

# Fuel Modern Marketing Success

Data drives today's marketing success



**Sharpen your view of customers and prospects** with continuously refreshed data from InsideView.

## What is the InsideView Marketing Suite?

The InsideView Marketing Suite addresses three common marketing challenges. It cleans and enriches dirty, incomplete leads. It continuously refreshes account data. It enables you to build and import highly customized marketing lists.



## Why use the InsideView Marketing Suite?

- Grow and improve your pipeline
- Quickly and effectively prioritize and route leads
- Find more prospects that look like your best customers
- Build highly targeted campaign lists
- Align sales and marketing around the same data that feeds Insights, powered by InsideView

## More Actionable Leads

- Automatically enrich dirty, incomplete leads.
- Grow your pipeline with more actionable prospects.
- Score and route leads faster, with greater accuracy.
- Increase web form conversions and reduce cost per lead by 40%.

## More Reliable Data

- Continuously refresh and enrich your Dynamics 365 account data.
- Target and engage with greater precision.
- Spend more time pursuing the right prospects.
- Reduce time spent maintaining your data.

## More of the Right Targets

- Build highly refined company and people lists.
- Create account-based marketing (ABM) lists.
- Discover all decision-makers in your prospect's buying group.
- Expand your addressable market with more prospects that look like your best customers.

## Converted 9x as many marketing-sourced leads to wins

Poor lead and account data quality was slowing lead delivery and account planning for Gainsight. With InsideView enriching their leads and account records, they realized a nine-fold increase in wins from marketing-sources leads and their actionable leads grew five-fold.

*"InsideView helped us scale our marketing efforts and meet our revenue goals."*

**Gainsight**

Lauren Olerich,  
Director of Demand Generation

# Drive more precise targeting and better engagement with better marketing data



## Automatically Enrich Leads

- Generate more actionable leads
- Simplify web forms and increase conversions
- Score and route leads faster and more accurately



## Continuously Refresh Your Data

- Automatically clean and enrich your account records in Dynamics 365
- Make better marketing decisions
- Engage with greater relevance



## Discover Net New Targets

- Create and import lists based on dozens of filters
- Build account-based marketing lists
- Expand your total addressable market

## All the Marketing Data You Need in One Convenient Suite.

Continuously refresh your lead, and account data, and get lists of new companies and people to target.

- Saves compared to buying individual solutions
- Integrated with Dynamics 365
- Exclusively for Dynamics 365 for Marketing
- For more information, contact [MSFTmarketing@insideview.com](mailto:MSFTmarketing@insideview.com)

First Name	Last Name	Title
Work Email	Work Phone	Cell Phone
Company	Job Function	Industry
# Employees		
Twitter	LinkedIn	Facebook

1

Name	No. Records	Type	Priority	Status	Modified	Scheduled	Matches	Updates
Sample Account	100,000	Manager	1	Active	01/10/2017	01/10/2017	100	100
Sample Account	100,000	Manager	1	Active	01/10/2017	01/10/2017	100	100
Sample Account	100,000	Manager	1	Active	01/10/2017	01/10/2017	100	100

2



3

## Cleaner, more complete marketing data within Dynamics 365 for Marketing

1. Automatically enrich leads to grow pipeline and improve scoring and routing
2. Keep your Dynamics 365 account data clean and complete
3. Build customized lists to expand your addressable market and focus your campaigns

## Why the InsideView Marketing Suite?

Get the #1 data solution specifically for Dynamics 365 for Marketing, with access to 13+ million companies and 30+ million contacts, continuously refreshed and validated using proprietary artificial intelligence. Now you can align your sales and marketing teams around the same industry-leading data that feeds Insights, powered by InsideView.