

B2B DEMAND, BUILT TO MOVE

Fresh ideas. Measurable momentum.

Multi-channel demand generation, sales qualification, creative and data services designed to turn attention into pipeline.



BUILT FOR B2B GROWTH

Fresh ideas that deliver marketing ROI.

SynergySpark Media is committed to making marketing activities successful through multi-dimensional channels spanning businesses and verticals.

Founded to bridge the gap between buyers and service providers, our team brings decades of experience building pipeline for organizations seeking strong returns in a shorter timeframe.

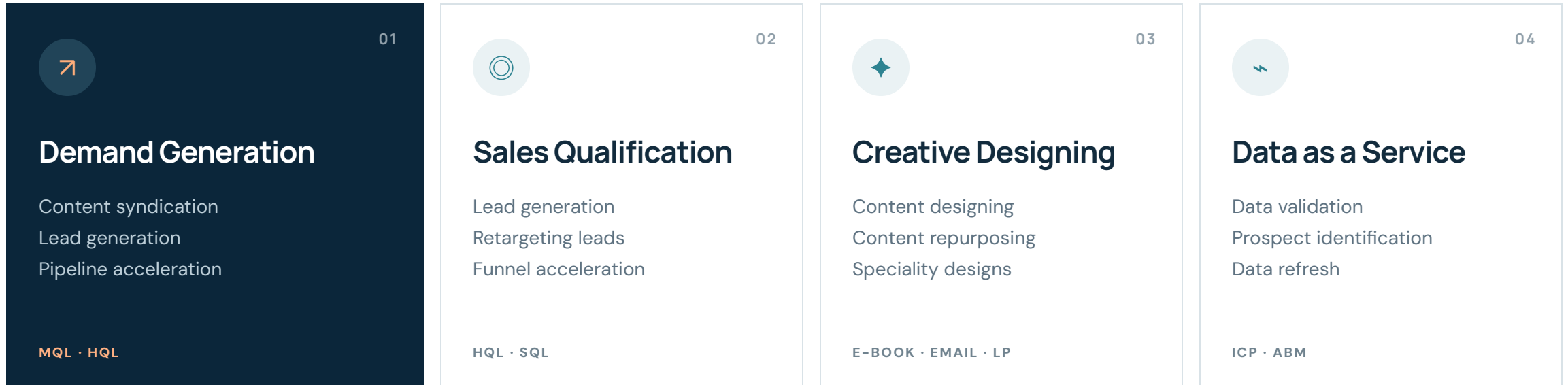
AUDIENCE INTELLIGENCE — HUMAN QUALIFICATION — MEASURABLE DELIVERY



01 — WHAT WE DO

One connected engine for marketing and sales.

We support the full path from audience intelligence to qualified opportunity, with specialist teams working as one delivery system.



GLOBAL DIRECTION. DISTRIBUTED DELIVERY.

Connected across two operating hubs.



Location descriptions require owner confirmation before final publication.

01 / UNITED STATES

Bridgewater, New Jersey

991 US Highway 22 West, Suite 200
Bridgewater, NJ 08807, United States

02 / INDIA

India delivery hub

A central-India operation supporting technology, research and campaign-delivery capabilities.

