

REVLINE MARKETING

Demand ⇒ Digital ⇒ Data

Elevating Sales and Marketing
WITH OUR TAILORED AI-POWERED
APPROACH



Things To Discuss

Key Takeaways >>>

01 Who We Are

02 What We Do

03 How We Do It

04 QA Process

05 Database Overview

06 Reach Us





Who We Are?

With our tailored AI- powered approach, we can help elevate your sales and marketing



AI ≡

Backed Demand

The Potential of AI, Made Practical

At **RevLine**, we harness the power of business intelligence and analytics to decode consumer behavior, unveil market trends, dissect market segments, and empower you with unparalleled market intelligence.

Our services fall under the overarching umbrella of "**Business Optimization & Sales Enablement Transformation.**"

We've engineered these services to not only elevate customer growth but also enhance productivity, delivering a holistic approach to propel your business forward.





Make **Smarter Decisions** without overshooting your marketing budget

For years, marketers have clung to traditional methods, relying on manual upskilling of SDRs to reach new heights. As B2B Solutions specialists, we recognize that today's marketers prefer to invest their time in the creative aspects of their work, rather than slogging through data analysis and manual tasks.

This is precisely where we shine! We are in tune with the current trends and needs of the industry. We don't just make sense of data; we automate the mundane tasks and craft personalized responses to supercharge lead conversion. At **REVLIN**, we are passionate about technology. Our AI-powered engine is the driving force behind our ability to achieve greater lift and scalability across all our campaigns.



What We Do?

01



Full Funnel Demand Generation

SQL - BANT - MQL
Whitepaper Circulation, Custom
Questions, Call Backs & Opt-Ins

02



Email Marketing

AI Backed customized emails
that are tailor-made for each of
your individual subscribers

What We Do?

Account Based Marketing

Identify & Capitalise
Account based prospects
exhibiting in- market
signals and intent.



03

Lookalike Audience Mapping

Data and Analytics backed
approach to create custom
audiences based on
behavioral data.



04



“ **Businesses implementing AI close 59% more sales, report 58% more revenue , generate 54% more traffic and engagement, and experience and 52% higher conversion** ”





Conventional Demand Generation

- Conventional Demand Generation prioritizes quantity over quality.
- It adopts a reactive stance towards leads.
- It relies on a trial-and-error method for identifying the ideal client profile.
- It operates independently of in-market buyer signals.
- It offers a traditional customer experience.



AI Powered Demand Generation

- AI-Enhanced Demand Generation effectively draws in qualified audiences, transforming them into high-quality leads.
- It employs a proactive strategy when dealing with leads.
- Utilizes predictive techniques for creating lookalike audiences.
- Leverages in-market buying signals to predict high-value accounts.
- Delivers a personalized customer experience through advanced Machine Learning.



TELE MARKETING



EMAIL MARKETING



DIGITAL MARKETING



45M+

GLOBAL B2B AUDIENCE



1M+

LEADS PROCESSED
ANUALLY



80+

SATISFIED CLIENTS

**How
We
Do It**





Our Process



Designing a sales plan and an ideal client profile aligned with corporate goals



01. STRATEGY



Taking up lead generation initiatives & developing internal sales processes



02. Process



Develop sales tracking, follow up methodologies, scripts & value propositions



03. Intent Goals



Daily milestone tracking mechanism along with performance analysis for result based tracking



