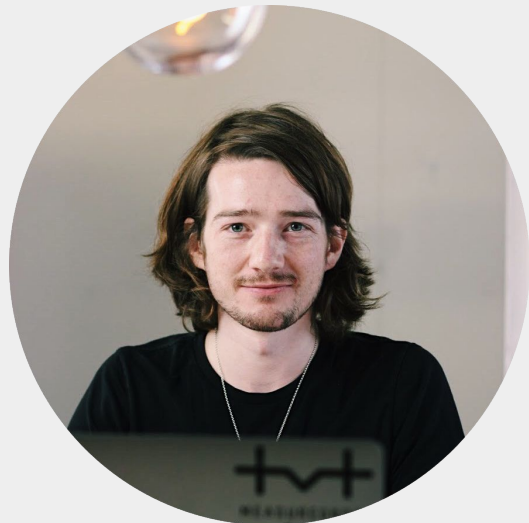


I'm Rob Simpson

**Technical marketer,
now build marketing tech.**

8 years high-growth startups. (in-house)
8 years running Lead Gen Agency
9 months at Merit. Innovation Director.



Merit are Data Specialists

We produce the highest-quality data for businesses who want to achieve more.

Used by:

informa

Gartner



THOMSON REUTERS

M E R I T

Product data

We power industry-leading intelligence platforms.

Marketing data

We produce B2B contact and company data for marketing teams.

Tech & AI builds

We build tech for our clients - Data collection, AI & automation

Merit Marketing Data.



Company lists



Contact lists



Contact Validation

Today's topic:
The data that powers ABM.

ABM + the *right* data = 🏆

A target company has a new **Marketing director.**

- A package with handwritten address
- With a book, recommended by their peers
- A handwritten Post-It note attached

Congratulations Rob,
I think you'll love this book.

When they open the book.

- They open the book. A small card falls out.
- A QR code. Or a Google Ad on their name.
- When scanned, they reach a personal page...

Glad you got it Rob.
Congrats again on the role.

Here's why I sent it to you...

The page is filled with copy, personalised to them.

- You're new in the role, there to make changes.
- We saw from your site that you work with X & Y.
- We have an event with 400 similar businesses.
- You've got international marketing teams, we have events in their territories too.
- Work examples from their industry or situation.

Interesting CTAs.

- They can book a call directly on the page
- If they don't? They receive a LinkedIn connection from you a couple of hours later
 - Personalised Loom video
- Then next week an email follow-up

Outreach that's impossible to ignore.

- High-performance - 60% reply rates
- Automatable, but still very personal
- Brand building. Even if no sales opportunity
- Highly memorable, for later interaction
- A great way to showcase what you do

Design Agency, **Food & Drink.**

Mask Mints during Covid. Great Taste award
Winners. Won an award themselves.

Coworking Space, Offices.

Personalised office image.

Founder's name, logo & travel time.

92% open rate. 24% reply rate.

Bonus:

Send a key. Feels valuable. Cheap to scale.

'The key to your new office'.

Machine Learning Ops **Tech.**

Personal invites to Slack group.

World's largest.

Podcast interviews = sales.

Employee Rota SaaS platform.

Used Glassdoor reviews. Found negative comments for issues their software solved. Hyper-personal outreach.

Meeting with Burger King COO. Closed the deal.

Things to remember.

- Creative, not creepy
- No tech for tech's sake
- Test small segments, regularly
- Not everything should be automated

Good data
is the foundation
of good ABM.



Accuracy

Completeness

Speed

Cost

Flexibility

Getting it wrong is painful.

- Friction with Sales teams.
- Poor first impression with potential customers.
- Damage to reputation: e.g. Email Deliverability.

Marketing data – The typical options.

DIY

Doable, but complex
& expensive.

Freelancers

Consistency, motivation
and accountability...

List Builders

You can only buy what
they have.

Data platforms

A popular option.
Good, but with flaws.