CONNECTED DEPARTMENTS

Specialists aligned around **one outcome.**

01

Sales

1 Sales Head
1 Business Development
2 Account Managers
4 Account Executives

02

Operations

1 Operations Manager
1 Technical Manager
Design Team: 2
Dev Team: 2
Data/Research: 1 lead + 12

03

Outbound

Telemarketing: 3 leads + 50
Digital: 1 lead + 6
Email Marketing: 4

04

Quality

1 Quality Head
5 Quality Executives

05

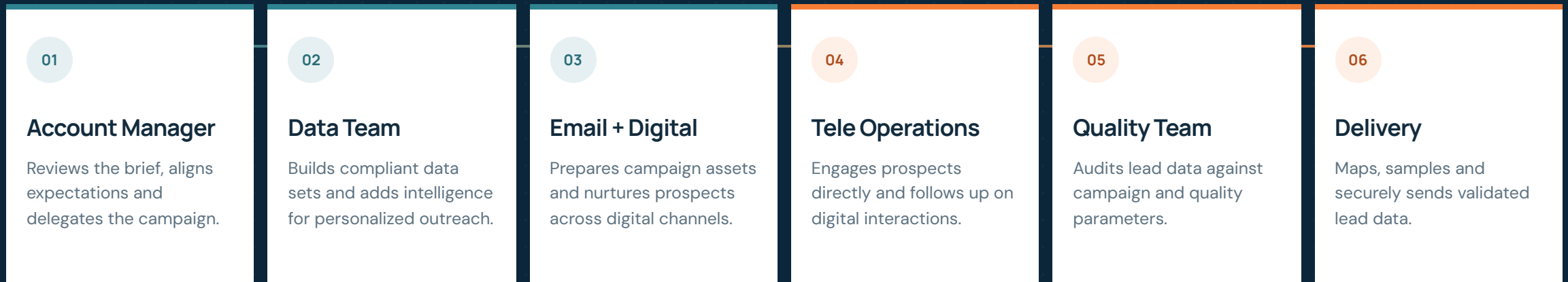
Delivery

2 Delivery Managers
2 MIS
1 Delivery Executive

The source includes detailed headcounts; current staffing requires verification.

02 — HOW WORK MOVES

From campaign brief to **validated delivery**.



BRIEF — AUDIENCE — ENGAGEMENT — **PIPELINE-READY DATA**

03 — ENRICHED TARGETING

Turn account data into actionable context.

DATA INTELLIGENCE



Layer intent, technology and decision-making authority onto audience data to focus every campaign.

01

Intent scoring

Every account, scored.

Accounts are scoped against surge topics so campaign teams can prioritize the strongest conversion opportunities.

02

Install technology

Understand the stack.

Technology intelligence from research and credible sources identifies complementary platforms and relevant solutions.

03

Authority + need

Reach the right people.

Decision-making authority and active topics combine to identify contacts with both relevance and potential need.

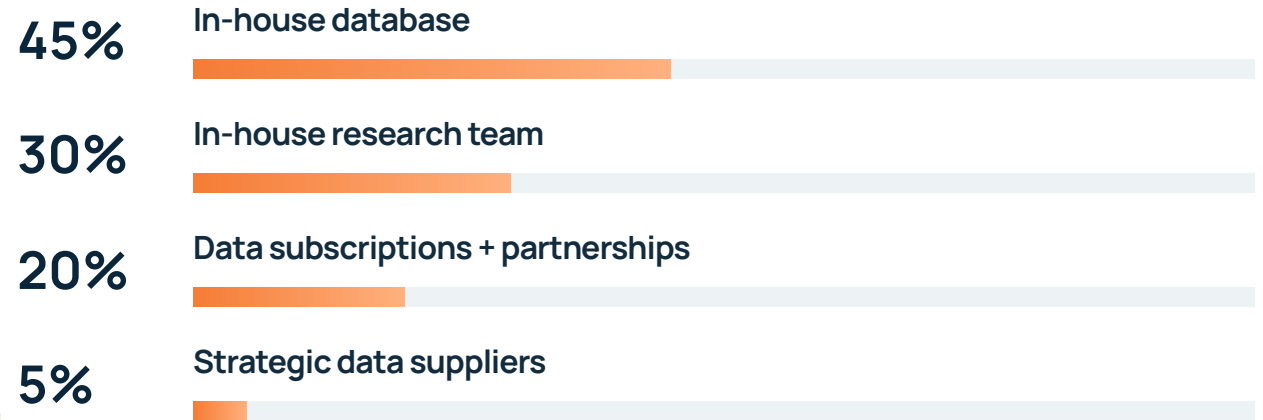
A BLENDED INTELLIGENCE MODEL

Multiple sources. One usable view.

The source deck describes a mix of proprietary data, internal research, subscription partnerships and strategic suppliers.



Azure Power BI LinkedIn Sales Navigator D&B Hoovers Seamless.AI ZoomInfo Apollo Leadiro



Percentages and named supplier relationships require current owner verification.

FOUR-POINT QUALITY PROCEDURE

Quality is built into every checkpoint.

01

Specifications

Match every record against the campaign brief.