04. Performance Goals

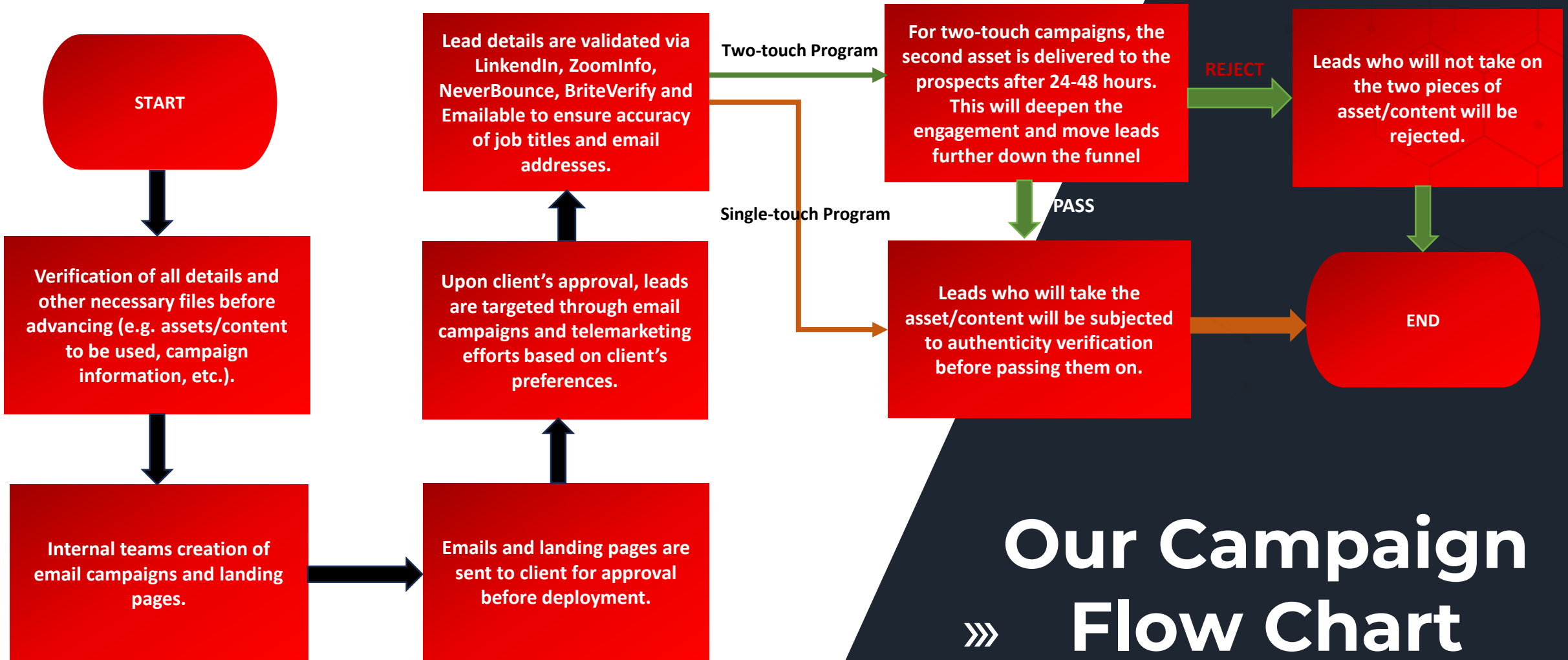


Developing detailed weekly and bi-weekly reporting keeping in mind asset deliveries



05. Reporting Goals





Our Campaign »»» Flow Chart



Campaign Verification

- Assets
- Abstracts
- Filters



01

Email Creation

- Our team develop emails which are hosted on our domains.
- Emails and landing pages are sent for approval before deployment



02



03



Communication Methods

We utilize Xlite for telemarketing. We adapt our communication approach based on client preferences, employing both emails and calls to engage leads effectively.

04



Lead Detail Validation

We employ LinkedIn, ZoomInfo, NeverBounce, BriteVerify, and Emailable to validate lead details, ensuring accuracy of job titles and email addresses.



Two Touch Program

We initiate first contact with leads via email followed by a delivery of second asset after 24-48 hours. This will deepen the engagement and move leads further down the funnel.



05

Two Touch Pass/Fail

Pass: Leads who interact with the second piece of asset will undergo authenticity verification before delivery.

Fail: Leads who do not interact with the second asset will be rejected.



06





Our QA Validation Process



LinkedIn QA Check

The prospect should have 100+ connections or working with the same company for more than 5 yrs. Profile is verified on google or other publicly available sources

01



Email Validation

Emails are validated using tools such as Never bounce and Xverify. These are only for successful leads. This report is shared with the QA and email marketing team

02



Asset Delivery

The email marketing team would then send out the assets to the leads. We use Sendgrid, Mail Chimp & Zoho. The delivery report is shared with the QA team.

03



Project Manager Review

Project Manager double checks all the information captured against the campaign parameters along with checking the Sendgrid and email validation tool report

04

Our Delivery Mechanisms



Through APIs

01



Leads can be submitted through the API Link provided by the client

Through any client delivery

02



We can upload leads on any client lead portals. Every step from assigning campaigns to uploading of Data Sheets with remarks.

Manual sharing of .csv files via mail

03



We also share regular daily or weekly lead sheets (.csv) as per the reporting format as per the client requirement.

