



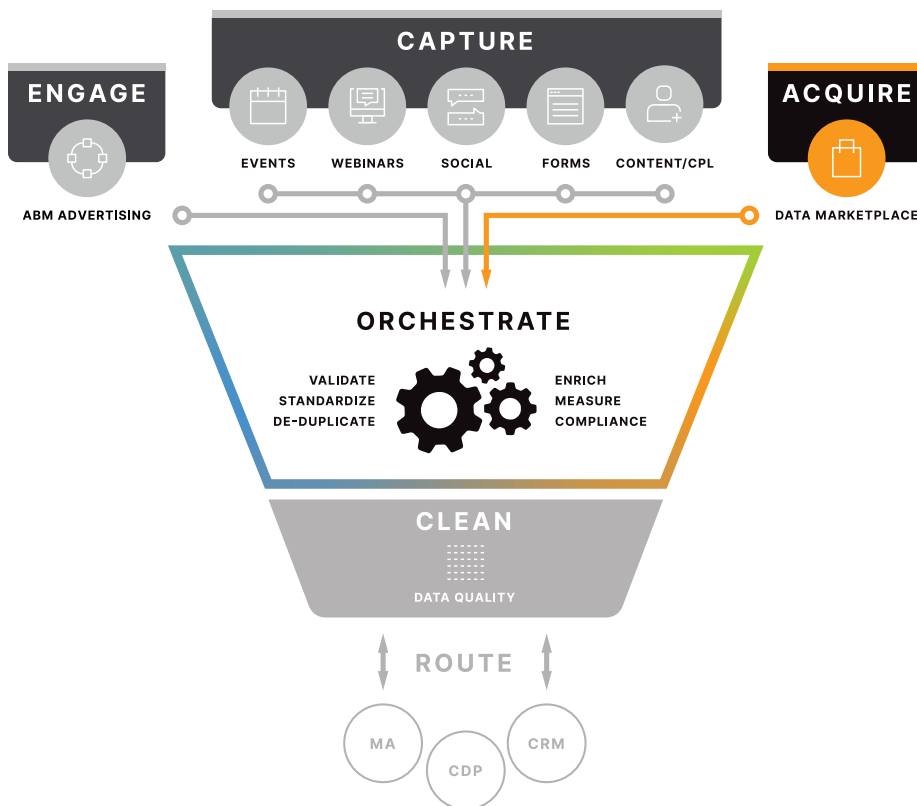
ACQUIRE



Integrate Data Marketplace

Integrate Data Marketplace: Lead Source Diversification Made Easy

The best demand marketing programs run through Integrate. By unifying and amplifying your B2B marketing universe, we provide a home base for running, managing and measuring demand generation programs.



Our demand orchestration platform brings more high-quality top-of-funnel leads into marketing automation systems faster and allows companies to scale sales pipeline, accelerate revenue and maximize ROI.



Data Marketplace Solution

Effective lead generation means managing numerous campaigns across multiple digital channels to reach more defined audiences. This can be challenging to accomplish with a small network of partners and often requires targeted initiatives to diversify lead sources. Connect with the Integrate Data Marketplace to effectively engage your target audiences through our wide network of lead providers.

KEY HIGHLIGHTS OF THE DATA MARKETPLACE:

Direct access to the audiences of hundreds of proven media partners and lead providers

Automated demand campaign management, lead governance and routing, and program optimization via the Integrate platform

The expertise of a dedicated Integrate customer success team to help you find providers that meet your needs

The Power Of An Integrated Approach

INTEGRATE DATA MARKETPLACE

The Integrate Data Marketplace helps B2B Marketers find and test trusted new lead providers to execute complex marketing programs across various sources. Utilizing the Data Marketplace as an extension of your marketing organization saves time and reduces manual work, allowing you to scale.

CLEAN, INTELLIGENT, ACTIONABLE DATA

Once Marketplace-generated leads are in Integrate, they get all the built-in benefits of the Integrate platform, including:



Validation



Data enrichment



MA and CRM integration



De-duplication



Mapping to your database field



Measurement

ANALYTICS FOR OPTIMIZATION

With the Integrate solution, you'll be able to measure lead performance alongside other demand channels, delivering a clear understanding of which messaging and demand initiatives are driving the most sales pipeline opportunities and attributed to revenue growth.

GET IN TOUCH

Learn more about how the Data Marketplace helps B2B marketers scale results.