02

Company validation

Industry, employee size, revenue, activity and location.

03

Contact validation

Job title, phone number, direct dial and email address.

04

Intent validation

Interest, authority and timeline.

Automated checks and human review work together to protect the value of every deliverable.

FAST. SECURE. CONNECTED.

Validated leads, delivered your way.

Delivery can connect to major marketing suites, custom webhooks and client systems—or use controlled manual formats.

{ REST:API }

http:// POST

01

Real-time API integration

Validated leads flow directly from capture forms and SynergySpark systems.

02

Encrypted files via email

Controlled file formats shared with account managers or delivery teams.

03

Online spreadsheet solutions

Secure delivery using Google, Microsoft, Dropbox or Box.



INTEGRATE



DocuSign

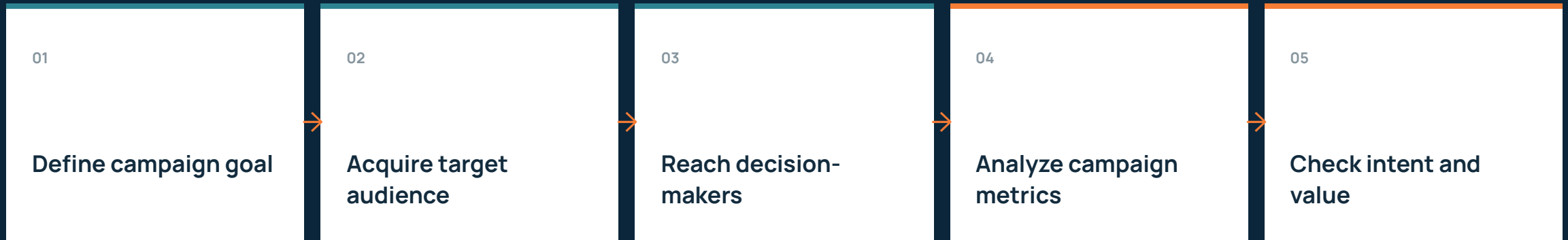
QUALIFICATION FRAMEWORKS

Choose the lead depth that **matches** **the motion.**

MQL	HQL	BANT	DATA
Marketing Qualified	Highly Qualified	Qualification Framework	Intelligence Layer
Single-touch lead	Multiple touchpoints	Budget + authority	Intent-based accounts
Initial intent	Higher intent	Need + timeline	Right-party contacts
Validated form fills	Processing consent	Highest intent	Verified data points
Consent to contact	Sales-contact consent	Contact + processing consent	Install-tech data
Up to two custom questions	Multiple qualifying questions	Multiple qualifying questions	Compliant marketing intelligence

A REPEATABLE GROWTH LOOP

From goal to insight— then back again.



PRECISION, NOT BULK

Personalized email, built around context.

Campaigns are segmented by prospect details and designed to carry useful information without unnecessary distraction.

✓ Time zone

✓ Job title

✓ Authority

✓ Company size

✓ Engagement history

✓ Offer relevance

1.5M

MONTHLY SENDS

11%

AVERAGE OPENS

5.7%

AVERAGE CLICK-THROUGH

2.1%

LANDING-PAGE CONVERSION

01

INTRODUCTORY EMAIL
HELLO

02

FOLLOW-UP EMAIL
MESSAGE

03

CLOUD RESPONSE
NEXT STEP

All performance metrics require current owner verification.

SIX DIMENSIONS OF A QUALITY LEAD

More than a
record.
A reason to
engage.

Valid contact details

01

Active phone number and valid email address.

Decision authority

02

Seniority, decision-making influence and role.

Intent + intelligence

03

Asset interaction, timing and relevant signals.

Processing consent

04

Permission for communication and client transfer.

Qualification answers

05

Relevant responses to customized questions.

Company qualification

06

Account specifications and organizational intent.



ACCURATE PROSPECT DATA

99% lead accuracy guarantee

Validators confirm each record against client expectations and standard campaign parameters.