Through any Cloud drives

04



Lead reports can be shared on cloud platforms between the client and vendor



OUR Global Reach

AI-Driven B2B Marketing




Sales



Accuracy



North America / Latin America / South America

 Database size: 22.72MM Contacts

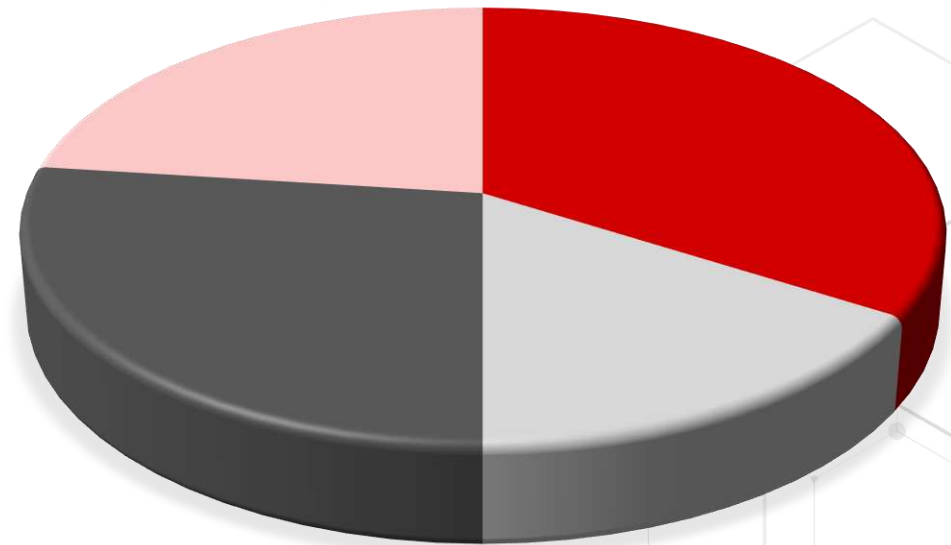


Reach By Job Title



Business: DM/Business Manager
5.2256 MM

IT: DM/Manager/Technical Title
7.7248 MM




IT: C-Level/Director
6.1344 MM

Business: C-Level/Business Director
3.6352 MM

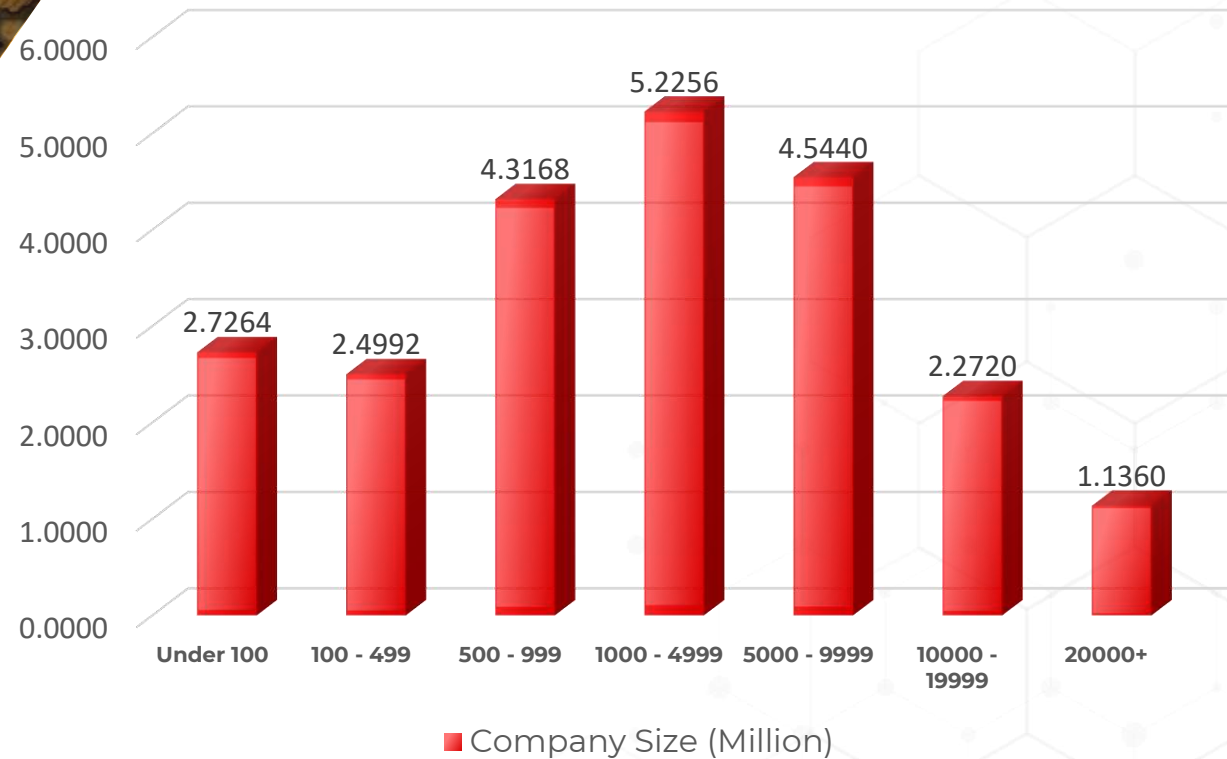


North America / Latin America / South America


