

# DemandGen Overview

DemandGen® helps high-performance firms leverage digital marketing and sales technologies for demand generation and lead management—driving engaged, sustainable customer relationships. The firm’s global team of technologists, strategists, and operations experts empower marketers with best-practice consulting, proven and award-winning methodologies, engineered solutions and a passion for measurable results. Our success is your success.

## DEPEND ON US FOR:

- **Best-practice expertise** in utilizing and optimizing your marketing technology solutions to enhance ROI
- **Dedicated campaign management** for optimal efficiency and effectiveness of your day-to-day campaign execution needs
- **Deep knowledge and experience** in demand generation, nurturing programs, lead scoring, demand funnel management and sales and marketing alignment
- **Expert guidance** in measurement and reporting that supports data and insights with DemandGen’s revenue-based approach
- **Hands-on integration**, systems optimization, enablement, execution and engineered solutions

## BUSINESS PROCESS REVIEWS

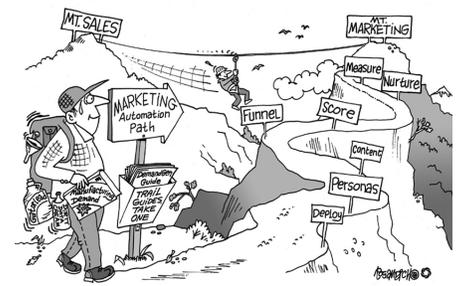
DemandGen’s BPR is a detailed consultative engagement to audit and evaluate specific areas in marketing operations, focused on strategies and tactics for greater effectiveness in demand generation and lead management. The BPR results in specific, actionable recommendations for process improvements, technology enhancements, metrics and key performance indicators, and implementation projects and resources.

## DEMAND FUNNEL METHODOLOGY

Our innovative demand funnel framework approach supports the SiriusDecisions™ methodology and incorporates demand and sales funnel analytics, business intelligence, sales and marketing alignment, and closed-loop reporting to improve conversion rates and help you refine your overall demand strategy.

## CAMPAIGN EXECUTION

Whether it’s a short-term need, or a preference to outsource day-to-day campaign



## At a Glance

- **Founded:** 2007
- **Employees:** 100+
- **Client Profile:** 500+ clients in industries, including technology, SaaS, healthcare, business services, financial services
- **Projects:** More than 30,000 marketing automation projects
- **Global Reach:** Americas, Europe, Asia, Australia
- **Certifications:** Eloqua, Marketo, Microsoft, Oracle, Salesforce.com

**Learn more:** Discover how DemandGen can help you improve Marketing ROI

[www.demandgen.com](http://www.demandgen.com) | main: 925.678.2500 | sales: 925.678.2511 | [info@demandgen.com](mailto:info@demandgen.com)

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operations regionally or globally, DemandGen provides highly skilled resources to produce, manage, deploy, and monitor your email.

## LEAD SCORING

Our team has refined the design, setup, and deployment of lead scoring into a state-of-the-art solution proven to improve sales efficiency and alignment with marketing. Our streamlined process takes your lead scoring project from planning phase to launch with a step-by-step, actionable plan for success.

## LEAD NURTURING

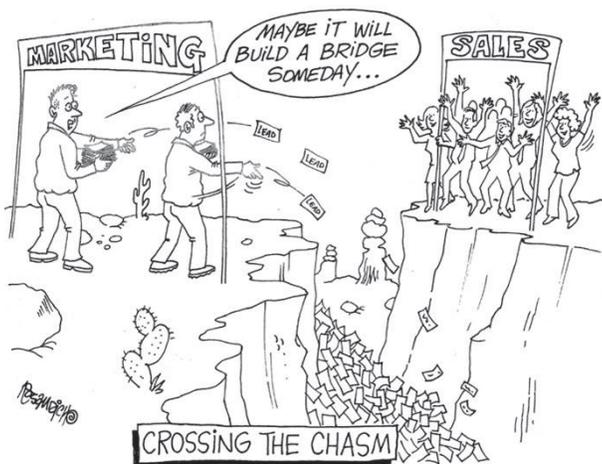
DemandGen's specialized nurture consultants can help you in both facets of your lead nurturing programs: developing the strategic framework for nurturing prospects through the buying cycle, and building compelling, integrated campaigns through our highly effective nurture methodology.

## DATA AND INSIGHTS

DemandGen designs complete reporting systems that are mapped to the needs of your business. Our Revenue Performance Management approach is to start with "the end in mind" by building you a set of dashboards to take to the executive team, and then help set up your website, campaigns, forms, and systems to properly track and report what matters.

## ANCILLARY SERVICES

DemandGen provides a wide variety of strategic and tactical services around demandgeneration, including subscription management, progressive profiling, system configuration and deployment, and custom projects and integrations.



“The people at DemandGen are masters of marketing automation and lead nurturing. Their process and partnership made our investment in our marketing automation system worth every penny.”

– Deb Wolf, Vice President Corporate Marketing, Workday



**Learn more:** Discover how DemandGen can help you improve Marketing ROI

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