

# SMART Platform

## MiDataView

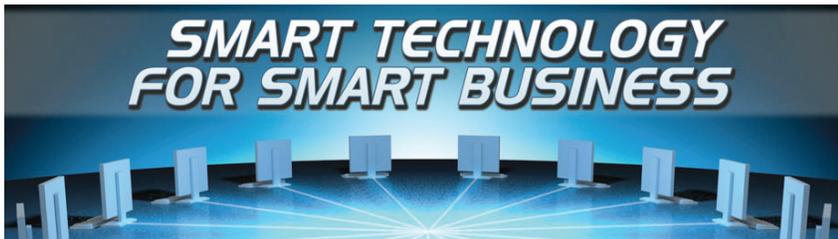
A SMART Platform for SMART Business Leaders

### The Business Problem

Since the year 2000, B2B sales and marketing has undergone dramatic changes – in strategy, approach, budget and time. Sales and Marketing simply can't be as effective if you're unclear who your targets are and who to approach. Whether you are doing account-based marketing, sales prospecting, territory planning or company research, the data that you need to understand these exists elsewhere in unorganized form. This makes companies prospecting job much more challenging as there is not much data to give you insights and give direction to your strategic plans.

### MiDataView SMART Platform

Whether you are looking for right contacts in an organization for sales, right company to target for marketing, more contacts for your account management team to move upward in sales funnel, refresh your existing data or want to build a new target profile to plan your lead generation initiatives, MiDataView SMART platform can assist throughout your prospecting process.



### Accurate Target Data

Get contacts by company, location, title or function. MiDataView SMART Platform ensures clients a ready-to-use custom lead list of targeted, pre-qualified and validated prospects to provide their sales force an extra edge. Along with a list of validated contacts, MiDataView provides detailed contact information with titles, location and social profile to target decision makers in the companies.

### Advantages

- Market leading targeting solution to assist you at every step of sales process
- Ready to use data so that you can reduce your effort on collection and filtering and focus more on sales effort
- Gives you an edge over competitors to optimizes marketing campaigns, accelerates sales cycles and improves sales productivity
- Unlimited access to leading companies across the globe with decision maker contacts
- The best platform if you are looking to establish new business relations and expand your business activities worldwide
- Best in class search capability to give you optimum performance
- Human-Machine validated data to provide you with the best intelligence
- Easy to integrate with leading CRMs and legacy systems

# SMART Platform

## Human-Machine Validation

MiDataView SMART platform uses both human and machine techniques to provide you with the most accurate email, phone numbers and other analytics of your target. Although we use extensive technology to build database but we also rely on human intervention to make sure that you get the best in class and double verified data.

## Powered by 3C Technology

On our platform, you don't have to worry about bad or dead list as we continuously refresh and update our data with our proprietary 3C Technology and in-house data scientists and researchers, ensuring on-going data validation of every record on platform, helping you save your time and do what you are best at i.e. SELL, SELL and more SELL.

## Aesthetically Designed Search Interface

We have taken into account the opinions of top search consultants to design the best in class search capability which gives you optimum performance with aesthetics. MiDataView platform offers multi-criteria searches across the platform which enables you to search employees and companies through a set of criteria such as geographical location, industry, revenue, number of employee, job titles and many others. The unified view enable prospector to have quick snapshot of the search result and decide on whether to filter more or import.

“MiDataView is a revenue acceleration platform which offers the easiest way to find the right business contact databases to help businesses drive sales efficiency and marketing effectiveness.”

- MiDataView

“Great platform for creating a targeted email list of sales prospects. High quality data and within budget. Happy to use MiDataView SMART platform”

- MiDataView Client, USA