Demand Generation Services

Educate. Advise. Connect.

Learn more at TechnologyAdvice.com
TechnologyAdvice is dedicated to educating, advising, and connecting buyers and sellers of business technology.

As a trusted resource in a variety of technology verticals, we help buyers improve their businesses and vendors find their customers. Through unbiased research and crowd-sourced product reviews, we provide insight that buyers need to find great technology. By working with us, vendors can improve product awareness and increase the effectiveness of their marketing. Through our unique demand generation programs, we’re able to place matched solutions in front of qualified technology buyers. TechnologyAdvice is based in Nashville, Tenn., and was named to the Inc. 5000 list of America’s Fastest-Growing Private Companies in 2014.
TechnologyAdvice offers businesses several ways to increase their marketing reach and generate sales opportunities. Because not all decision makers are receptive to every marketing medium, our model generates connections across multiple channels, including email, teledemand, search, social, and display.

We are experts at multi-channel marketing. Our process allows you to pinpoint the exact type and volume of leads that fit your current sales goals and targeting requirements. We offer connections at all stages of the buying process - from targeted leads who do not yet know they have a need, to buyers with verified budgets and implementation timeframes.

**Did You Know?**

A study by Adobe shows that multi-channel marketing can increase program success by 300-650%. 

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**Trusted By**

- Intel
- IBM
- EY
- CDW
- Symantec
- HP
- VMware
- Lowe's
- Dell
TechnologyAdvice’s audience is comprised of decision-makers and decision-influencers, across a wide variety of industries. By partnering with us, you can ensure these people find the most up-to-date, relevant information about your products and services.

In addition to our main website, TechnologyAdvice.com, we have a network of additional content-delivery platforms that help us identify interested buyers and provide content to targeted demographics.
We believe that connecting with your customers should be as simple as possible.

Unlike other demand generation services, we don’t limit your program’s success by selling you individual marketing methods like content syndication, teledemand, or email campaigns. Instead, we work with you to determine the ideal persona for your connections, including where they are in the buying process. Once these facts are in order, it’s our job to figure out which marketing methods will produce the best results.

The Connection Funnel reflects this thought process, representing TechnologyAdvice’s unique take on demand generation. The funnel itself has four distinct “connection levels,” which act as visual representations of a prospect’s position in the buying process. The further down the funnel a connection is placed, the more qualified and valuable they become.

For you, working within this system is simple. Choose the connection level(s) that meet your company’s needs, specify your targeting requirements, and leave the rest to us.

Contact a Director of Client Development to get started, or keep reading to learn more.
Level 1: Decision Drivers

Level one connections have expressed interest in a specific category by opting in to targeted content on TechnologyAdvice.com or through one of our secondary platforms. These connections work well for companies that can handle a high volume of leads, and have large sales teams and nurturing programs in place.

Level 2: Hand Raisers

Level two connections are aware of a specific technology need, but are often unsure of how a solution could impact them, or what implementation might entail. These connections have opted in for targeted content, or expressed interest in a relevant product. This level is perfect for companies that want more targeted prospects, but still require a high overall lead volume.

Level 3: Active Pursuers

Level three connections have researched their options, are aware of a specific need, and are actively looking to implement a solution. These connections all have active projects. This level delivers a lower volume of prospects, but also requires less work for sales teams to convert.

Level 4: Committed Decision Drivers

Level four connections are highly-interested in solving an immediate technology need, and are prepared to speak with vendors about implementing a solution right away. We will take these prospects a step further, and set up an exact time and date for you to reach out. While volume for this type of connection will be lower than our other levels, they are the most qualified we offer.
Our programs succeed because we do not limit ourselves to any one marketing medium. Instead, we use a variety of methods customized to fit your individual needs. This flexibility allows us to achieve repeatable success with your program.
TechnologyAdvice.com is just one of several digital properties we use to generate demand for our clients’ products. At its core, TA is designed to produce inbound leads that fall much closer to the bottom of the Connection Funnel (Levels 3-4). Our other properties drive connections that fall predominantly toward the top of the funnel (Levels 1-2).
Quality Assurance

At TechnologyAdvice, we pride ourselves on delivering accurate, up-to-date information to our clients. To guarantee quality, every connection we generate speaks directly with one of our Technology Advisors.

- Lead information is verified and confirmed to be 100% accurate by a Technology Advisor.
- Email address is confirmed deliverable, phone number is confirmed to connect.
- Lead is verified as matching all other targeting requirements in your program.
Data Targeting Capabilities

We Can Target By:

- Job Title/Function
- SIC/Industry/NAICS
- Number of Employees
- Company Revenue
- Geographic Location

B2B Verticals

In addition to the targeting capabilities listed above, we can also segment audiences within any B2B vertical. This allows us to connect you to any audience, with precision. Verticals include, but are not limited to:

- Accounting
- Business Intelligence
- Cloud Computing and Storage
- Customer Relationship Management
- Enterprise Resource Planning
- Field Service Management
- Gamification / Employee Engagement
- Human Resources
- Maintenance Management
- Marketing Automation
- Mobile Management / BYOD
- Medical
- Project Management
- Professional Services Automation
- Retail POS
- Supply Chain Management
- VoIP
- Web Analytics

*Don’t see your vertical?* We advise on all B2B technology, contact us to learn what we can do for you.
Oracle’s Inside Sales Team is responsible for following up with program leads across the Customer Experience Suite, and they have their share of roadblocks: some programs are fed by expired or low-quality leads, which means good leads can fall through the cracks. In addition, tenuous sales intelligence and lack of cohesion between departments often leaves sales reps unsure how to best follow up with a lead.

Oracle partnered with TechnologyAdvice in the fall of 2014 to create a program that would drive the Sales Cloud pipeline through generation of marketing qualified leads (MQLs). Julie Ann Castro, director of North America Marketing for the Customer Experience Applications Campaigns, helped define their prospect targeting requirements:

- All industries except public sector
- U.S. organizations of 250 or more employees
- Sales managers or higher
- Agreed to be contacted by Oracle rep

The Results

100% compliance with Oracle’s unique targeting requirements and guaranteed accuracy of lead information

Generated and delivered **405 MQLs** for Oracle Sales Cloud

Based on deals won, TechnologyAdvice’s program surpassed a **6,000 percent ROI**, with 10 Sales Cloud opportunities still pending

Read the Full Case Study

Click Here
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