0% hard-bounce commitment

100% opted-in prospects

DND screening

30-day email feedback loop

01 Email validation
Active corporate-domain business address.

02 Phone validation
Ringing line, with preference for direct dial.

03 Job-title match
Role and department aligned to specifications.

04 Intent check
ICP fit with active interest.

05 Profile match
Professional profile consistent with record.

06 Authority check
Consent and appropriate offer authority.

Source replacement condition: returned leads are replaced within 15 days of delivery.

Accuracy, opt-in and replacement commitments require legal and operational confirmation.

ACCOUNT-LEVEL CONFIDENCE

Build the account view before building the list.

Use verified organizational attributes and intent signals to improve account penetration and campaign relevance.

ACCOUNT 01

Verified company profile

QUALIFIED

INDUSTRY SIC + NAICS aligned	ORGANIZATION Headcount + revenue
LOCATIONS HQ + regional footprint	TECHNOLOGY CRM + BI + automation

INTENT SIGNAL

Surge-topic relevance

HIGH

SIC + NAICS

Global + regional headcount

Revenue + budgets

HQ + corporate locations

CRM + BI + automation

Surge-topic relevance

Company-management insight

Need relevance from surge scores

Bottom-to-top account reach

Source claim: 100% accurate company information

DESIGNED TO BE READ

Every send earns the next click.

