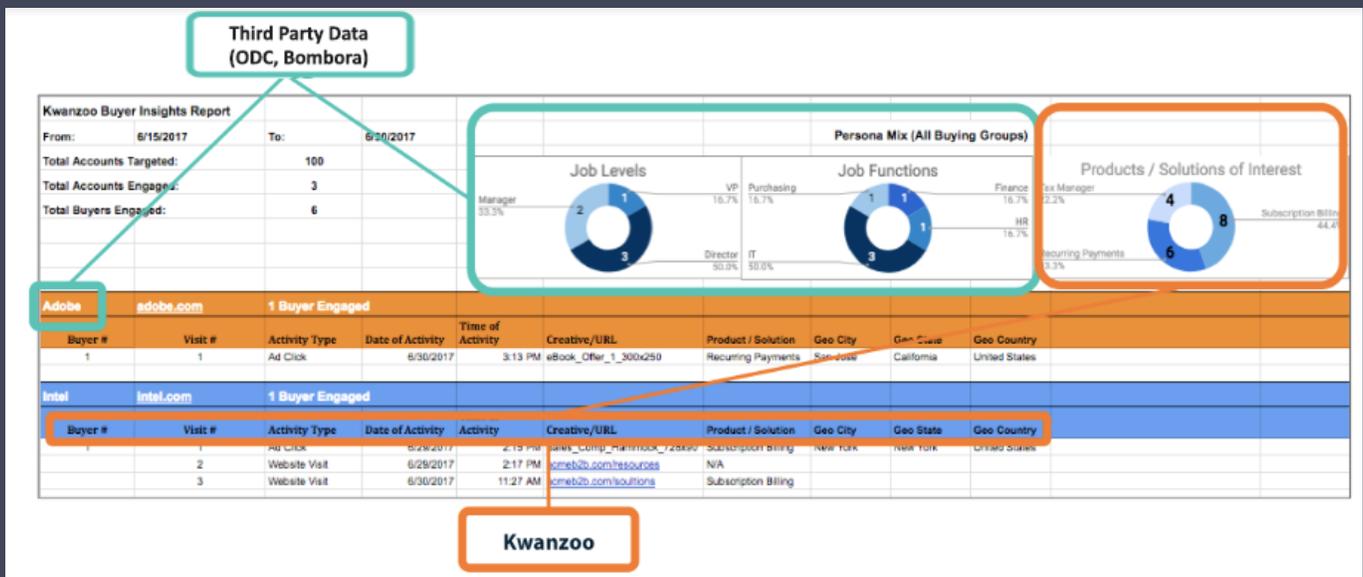
Better targeting: Apply job level or seniority, job function, intent topic and geo-based filters. Deliver precision targeting across global geos to engage buyers.

Deeper reporting: Go beyond leads to provide actionable insights on entire buying groups and engaged buyers from your target accounts. Help SDRs/BDRs open new opportunities.

Lower cost per engaged buyer: Spend effectively in media, data, tech and services to maximize account reach for your available budget and achieve low cost per engaged buyer.

HIGHER BRAND AWARENESS, ENGAGEMENT AND SALES PIPELINE

Global ABM programs with Kwanzoo are designed to deliver actionable insights and reports to your Brand, Demand and Sales teams. Our reports "stitch together" valuable information on the accounts that are engaging with their brand, buyer personas as well as their product/solution of interest. We provide valuable insights to your SDR/BDR teams so they can better prioritize and customize their sales outreach. Our account-level engagement data enhances your custom internal reporting, customer data platforms (CDPs) and data warehouses/data lakes, to help drive more sales pipeline.



Have questions? Contact us:

Kwanzoo at info@kwanzoo.com, 408-216-7025, www.kwanzoo.com