

The Vereigen Media Difference



Data



Process



Enablement



People



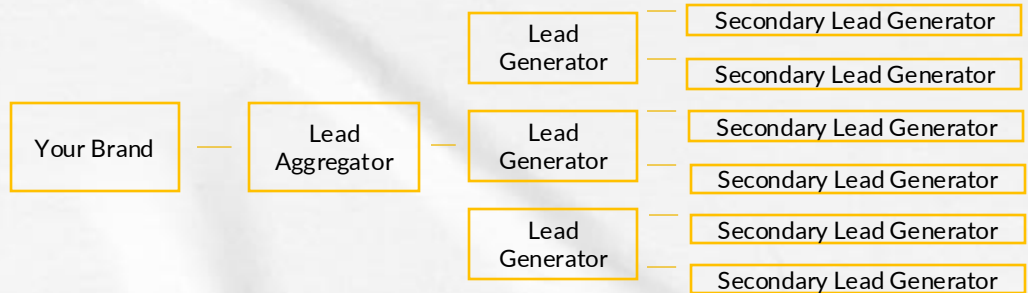
VEREIGEN
MEDIA

The Demand Dilemma

The world is increasingly driven by privacy and compliance considerations around prospecting. Generating valid honest opt-ins for your nurture and sales follow up, while also maintaining brand safety, is more difficult than ever.

Blind Lead Sources

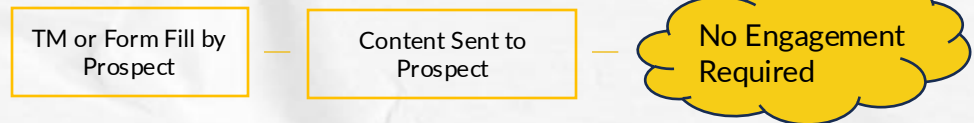
Many of the lead suppliers are intermediaries, who simply farm out the lead generation to companies that you have not contracted with and that you have no visibility into. This approach exposes your brand to possible compliance and privacy issues as well as damages performance and conversion.



Lack of Engagement

With most vendors in the industry, when a form fill is completed, there is no visibility into the prospect ever actually engaging with the content that's been sent.

Verified Content Engagement is the solution and only way to ensure your contact has engaged with your content.





Why Vereigen Media

First-Party Data & Zero Outsourcing

True, first-party owned & operated websites & database . By keeping the process 100% in-house, we're able to leverage proprietary first-party intelligence - all with full transparency.

Digital Outreach & Delivery

We use purely digital engagement tactics to generate leads resulting in increased conversions. The asset is instantly delivered on site for immediate engagement validation. If engagement does not meet the minimum time spent threshold, the lead is not passed.

Human Verification


The only way to ensure high data accuracy is to get human eyes to validate against online sources. Vereigen Media has a team of 200+ data validation experts to check every record, ensuring accuracy and alignment.

91+ Million First Party Contacts

Continuously Validated, Consistently Engaged.



Global Reach

-  North America- 33.9 Million
-  EMEA – 28.6 Million
-  APAC – 21.1 Million
-  Latin America- 7.7 Million

CXO	3.4%
VP	2.1%
Director	8.3%
Manager	11.3%
Staff	74.8%

IT
25%

CXO	1.9%
VP	3.8%
Director	14.5%
Manager	27.1%
Staff	52.7%

BizOps
18%

CXO	1.7%
VP	2.7%
Director	11.5%
Manager	17.2%
Staff	66.9%

HR
11%

CXO	5.9%
VP	5.2%
Director	14.1%
Manager	14.0%
Staff	70.1%

Finance
14%

CXO	2.1%
VP	3.9%
Director	14.1%
Manager	27.1%
Staff	52.7%

Sales & Marketing
29%



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Verified Content Engagement

Content aligned with the target's workflows to reduce friction and increase conversion through relevance.



Email Received

Creatives are produced in local language where required. Media sent to target audience.



Landing Page

Prospect directed to landing page to request chosen asset.



Details Submission

Prospect confirms that they wish to download their chosen asset.

- Business email address is required
- Opt-in to Privacy Statement is required
- reCAPTCHA feature to mitigate bot submissions

The power of connection: Why you should integrate your business apps with UCaas

August 16, 2024
RingCentral, Technology

Get more on [clientpapers.com](#)

The modern enterprise relies on an array of different tools to boost productivity, automate workflows, provide customer relationship management and support, and manage communications both internally and externally.

A Harmonia survey of information workers reports that, on average, 74% of employees have at least five apps open at one time and 36% use more than 15 apps per business day.

Work Email *

By submitting this form, you're providing consent for IT Tech-news to use the information supplied as outlined in our [privacy policy](#). This includes providing access to this download and sharing the information.