 Database size: 22.72MM Contacts



Reach By Company Size

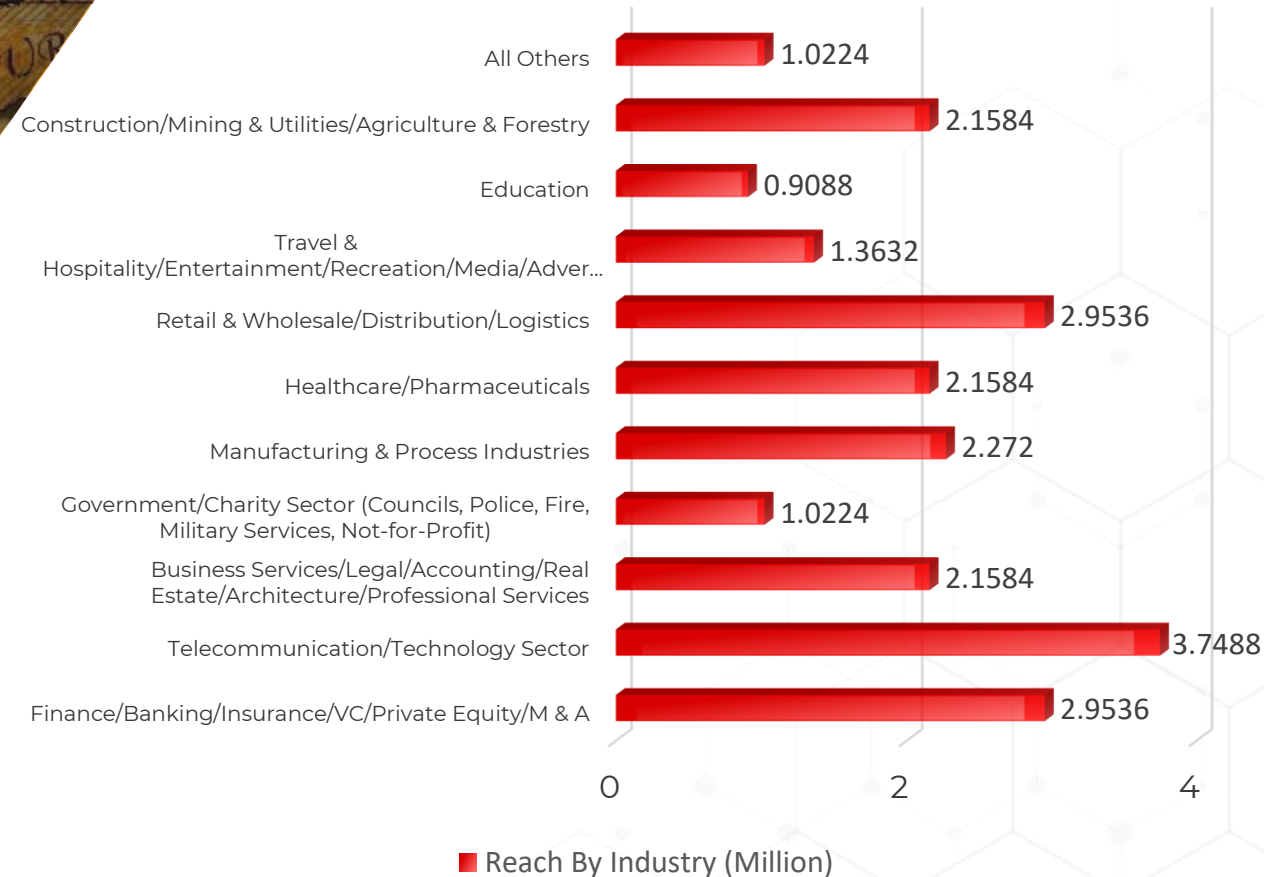


North America / Latin America / South America


 Database size: 22.72MM Contacts



Reach By Industry



North America / Latin America / South America

 Database size: 22.72MM Contacts




Reach By Country

Country	Percentage
United States	16.9309 MM
Canada	2.4697 MM
Brazil	0.7975 MM
Argentina	0.4680 MM
Mexico	0.7293 MM
Chile	0.2476 MM
Guatemala	0.0000 MM
Panama	0.0000 MM
Peru	0.2227 MM
Honduras	0.0000 MM
Venezuela	0.0000 MM
Paraguay	0.0250 MM



