

Dreamdata puts revenue at the heart of your B2B marketing

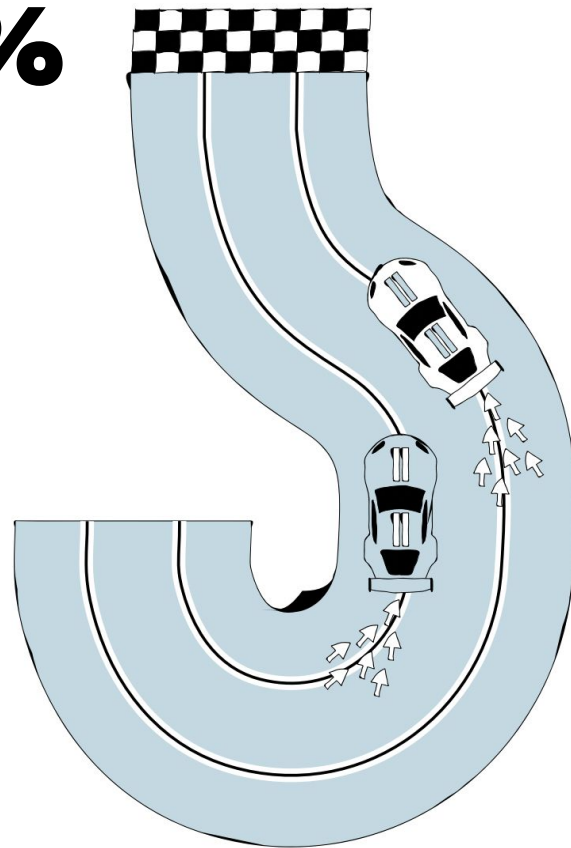
HERE'S HOW IT WORKS



**“B2B buyers are 57%
of the way through
the buying process
by the time they
speak with a rep”**

Accenture

We believe B2Bs are moving towards a holistic, revenue-driven and automated approach to marketing and sales.

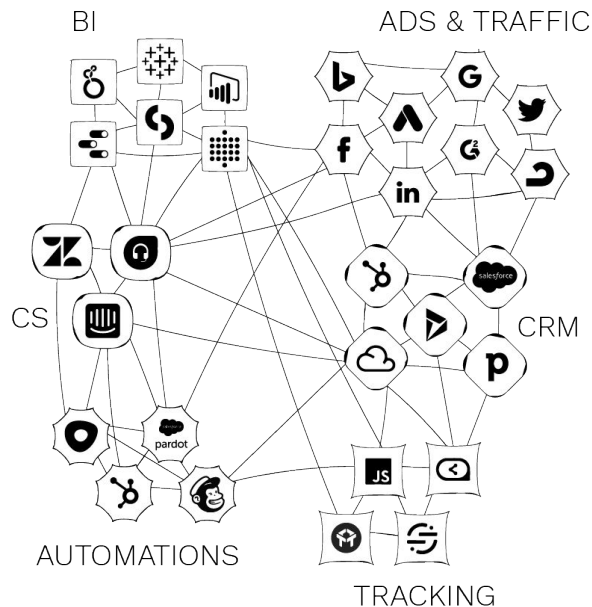




Problem

Data silos make it hard for go-to-market teams to work towards the same objective.

Without knowing what works it's impossible to scale revenue and spend efficiently.



