# MASS MAILER® | PROSPECTOR

## IDENTIFY
key executives

## FIND NEW LEADS

We connect your CRM to the best business database in the world, you connect to your next customer. Target new leads and prospects instantly using **MassMailer's** platform. Instead of spending time searching for the correct data and then manually entering it into your CRM, you can spend your time selling.

- **Research Companies Profiles**
- **Identify Key Executives by title**
- **Target New Customers by industry**
- **Email New Business Contacts**

**MassMailer** makes it simple to search for targeted leads, get contact names, phone numbers and email addresses. Fuel your lead generation program with data on more than 4 million companies with 18 million contacts.

## FUEL
your lead generation

## OUR DATA

We gather our information from a multitude of directory and event driven sources, including new business filings, daily utility connections, press releases, corporate websites, annual reports and thousands of U.S. Yellow Page directories. To ensure accuracy, the file is then put through a telephone verification process to update and obtain additional information such as email address, employee size, key contact name and industry.

## INCREASE
your cold call success rate

**Our latest data accuracy audit returned the following results:**

| Company Name | 95% | Email Address | 91% |
|---|---|---|---|
| SIC Code | 98% | Phone Number | 89% |
| Contact Name | 89% | Address | 92% |

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## COUNTS BY SELECTED JOB TITLES

| Job Title | Count | Job Title | Count |
|---|---|---|---|
| ACCOUNT SUPERVISOR | 46278 | HUMAN RESOURCES ADMINISTRATOR | 315387 |
| ADMINISTRATIVE ENGINEER | 36044 | MANAGER INFORMATION SERVICES | 167422 |
| BOARD OF DIRECTORS | 109859 | MARKETING - SALES MANAGER | 45271 |
| BRANCH MANAGER | 27845 | NETWORK MANAGER/ DIR/ VP | 29533 |
| BRANCH/PLANT MANAGER | 16317 | OFFICE MANAGER | 438108 |
| BUILDING MAINTENANCE MANAGER | 11582 | OPERATIONS MANAGER | 161363 |
| BUSINESS MANAGER | 38024 | OWNER | 3715427 |
| CHAIRMAN | 44525 | PARTNER | 215297 |
| CHIEF ENGINEER | 82924 | PERSONNEL DIRECTOR | 27324 |
| CHIEF EXECUTIVE OFFICER | 317740 | PRESIDENT | 827340 |
| CHIEF INFORMATION OFFICER | 184567 | PUBLIC RELATIONS MANAGER | 16237 |
| CHIEF OPERATING OFFICER | 450618 | PURCHASING DIRECTOR/AGENT | 108245 |
| CONTROLLER | 69717 | REAL ESTATE MANAGER | 275046 |
| CUSTOMER AFFAIRS MANAGER | 27619 | RELIGIOUS/MINISTER/PASTOR/PRIEST | 175263 |
| DESIGN ENGINEER | 36256 | RESEARCH DIRECTOR | 39908 |
| DEVELOPMENT DIRECTOR | 22542 | SALES MANAGER | 296116 |
| EXECUTIVE DIRECTOR | 174401 | SECRETARY | 55661 |
| EXECUTIVE VICE PRESIDENT | 49228 | SYSTEM MANAGER | 61514 |
| FINANCE MANAGER | 137580 | TREASURER | 31725 |
| FINANCIAL MANAGER | 250102 | VICE PRESIDENT | 340700 |
| GENERAL COUNSEL | 22766 | VICE PRESIDENT OF MARKETING | 489406 |
| GENERAL MANAGER | 81189 | VICE PRESIDENT OF SALES | 250940 |

## Data quality best practices boost revenue by
# 66%

## CLEAN YOUR DATA

Imagine 22% more sales opportunities and 31% more selling time. We can help you achieve these milestones in one simple step with **MassMailer Clean**. Using the most accurate business database, MassMailer will clean your data in real time, correcting bad information so that you can spend more time selling and less time searching. MassMailer will make sure that what you put into your CRM is quality so that what you get in return is results.

> • **Verify or add telephone numbers**
> • **Email address Validation/Append**
> • **Add additional information i.e. employee size, Industry type**
> • **Postal address changes/Append**

## B2B data decays
# 30%
## a year

## HERE'S HOW IT WORKS

**MassMailer** seamlessly integrates the most accurate, and complete business database into your CRM. Using our proprietary matching logic we identify which records of yours have either missing data (i.e. a contact name or email address) or incorrect data (i.e. The phone number changed or the contact is incorrect). Before any action is taken you can view your record and our record side by side and choose which data you would like to keep, update or delete. Additionally you will see which records have been cleaned, which have pending changes or have not been analyzed.

# 75%
## of businesses believe they have data quality issues

> • **Fill in missing information in your CRM records**
> • **Increase cold call success rates**
> • **Improve email click-through rates by 14%**
> • **Repair B2B data decay**

**generate
50%
more sales
leads**

**close sales
14%
faster**

**decrease
cost of
sales leads
by
33%**

## OUR DATA

Cleaning data requires 2 primary competencies:

1. Complete and accurate data is essential to successfully cleaning prospect and customer data. Our industry leading business database has proven itself with some of America's leading companies. i.e. InfoUSA etc.

2. Unparalleled matching logic allows us to identify a connection between your data and ours. Without this matching logic the cleaning process cannot work. Your data quality will improve by leaps and bounds and your sales will increase because your sales team will not waste their time calling disconnected numbers or emailing to bad emails.

## GARBAGE IN, GARBAGE OUT

This may be a cliché, but it is also a truism, and the consequences of bad data can be dire. One of the biggest challenges that sales reps face, is how to keep their contact information current. Using the most accurate business database **MassMailer** will clean your data in real-time correcting bad information so that your sales team can spend more time selling and less time researching.

## CONTACT US FOR A DEMO AND ── FREE TRIAL ──

www.massmailer.io | hello@massmailer.io | 415-729-1152

## MassMailer Prospector

**$99** per user per month
- Add new contacts
- Add new accounts
- Locate new prospects
- **350 FREE** leads per month
- $.35 per additional lead

## MassMailer Clean

**$0** per user per month
- **FREE** data hygiene report
- Append missing addresses
- Append missing phone numbers
- Append missing email addresses
- Correct bad addresses
- Correct bad phone numbers
- $.15 per record appended

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