Data Platforms: Cognism, Zoominfo & Apollo etc.

I've used these a lot. Here are the flaws I found.

Their key trait: Large Databases

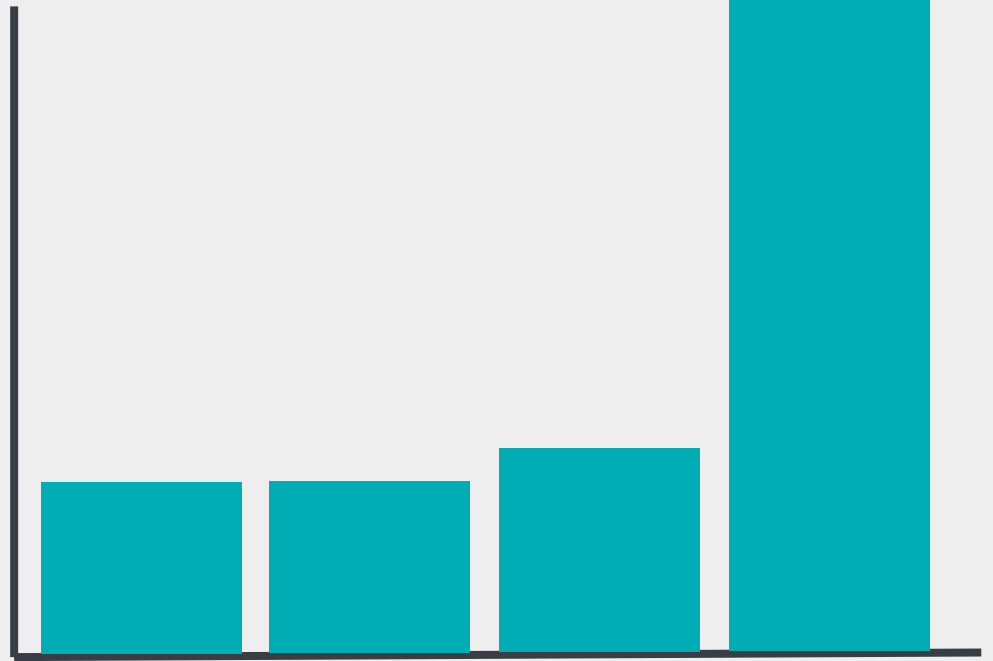
Apollo
282M

Cognism:
'Hundreds of
millions'

Zoominfo
321M

Publicly-stated numbers from their websites.

LinkedIn:
1 Billion users



Meaning?

1. Roughly 66% of people are missed.
2. Everyone is fishing from the same pond.
3. What about markets not on LinkedIn?

Databases are **very hard to maintain.**

- People change jobs roughly every 3.1 years.
- That's 8% a quarter, and 32% per year.
- Data platforms can't keep up.

Apollo:

53.4M (of 282M) contacts have been updated in the last year.

That's only 18% of their database.

**This is why I still get emails
for my previous agency.**

**I haven't worked
there for 9 months.**

First impressions = 👎

**It's a shared pool of data.
Which you can
unsubscribe from.**

So, what do
Merit **do differently?**

Merit's Database? Zero.

Your data is yours. Collected **live** for you.

We collect data live, from **multiple sources.**

Not on LinkedIn? No problem.

Finely-tuned mix of automation, AI & human hands.

Meaning maximum data completeness.

You can speak to us.
We help you build the brief.

And there's no new tech to learn.

Complex data briefs, made simple.

Prioritisation, logic & limits.

We can get you the data others cannot.

Physical address for DM? No problem.

Clean company name? No problem.

Per-project pricing.
No lock-in, or
wasted credits.



We're a
data team,
not a product.

To summarise, we produce **reliable, high-quality** data in a way that's **simple** to use in your marketing campaigns.

MERIT

Thanks
very much.

Have any questions?

rob.simpson@meritgroup.co.uk

Or, we're here if you
ever fancy a coffee.