Business Problems

Not growing
at the rate we want

Not converting
enough demand into sales opportunities

Not delivering
enough quality in our lead generation

Wasting money
in our go-to-market

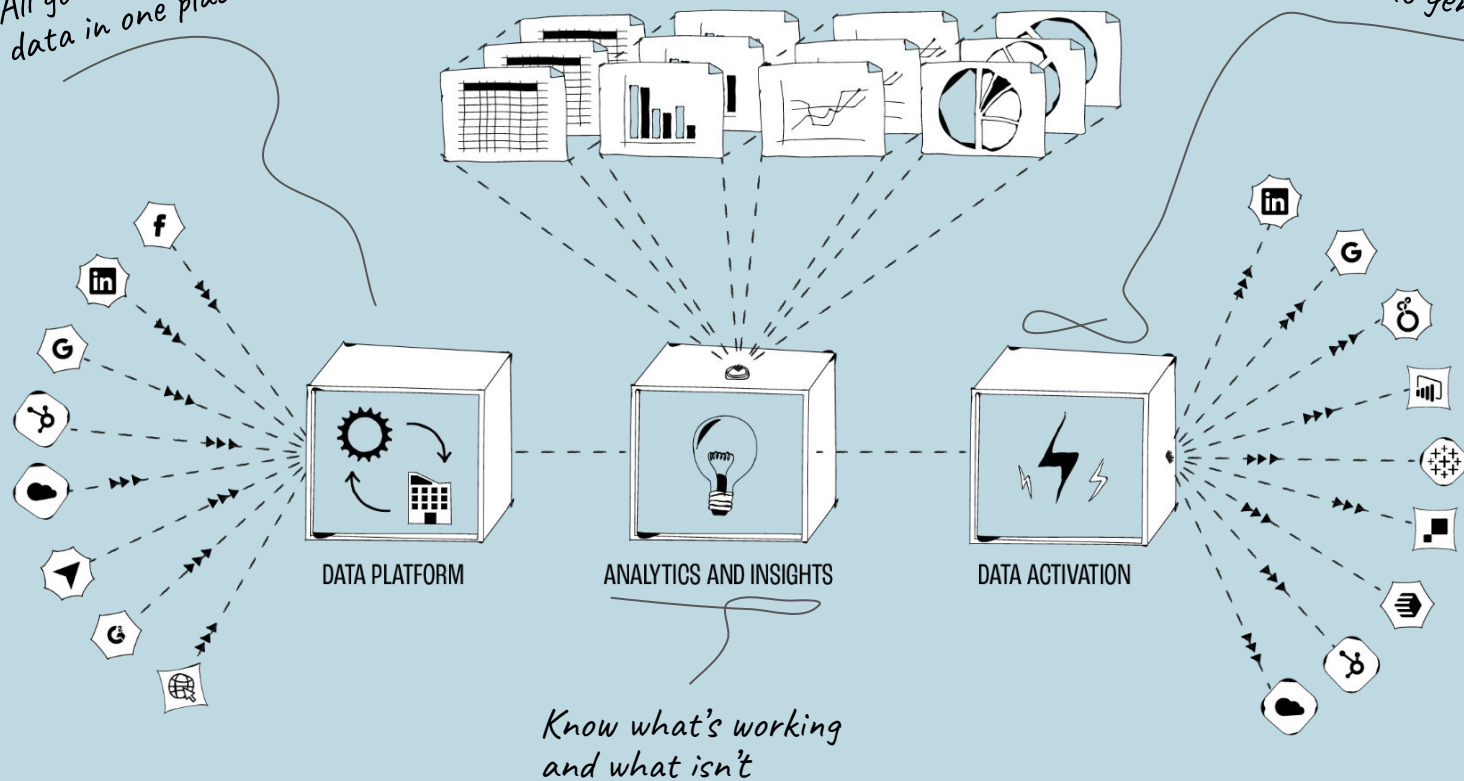
Overspending
on acquiring new customers

Not getting the insights
needed to optimise our activities



*All go-to-market
data in one place*

*Automate and optimise
your revenue generation*





No more reliance on RevOps. Become a revenue marketer with Dreamdata.



→ Cut spend on campaigns that don't influence pipeline

→ Automate ad spend on LinkedIn and Google towards revenue

PERFORMANCE MARKETING

→ Identify which types of content that help close deals.