Engaging, personalized content

Minimal, responsive design

Bold calls to action

Supported across mail clients

Animated GIF + HTML5

Researched subject lines + preview text

Web view + forward tracking

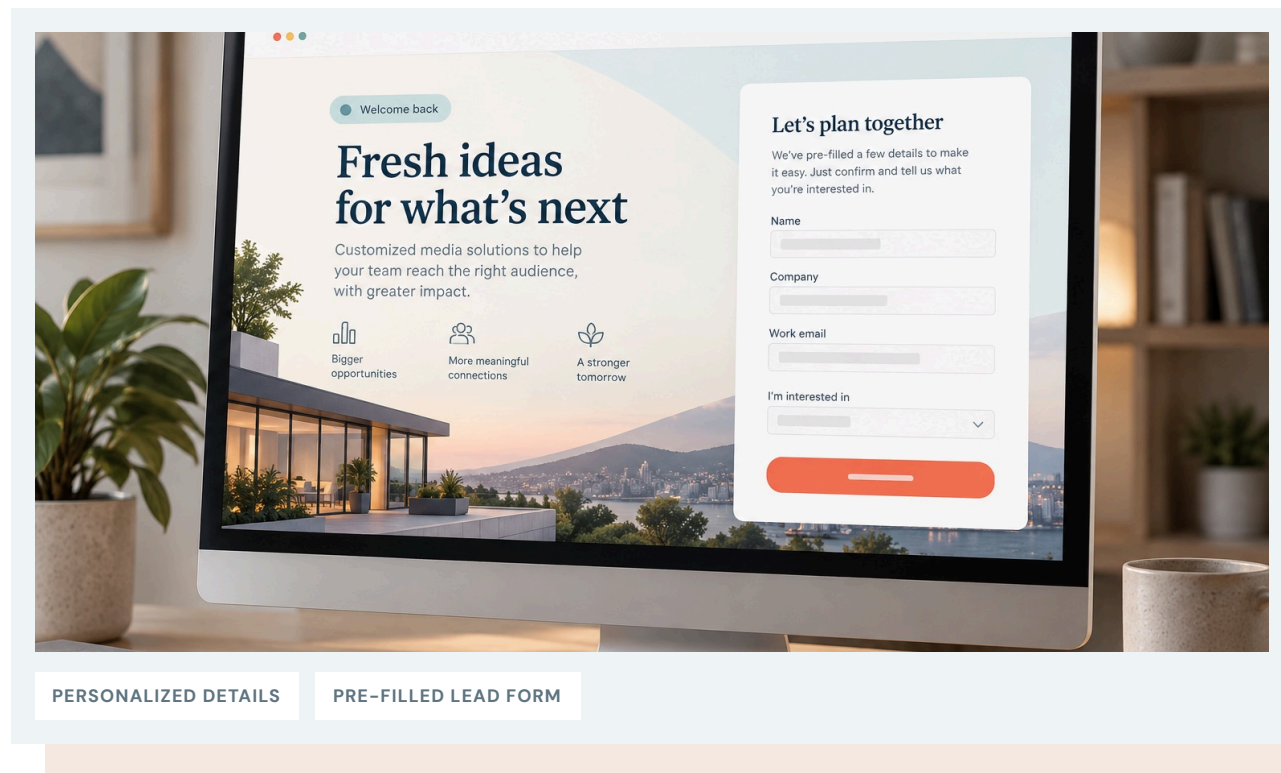
Real-time unsubscribe

Global privacy mechanisms

PERSONALIZATION AT THE POINT OF ACTION

41% more conversion against plain content

Personalized audience details and pre-filled form fields make campaign content more relevant and easier to consume.



Conversion improvement requires current verification.

REMOVE FRICTION

Let known data do the heavy lifting.

Pre-fill from approved backend, IP or cookie data

Recover abandoned form journeys

Apply conditional logic to questions

Send dynamic completion emails

8× More conversions when manual entry is reduced

30× Higher stated probability of a return visit

Performance claims require current verification.

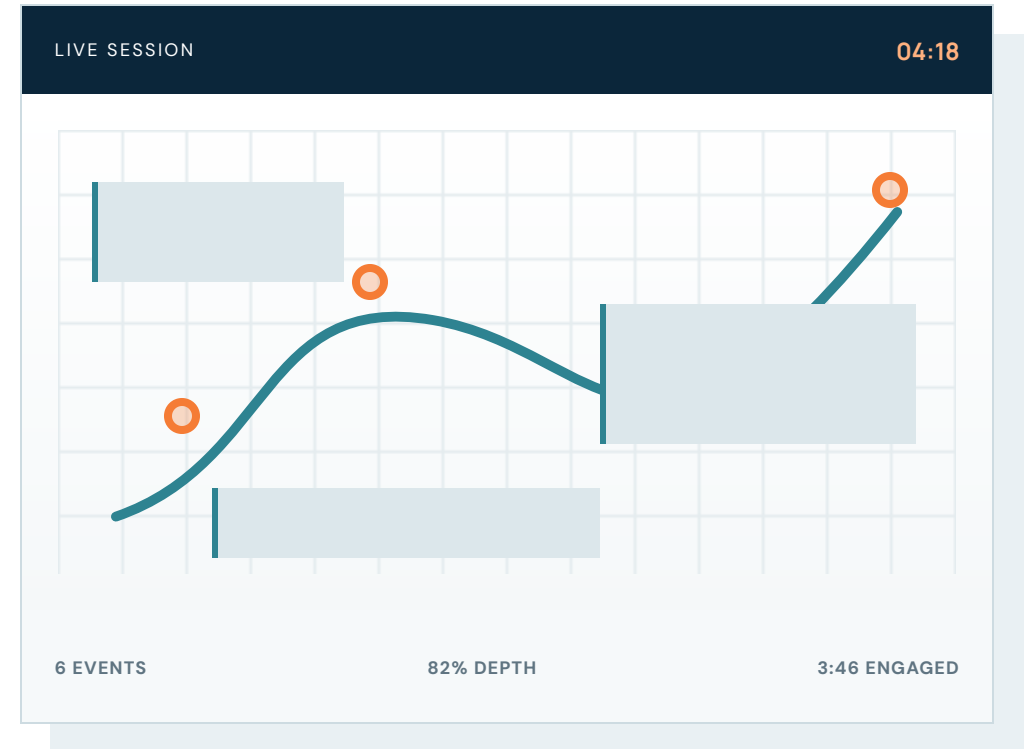


PREFILL + CONDITIONAL LOGIC + DYNAMIC FOLLOW-UP

SEE THE JOURNEY, NOT JUST THE CLICK

Behaviour becomes usable insight.

Behaviour tracking	Content-consumption analytics
A/X page testing	Heatmaps + recordings
Intent from visitor logs	Visitor tagging + merging
Audience demographics	Visual journey mapping



10×	15×	96%
MORE ACTIONABLE INSIGHTS	HIGHER STATED PAGE ROI	BOT REDUCTION

Performance claims require current verification.

03 — AUDIENCE PROPERTY

Business Clouds

A specialist environment connecting cloud, infrastructure and security audiences with focused content.