EMEA

 Database size: 14.70MM Contacts



Reach By Job Title



Business: C-Level/Business Director
1.911 MM

Business DM/Business Manager
3.234 MM




IT: C-Level/Director
3.822 MM

IT: DM/Manager/Technical Title
5.733 MM

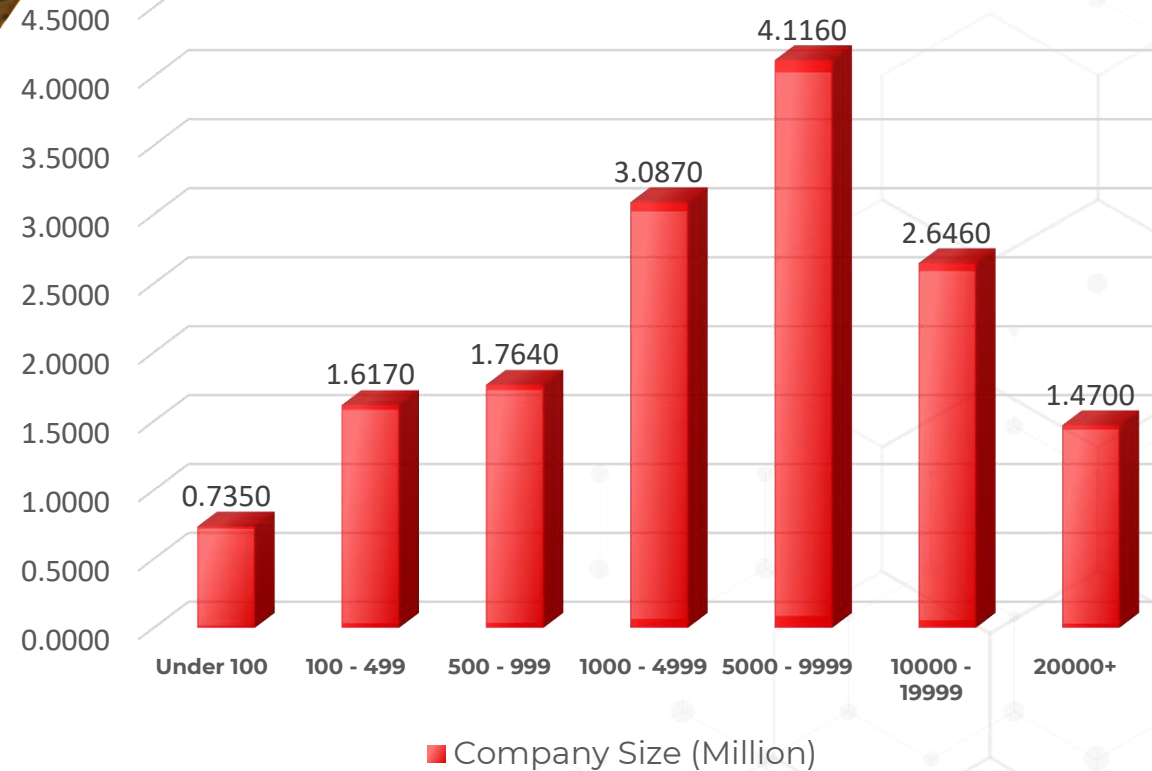


EMEA


 Database size: 14.70MM Contacts



Reach By Company Size

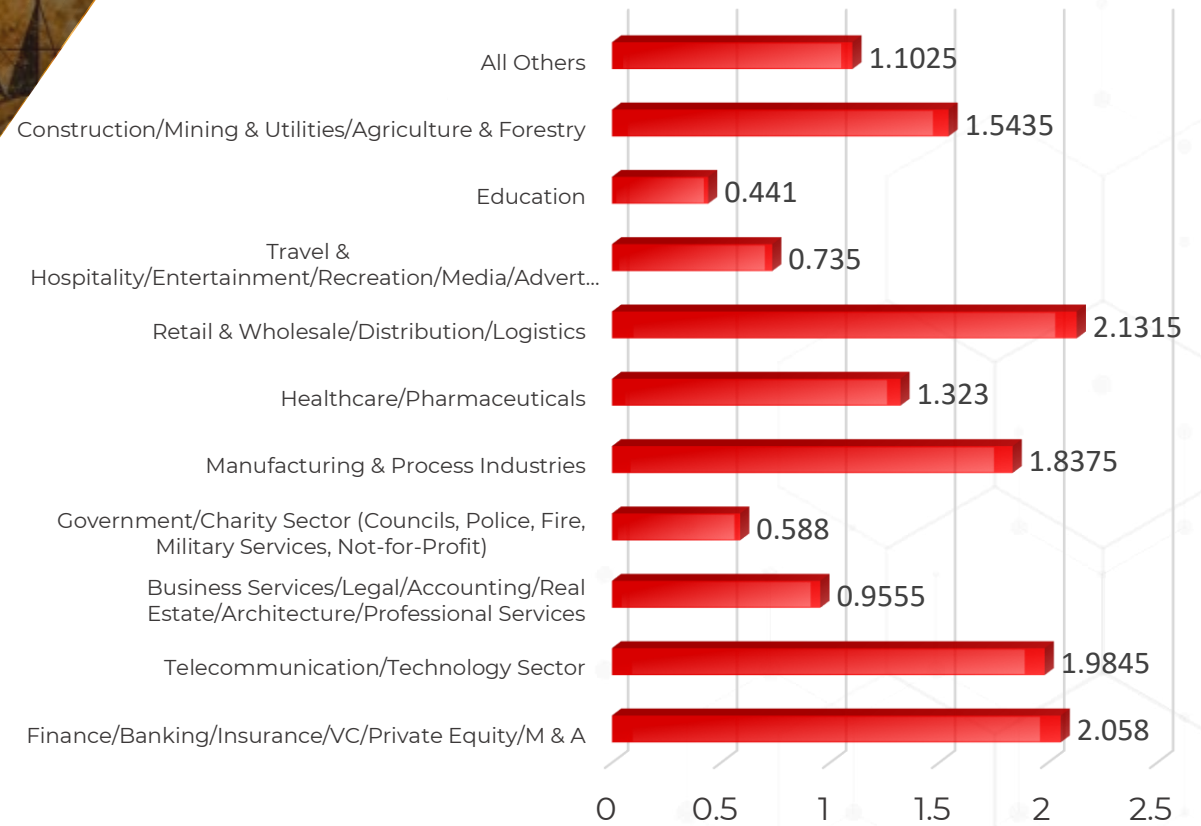


EMEA

 Database size: 14.70MM Contacts




Reach By Industry



■ Reach By Industry (Million)



EMEA

 Database size: 14.70MM Contacts



Reach By Country

Country	Percentage
United Kingdom	5.00 MM
Germany	3.38 MM
France	1.62 MM
Netherlands	1.18 MM
Spain	0.44 MM
Austria	0.29 MM
Sweden	0.74 MM
Norway	0.29 MM
Denmark	0.29 MM
Italy	0.59 MM
Finland	0.15 MM