→ Track which landing pages and campaigns that lead to initial conversion

CONTENT MARKETING

→ Compare ROI across offline and digital channels and measure impact of physical events

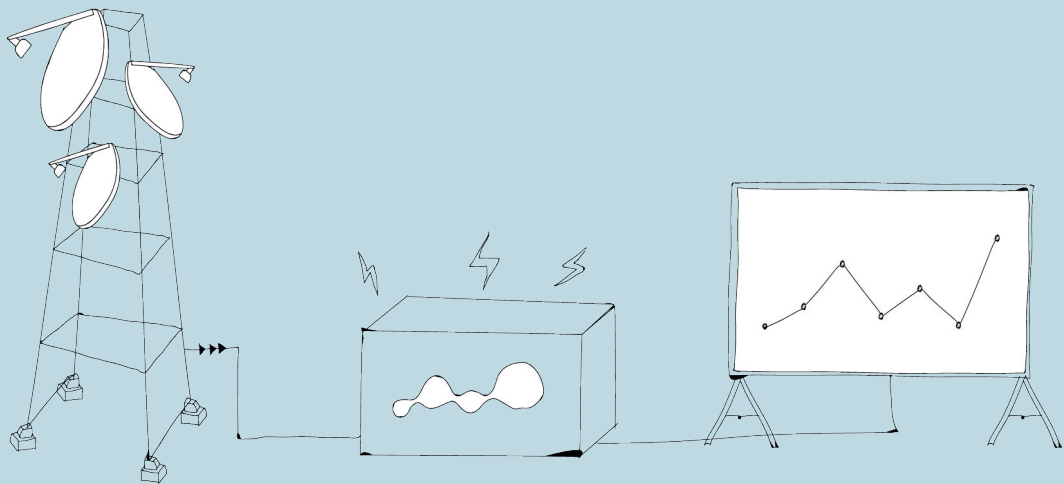
→ Gain visibility of bottom of funnel impact and influence

FIELD MARKETING

→ Identify cross channel behaviour and bring high intent accounts to your sales team

→ Scale activities that contribute to sales closing deals

SALES & MARKETING ALIGNMENT

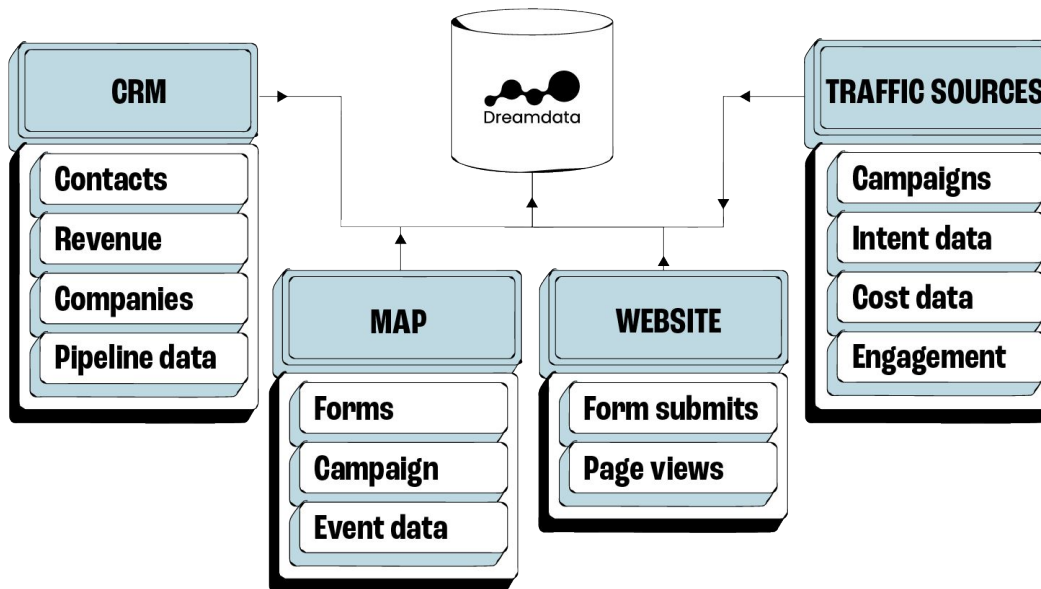


How do we enable your use cases?

