

HYPER-TARGETED RESEARCH SERVICES

empowering you to reach right prospects!

OUR MARKETING DATA SERVICES

- **Key Account Sector and Profiling** *(based on various various firmographic parameters - industry and sectors, specialisations, Turnover, employee size, etc.,)*
- **Business Insights** *(company hierarchy - Holding company structure, company growth history, key customers, Turnover, YoY Growth, P/L, Assets, Liabilities, debt ratio, Investors, Parent Company, Subsidiaries, branches, M&A etc.,)*
- **Technology Insights** *(Front-end technologies, Back-end technologies, database server, web server, cloud provider, email server, e-commerce platforms, CRM System, ERP System, HRMS, Order Management Systems etc.)*
- **Buyer Personas** *(job profile, demographics, identify decision makers/influencers, educational qualifications, professional certifications, interests, etc)*
- **Prospect Data Build** *(based on various Job titles such CXO's MD's, Heads etc.,)*
- **Prospect Discovery** *(based finding key contacts based on specific criteria from the given companies/industries)*
- **List enrichment** *(updating the existing contact list with new contact acquisition/replacement contact, email build etc.,)*
- **Industry Analytics**
 - **Industry Snapshot:** *Market size, Investments, Initiatives and Schemes, achievements and Road ahead*
 - **Infographic Reports:** *Size, Sector Composition, Key trends and Government Initiatives*

CONTACT LIST – WHAT IT INCLUDES?

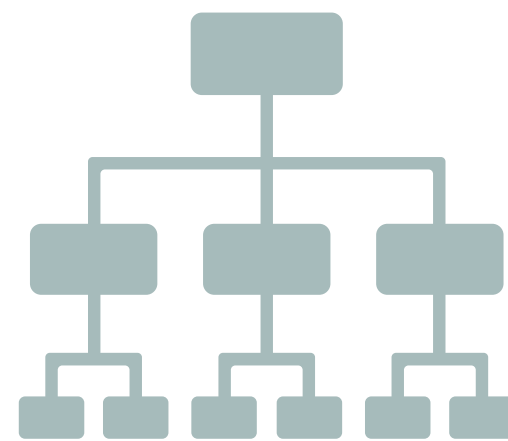
COMPANY DETAILS					CONTACT DETAILS				
Company Legal Name					Buyer Personas				
Business Insights					Initials				
Technology Stack					First Name				
Website					Last Name				
Board–line Number					Designation / Title				
Address (town, city, state, country)					<u>Direct email address (Verified)</u>				
HQ Country					Direct Phone/Ext. (optional)				
Annual Turnover					Staff Source URL				
Employee Size									
Industry & Sector									

ACCOUNT SOURCING – HOW WE DO IT?

- We source the account information from various online sources

Portal & sites

LinkedIn D&B Hoovers Endole Kompass DB Company websites Tech Stacks Crunchbase



Organisation Data

Regulatory bodies

Company House (UK) EDGAR (US) Business Registries - (CA) MCA (IN) Sirene DB (FR)

- Parameters Used: Annual Turnover, SIC, Industry/Sector, Holding Company, P/L, Employee Size etc., Technology Stack, Competitors

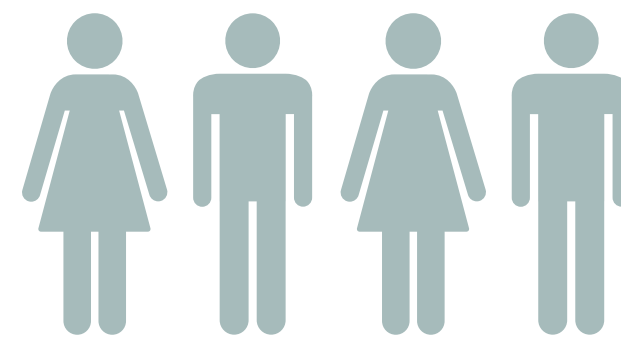
CONTACT SOURCING – HOW WE DO IT?

