

# Marketing Assist

## MiDataView

Start Your SMART Campaign

### The Business Problem

Marketing professionals are under constant pressure to feed the pipeline with quality leads, but ever-tightening budgets require a sharper strategic focus on the best prospects. MiDataView provides complete company information, contact details, and insights you need to profile your target customers efficiently. With MiDataView Marketing Assist, you can easily analyze market size, company revenue and get targeted marketing lists to focus on the strongest prospects.

### MiDataView Marketing Assist

MiDataView can help you increase lead effectiveness and save money with rich marketing data for segmentation and demand generation. This gives you unique demand generation capabilities powered by MiDataView most current campaign lists that offers complete information about your target prospect or company. With Marketing Assist, you can search millions of companies to find your ideal prospects based on job title, department, seniority level and more.

Most of the marketing campaign fall flat due to bad or inaccurate data. For a savvy marketer, the targeted lead data is of utmost importance to reach out to ideal customers. MiDataView Marketing Assist helps you build targeted prospect lists, improve deliverability rates, get more opens and clicks and grow the number of qualified leads you send to build a strong pipeline.

Build your pipeline from millions of prospects data using multiple parameters relevant to your organization to engage with better accounts for better conversion. Marketing Assist helps you target better accounts by using tighter segmentations and search criteria to give you access to decision-maker profiles and corporate information to identify key decision maker.

“MiDataView Marketing Assist is very efficient. The platform saves a lot of time of our marketing team and the data quality on platform is extremely good.”

- MiDataView Client, Singapore

### Advantages

- Access key decision makers in one platform
- Drive engagement with focussed prospect list
- Search less and engage more
- Decrease lead acquisition costs and assist sales in shortening sales cycles
- Boost campaign effectiveness through improved targeting and accurate list
- Ready to use APIs for Integrations to Marketing tools, leading CRM and legacy systems