DREAMDATA'S DATA PLATFORM IN 4 SIMPLE STEPS

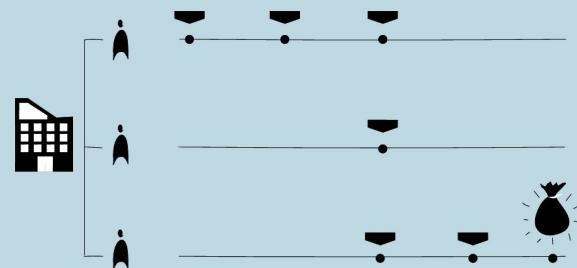
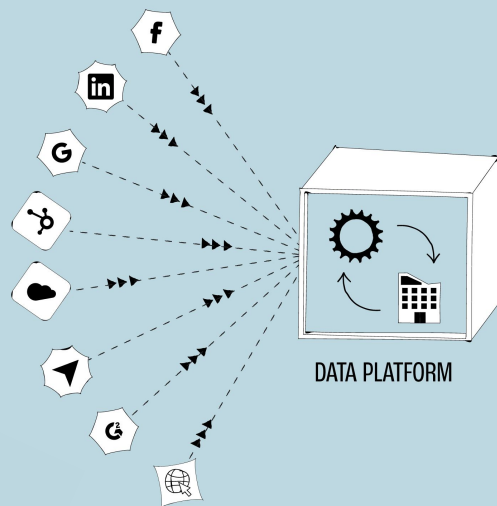


1. Dreamdata ingests data from your go-to-market tech stack and website





2. Transforming data into a clean, enriched and unified data set



Account based

Deduplicated

Data enrichment

Holistic go-to-market model

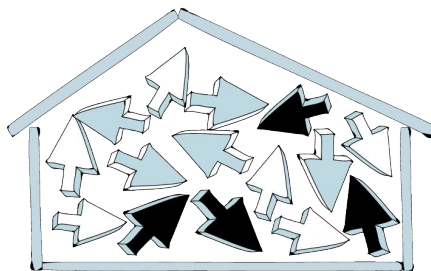
It's
automagic!



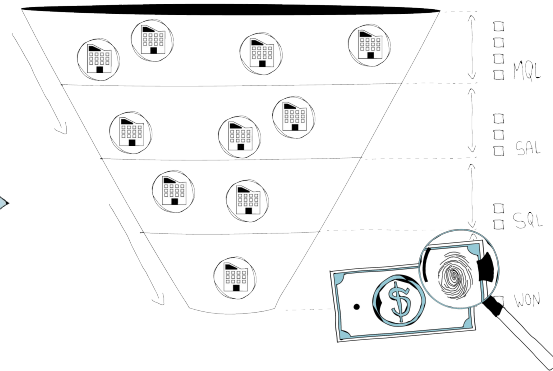
3. Attribution and stage modeling connecting any cost and every activity to pipeline and revenue



