**Home**

Account Media offers multi-channel demand generation services to publishers and technology vendors through our network of lead generation websites and native speaking telemarketing agents. Whether looking for MQL, ABM or BANT campaigns, Account Media can assist you in delivering your demand generation strategy and generate pipeline for your sales teams and/or channel partners.

**Who we work with:**

IBM, Cisco, HPE, Dell, Salesforce, Oracle, Workday, Citrix, Marketo

Downloads Per Month Leads Delivered Per Month Countries We Can Reach

Ticker to 70,000+ Ticker 25,000+ Ticker to 50+

**About Us:**

Account Media can deliver high quality sales leads from any country in the world. This can include leads via email or telemarketing, account-based targeting (ABM) or identifying need and pain points through BANT / SQL campaigns.

Account Media offer expert demand generation support, from providing detailed leads of qualified decision-makers, to a comprehensive lead generation and SQL service.

Our extensive and ongoing research campaigns give you the ability to build contact lists that identify individuals at all stages of the buying cycle, from pre-sales to sales ready.

With access to over 31 million names, Account Media offers a range of marketing options that allow you to use our data to target the decision makers you need to reach.

**This can include:**

* Breakdown by geography, job title, role and responsibility
* Targeting through previous research and buying intention
* Email dispatch to selected individuals
* Extensive telemarketing options

**Our Services**

**Marketing Qualified Leads (MQL)**

A Marketing Qualified Lead (MQL) is a prospect that has expressed an interest in what your brand has to offer. An MQL has taken the first steps to becoming a customer and is ready to receive additional contact from your company. From a very general perspective: Marketing Qualified Leads turn into Sales Qualified Leads (SQLs), which in turn can convert into customers once they have been through the buyer’s journey.

It’s important for each potential customer to travel through all stages of the buying journey and the MQL is the first step in this process. This engagement warms them up to your brand, builds trust and puts them in the position to consider your solution as the right fit for their business.

The MQL is the foundation of a B2B demand generation strategy and helps businesses identify those prospects who could be in the market for their solutions.

**Account Based Marketing Leads (ABM)**

ABM is a strategy that directs marketing resources to engaging a specific set of target accounts.

Instead of casting a wide net to engage any potential customers, marketers use ABM and work closely with sales to identify key prospects and then tailor customized programs and messages to the buying team within target accounts.

This approach looks at prospects as Accounts rather than Individuals and takes the approach that in order to win business we must look at all stakeholders in the decision-making process.

This strategy is particularly important in today’s world of work, as according to [Merit](https://madewithmerit.com/reports/Millennial_B2B-Report-Merit.pdf), 73% of B2B buyers are now millennials and millennials actively seek consensus and collaboration. This has created a culture of “We” not “I” in the way technology purchasing decisions are made.

Adopting an intelligent ABM strategy for demand generation can be a great way to target potential new customers. But it must be done right…

The accounts you are looking to target must have intelligence behind them for the campaign to be considered a true ABM campaign. We can help with in this process of identifying accounts you should be targeting through our Intent partnerships and own first party data and speak to you about other strategies that have been successful in the past.

**Sales Qualified Lead / BANT**

An SQL lead or a BANT lead is a type of lead that expressed a specific interest in a product and service that you have to offer…

The difference between marketing qualified leads (MQL) and sales qualified leads (SQL) is important to understanding your sales funnel, and perhaps most importantly, the potential bottlenecks within it.

SQLs are prospects that have been vetted to determine if there’s an interest to connect them to the next stage in the buying cycle, sometimes called the Discovery or Demo stage.

Commonly, BANT qualification methodology has been used by sales to define what constitutes a ‘quality’ lead. Budget, Authority, Need, and Timing are all criteria that need to be established but are they sufficient enough to enable your sales team to close a deal.

We are able to offer BANT / SQL leads globally whether the target is IT, Hr, Marketing & Sales. Finance or Business Decision Makers.

**QA Technology:**

Leadize is a proprietary lead verification platform from AccountMedia that aims to sift out invalid leads with questionable or erroneous data. The platform is designed to equip sales teams with accurate, high-quality records in order to improve lead generation, accelerate pipeline and increase revenue.

Leadize is positioned to quickly identify, validate, and improve lead quality at the point-of-entry by filtering out all leads that do not match required filters, such as job title, company size, etc. The platform is designed to use real-time contact validation and live phone verification to remove all duplicate leads, as well as leads with invalid data components. Users can also build their own rules-based, post-submission verification protocol on our forms.

Our goal is to provide the most accurate lead data to ensure the best opportunity for nurture and follow up by sales and marketing teams.

**MORE TEXT**



**Intent Data:**

Our relationships with the world’s most important technology & business decisions-makers generate a perpetual stream of global data. With access to 35 million individuals and a global behavioural data stream that is authenticated, timely and contextually relevant, we have one of the industry’s most powerful signals of buyer intent and can fuel your demand-generation marketing strategies globally.

We support our Intent targeting capabilities by partnering with a number of third party intent providers, meaning we are able to target the global data universe to deliver the best and most engaging leads to our partners.

**MORE TEXT**

Testimonials

X5 Image, job title, and text. About 75 words per testimonial

**Contact Us**

**Contact Us Page – Address Etc…**