ASIA PACIFIC



Database size: 9.4MM Contacts



Reach By Job Title



Business: DM/Business Manager,
1.128 MM

IT: DM/Manager/Technical Title,
3.384 MM



IT: C-Level/Director,
2.726 MM

Business: C-Level/Business Director,
2.162 MM



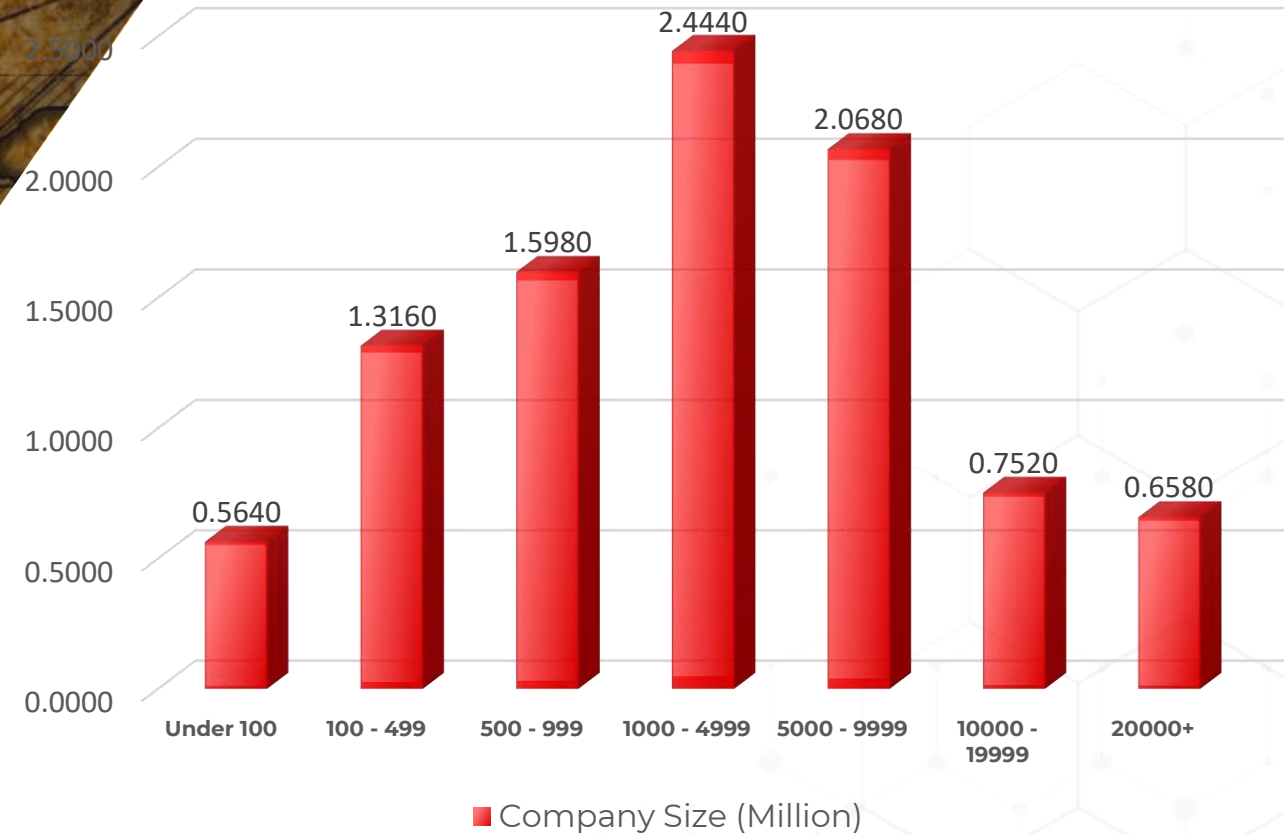
ASIA PACIFIC



Database size: 9.4MM Contacts



Reach By Company Size



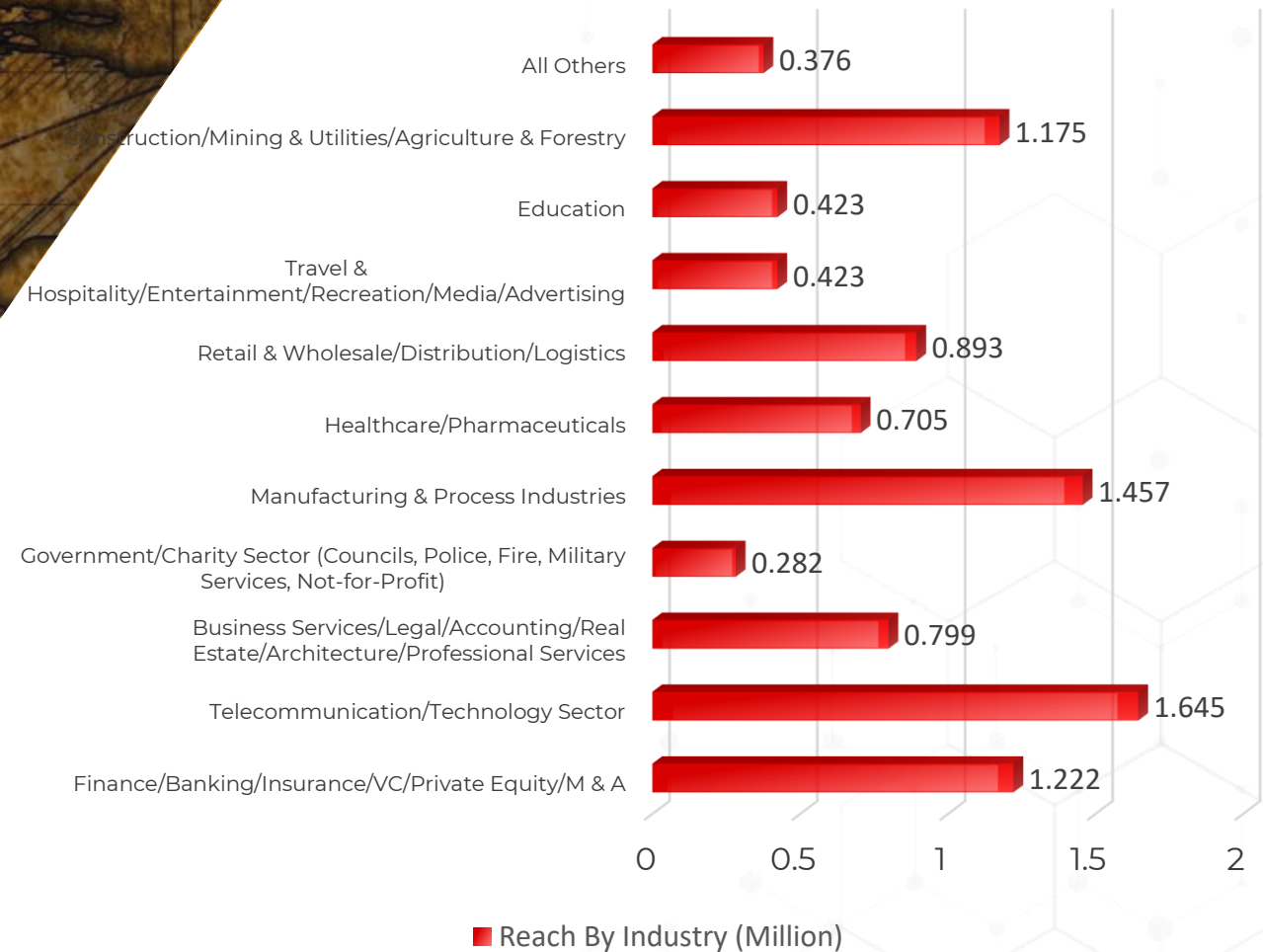
ASIA PACIFIC



Database size: 9.4MM Contacts



Reach By Industry



ASIA PACIFIC



Database size: 9.4MM Contacts



Reach By Country

Country	Percentage
Australia	1.79 MM
Singapore	0.94 MM
New Zealand	0.85 MM
Hong Kong	0.66 MM
Japan	0.94 MM
Malaysia	0.38 MM
Indonesia	0.85 MM
India	1.69 MM
Thailand	0.28 MM
Philippines	0.19 MM





»» GDPR Policy ««

We are a GDPR Compliant Company with a Data Protection Officer at the helm.



»» GDPR on Email Campaigns ««



»» GDPR Verbiage on Telemarketing Campaigns ««





GDPR on **Email** Campaigns

We ensure GDPR compliance in our email campaigns through the following measures:

- 1. Transparent Privacy Policies:** Links to our Privacy Policies are prominently provided on our landing pages, accompanied by an easily accessible unsubscribe link.
- 2. Consent Documentation:** Consent from recipients is meticulously recorded and documented. This information can be shared with our clients upon request, demonstrating our commitment to transparency.
- 3. Clear Data Usage Explanation:** Our Privacy Policy explicitly outlines how and why recipient data is stored and utilized, ensuring complete transparency regarding data handling.
- 4. German Double Opt-In:** For landing pages targeting Germany, we implement double opt-in checkboxes, aligning with Germany's stringent privacy guidelines. Recipients must explicitly confirm their subscription, enhancing data protection.