- Once accounts are sourced, relevant contacts are sourced from these accounts
- These contacts are sourced based on their job titles and/or any specifics

Company websites

LinkedIn

Other regulatory sites



Contacts

DIRECT EMAILS – HOW WE DO IT?

- Once the contact is sourced - the emails are either sourced or build using various tools
- These are emails are tested using 7 different SMTP servers by establishing SMTP connections. These responses are collected and the emails are validated based on majority matrix. This process ensures highest accuracy in terms of email validation and verification resulting to 90% - 95% email accuracy.
- The emails address which are not-verified are not delivered, which means only those emails which are verified are delivered to our clients
- The information sourced about accounts and contacts is validated and verified using various tools complimented with human efforts.

MARKETING DATA SERVICES – OFFERINGS

- Standard Requirements - We provide prospect build services
- Custom Requirements - We provide prospect discovery services

CASE STUDIES – SCIENTISTS

- **Requirements:** Scientists Data
- **Geography:** USA, UK, EU and Japan
- **Research Criteria:** Scientists doing research in drug discovery in neurodegenerative diseases which includes - Alzheimer, Parkinson, Amyotrophic Lateral Sclerosis.
- **Services Provided:** Prospect Discovery
- **Approach:**
 - Delivered 5000 scientist data per the research criteria
 - Sources - Neuroscience institutes, Universities, Publons - research community, LinkedIn, Pharmaceutical/Biotech companies for neuroscience.
- **Client:** BioExperts AG, (Germany)

CASE STUDIES – EVENTS SERVICES

- **Requirements:** Various Industries based on the events
- **Geography:** UK
- **Research Criteria:** Decision makers from various functions
- **Services Provided:** Account Sectors Profiling & Prospect Data Build
- **Approach:**
 - D&B Hoovers, Endole, LinkedIn & Company websites
- **Client:** Inclusive Boards (UK)

CASE STUDIES – PRIVATE EQUITY & VENTURE CAPITAL

- **Requirements:** Managing Directors, Presidents, and CXO's of Private Equities, VC and Investment Firms
- **Geography:** USA
- **Research Criteria:** Private Equities, VC & Investment firms dealing into green projects/renewable energy
- **Services Provided:** Prospect Discovery
- **Approach:**
 - Sources - D&B Hoovers, Acore Directory, Company websites, LinkedIn
- **Client:** Albemarle Capital, Inc., (US)

CASE STUDIES – HEALTHCARE

- **Requirements:** Hospitals and Healthcare data
- **Geography:** USA
- **Research Criteria:** Hospitals and doctors based on their specialities
- **Services Provided:** Prospect Data Build
- **Approach:**
 - LinkedIn & Hospital websites
- **Client:** Eli Research Inc., USA/IN

CLIENTS

- AmazonPay (IN - Corporate gifting campaigns)
- GoCardless (UK,EU &US)
- commercetools (UK & EU)
- Vindicia (UK,EU &US)
- ELI Research (US Hospitals and Doctors)
- Digiteau AVX (CA & US - trade show, conferences and exhibitors data)
- Inclusive Boards (UK - event marketing campaigns)
- Khaleej Times (UAE & Saudi - event marketing campaigns)
- Bloomberg Middle East (UAE & Saudi - event marketing campaigns)
- TELUS (CA & US IoT, Automotive Aftermarket Manufacturers campaigns)

FEW FACTS

25 + Million	Contact Records Delivered
250 (+)	Clients Served Globally
Up to 75,000	Current capacity per month
5+ Million	Unique Contact Database

ABOUT ZELITE

- Established in the year 2011
- Specialised contact research and information solutions company
- World-wide clientele base
- Experience of working with more than 25 varied industries
- We supply tailored audience insight and in-depth research analysis that help our clients make informed decisions that aid growth and profitability
- To know more, visit www.zelitesolutions.com
- Click [here](#) for more case studies.

CONTACT US

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