

Target Research Service

MiDataView

A Miinfotech Product

The Business Problem

Since the year 2000, B2B marketing has undergone dramatic changes – in strategy, approach, budget and time. Marketing simply can't be as effective if you're unclear who your targets are and who to approach. In growing organizations, field sales have bigger pressures than they did in the past. They are focused solely on closing deals for the month or quarter. So, they have little time for prospect research and target list building. The additional pressure on sales team led to longer sales cycle and reduced revenue. Management and marketers around the organization began to worry about this growing revenue and sales cycle and started to outsource prospect list building and verification services to third party to solve the problem.

MiDataView Target Research Service

Deciding which B2B data provider(s) to choose can be very overwhelming. You can count on making a big investment when it comes to purchasing data, so it's important to choose the right vendor and start an engagement with no regrets.



You identify the Target audience

We build lists perfectly matching your desired market specifications

MiDataView Target Research Service ensures clients a ready-to-use custom lead list of targeted, pre-qualified and validated prospects to provide your sales force an extra edge. Along with a list of validated contacts, Miinfotech provides detailed contact information with titles, location and social profile to target decision makers in the companies.

Advantages

- MiDataView will assist you in defining your List qualifications/ parameters.
- MiDataView only picks those prospects that fit your criteria for geography, job title, job function, size of company and the prospect's vertical industry.
- MiDataView will send you your list on a daily, weekly or monthly basis as needed. The format of your list can be customized so the data can easily be uploaded to your database.
- Data is delivered as quickly as possible because most of the data is stored in-house already and our researchers are experienced enough to compile as you need.
- In the case where the data is not available in-house, our research team using their experience and expertise can make the data available in the shortest of the time.
- MiDataView presents the data that is ready for use. So, you can reduce your effort on collection and filtering and focus more on sales effort.
- MiDataView focused list will certainly give you an edge over competitors, optimize marketing campaigns and improve sales.

Target Research Service

Pioneer in Business-to-Business Target Research, MiDataView ensures that your projected campaign achieves desired results. If your target market is unique and list acquisition does not help, then you need to build a custom list. MiDataView can help. Our custom list building services have helped many of our customers through our researching and hand picking of contacts based on well-defined criteria. We find the business leads that matter to you.



If you broadly know your target market but do not know the finite size of it or ever wondered how many companies are out there based on certain revenue range, employee size, industry classification, geography, or even based on certain type of technology used, then we can help. Give us the business list criteria and we will tell you what your potential marketing universe is. You will know how many companies fit that description. We will tell you how many contacts within your potential marketing reach. We will give you a clear picture of the business leads and business opportunity with your target audience.

If you have a list of defined accounts you need to target and just want the contacts from those companies, then we can help. For our email list building services, you just need to give us the list of companies and the type of contacts you are looking for. We will do the rest.

“Great job on creating a targeted email list of sales prospects.
Delivered as promised and faster than anticipated. Will definitely
work with them on long term basis.”

- MiDataView Client, IT, USA

“WE ARE A ONE-STOP
SOLUTION FOR BUILDING
RELEVANT AND ACCURATE
B2B CONTACT DATABASES
TO HELP YOU ENHANCE
RESPONSE, EFFICIENCY
AND EFFECTIVENESS OF
YOUR MARKETING & SALES
INITIATIVES.”

- MiDataView