- 5. Unchecked Checkboxes:** We do not automatically pre-check checkboxes on our landing pages. Recipients have full control over their subscription choices, promoting GDPR compliance and respect for individual preferences.
- 6. Data Management Information:** Our Privacy Policy also provides clear instructions on how prospects can manage their data with REVLINE, empowering them to exercise their data rights effectively.





What to Expect:

- ✓ As part of this consent, **REVLINE** will send you valuable resources such as [Client's Name] white papers, case studies, articles, infographics, and eBooks. These resources are designed to provide you with valuable insights and information.



Sharing Your Data:

- ✓ With your consent, **REVLINE** may also share the data and information collected during today's call with [Client's Name]. [Client's Name] will use this data to send you offers and materials of a commercial nature that may be of interest to you.



Data Retention:

- ✓ **REVLINE** will retain a record of your data for as long as you choose to remain registered with REVLINE and its subsidiaries.



GDPR Compliance for Telemarketing Campaigns

Your Privacy Matters to Us:

- By providing your consent, you acknowledge and agree that REVLINE and its affiliated companies will securely record and process your data to enhance your experience with our marketing content.

Your Rights:

- You have the right to access, modify, correct, or request the removal of your data from our systems at any time. Additionally, you may request to restrict the use of your data, ensuring your privacy preferences are respected

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Thanks for your time



“The next big thing in marketing
is not 'big, it's '**relevant**”

Tom Fishburne