What we did and
what we spent



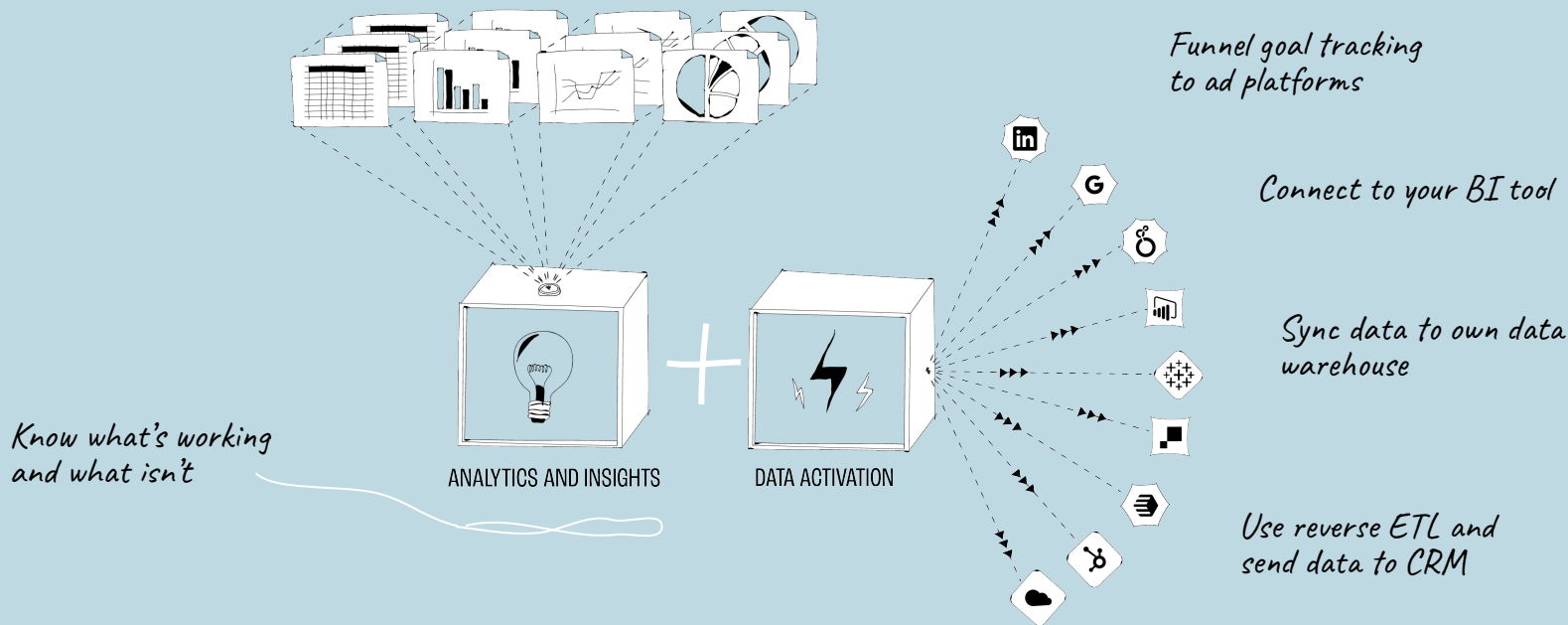
What it engaged



What it influenced



4. Activation with out-of-the-box reporting, BI connector or automated optimisation





9.75/10

REVIEW SCORE FOR DREAMDATA'S

Customer Success

#1 in G2 ATTRIBUTION RELATIONSHIP INDEX

121 Total Reviews
★★★★★ 4.8 out of 5



How is your data protected?

Dedicated InfoSec director and [privacy portal](#)

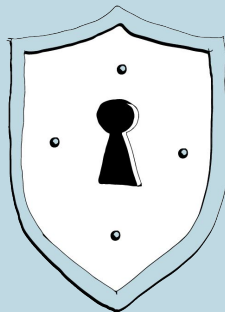
SOC2 Type II Certified

Robust product security testing & data encryption.



Secure account sign-on

Single Sign-On (SSO) or Okta (business plan).



GDPR & CCPA Compliant





Impact of knowing what's working in the B2B journey



Improve MQL to SQL conversion by 41%
(Sales getting a hugely improved quality of leads.)



Grow outbound pipeline by 70%



Magic

Reduce customer acquisition costs by 23% in a quarter



255% demo request growth by scaling ads that work



Reduced cost per acquisition by 50%



You're in great company

 sinch

 Clio

 gorgias

 CAPMO

 insightsoftware

 Personio

 paystone

WRITER

 ivalua

 mapp CLOUD

 byrd

 Siteimprove