VERTICALS All

DEPARTMENTS IT — Cloud, Infrastructure

FOCUS Security Cloud

48 TOPICS 184 CONTENT PIECES 22 BRANDS 12 AD SPOTS 6 POST TYPES

71K
MONTHLY VISITORS

12K
SUBSCRIBERS

16K
MONTHLY DOWNLOADS

8K
MONTHLY LEADS

BRAND MENTIONS

Equinix · O'Reilly · Red Hat · IBM · Box · AWS · Cisco · Google Cloud · Akamai · Microsoft Azure · Intel · Nutanix · VMware

All source property figures and brand relationships require owner verification.



CLOUD SERVICES

CLOUD COMPUTING

CLOUD SECURITY

04 — AUDIENCE PROPERTY

Cloud Computing

A focused destination for cloud, artificial intelligence, machine learning and emerging infrastructure topics.

VERTICALS All

DEPARTMENTS IT — Cloud

FOCUS Cloud, AI + ML

21 TOPICS

156 CONTENT PIECES

28 BRANDS

10 AD SPOTS

8 POST TYPES

18K

MONTHLY VISITORS

3.2K

SUBSCRIBERS

1.7K

MONTHLY DOWNLOADS

>1K

MONTHLY LEADS

BRAND MENTIONS

Oracle · Nutanix · Red Hat · IBM · Syntax · Alibaba Cloud · AWS · Cisco · Google Cloud · SAP · Microsoft Azure · Intel · VMware

All source property figures and brand relationships require owner verification.



CLOUD TECHNOLOGY

MACHINE LEARNING

BLOCKCHAIN

05 — AUDIENCE PROPERTY

Experience Success

Customer-experience content for sales, strategy and CX leaders—from interviews and case studies to practical guides.

VERTICALS

All

DEPARTMENTS

Sales, Strategy, Customer Experience

FOCUS

Customer Experience + Success

4 TOPICS

12 CONTENT PIECES

3 BRANDS

3 AD SPOTS

3 POST TYPES

4K

MONTHLY VISITORS

<1K

SUBSCRIBERS

<1K

MONTHLY DOWNLOADS

<1K

MONTHLY LEADS

BRAND MENTIONS

Oracle · Workday · Salesforce · HubSpot

All source property figures and brand relationships require owner verification.



GUIDES

VIDEO INTERVIEWS

CASE STUDIES

TRUST BY DESIGN

Privacy practices for a global audience.

The source material describes a continuous privacy foundation intended to protect user data and support regional requirements.

- 01 Protect user data
- 02 Apply data-access policy
- 03 Provide real-time unsubscribe mechanisms
- 04 Capture consent and tracking choices

All legal descriptions and compliance claims require qualified legal review.

SYNERGYSPARK MEDIA

NORTH AMERICA

CASL · CCPA · CAN-SPAM

Canadian Anti-Spam Law, California consumer protections and US CAN-SPAM.

EUROPEAN UNION + UK

GDPR · DPA

The source also lists Spain SAISS-ECOM, France CPEC and Germany FDPA, TELA and AAUC.

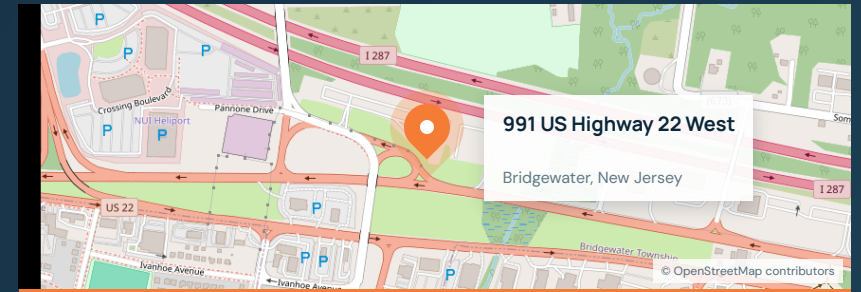
AUSTRALIA

Spam Act 2003

Australian commercial-message requirements identified by the source.

READY WHEN YOU ARE

LET'S BUILD WHAT'S NEXT.



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