Please check our [privacy policy](#) to see how we protect and manage your submitted data.

I consent to IT Tech-news collecting my details provided via this form in accordance with the aforementioned privacy policy.

I'm not a robot

[Download Now](#)



Asset Presentation & Delivery

Prospect receives the asset instantly on the site for engagement validation and reduced friction.



Contact Validation

In-house team validates campaign alignment, contact information, compliance, and opt-ins.



Leads Delivered

Our Campaign management team will deliver leads through Integration, or other GDPR compliant method.



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**Regardless of
what YOUR
funnel looks
like...**



Verified Content Engagement is ALWAYS a step in the right direction

Marketing Qualified Leads (MQL)

MQL's delivered at **scale** with **competitive CPL's** driving engagement, brand awareness, and promoting nurture opportunities.

Highly Qualified Leads (HQL)

HQL's provide **additional intelligence** gathered via light-touch questions providing valuable insight into the lead.

Highly Qualified Leads, Plus (HQL+)

HQL's+ provide a more engaged prospect who meets your target ideal customer profile (ICP), have correctly answered qualifying questions, and have opted in to receive more information.

Sequential Touch

Sequential content delivery and engagement and **double opt-in** to deliver a **highly engaged** prospect aligned with your ICP.



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Digital Event Registration

Drive net new registrations to your upcoming digital events, or gain additional engagement afterwards via On-Demand engagement.



Email Received

Creatives are produced in local language where required. Media sent to target audience.



Event Page

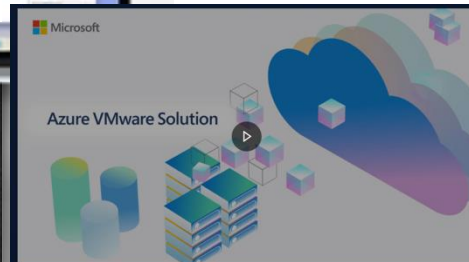
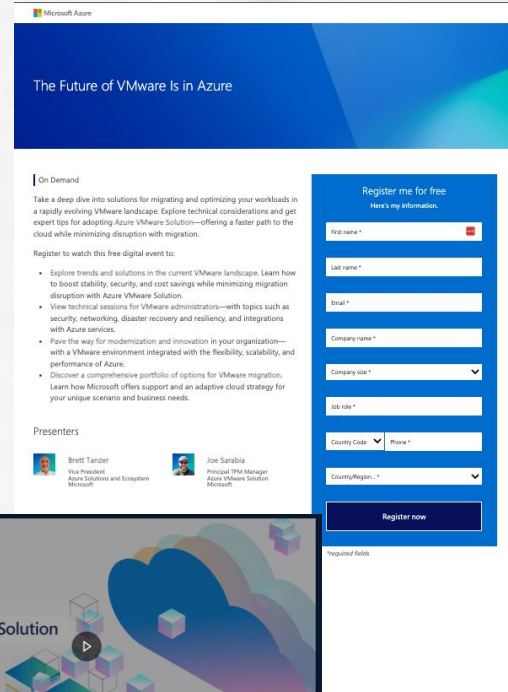
Prospect directed to the event page for form submission.



Details Submission

Prospect confirms that they wish to attend your event.

- Seamlessly transfers to your internal registration for follow-up and increased attendance.



Start your journey with Azure VMware Solution

Azure is a comprehensive cloud with solutions from public cloud to the edge. Azure VMware Solution is a great first step to the cloud for VMware customers, and [Microsoft is committed to our partnership with Broadcom](#) to meet the needs of our common customers.



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VM Engage

Seamlessly integrate intelligence fueled performance media programs with our programmatic offering, VM Engage. Accelerate and increase conversion performance for maximum ROI.



Increased Reach

Extensive network of high-performing and professional sites for ad placements.



Intelligence Fueled Targeting

Our first-party content engagement intelligence integrated into your ad programs for optimal results.



Cross-Device Compatibility

Reach your target audience regardless of what device they're on for increased reach and performance.



Detailed Reporting

In-depth analytics to measure and refine media messaging and placement for continuous optimization capabilities

The image displays a collage of digital content. At the top left, a laptop shows the DARKREADING website with a 'NEWSLETTER SIGN UP' button and various news articles. To the right, a tablet displays a Gartner report titled 'NICE named a Leader in the 2023 Gartner® Magic Quadrant™ for Robotic Process Automation (RPA)'. Below the tablet, a smartphone shows an Aragon report titled 'NICE named Leader in 2023 Aragon Research Globe™ for Conversational AI'. A red banner at the bottom right features the text 'Skip the awkward phase of omnichannel marketing maturation.' and a 'Read now' button. In the background, a desktop monitor shows the IT TECH website with an 'exclusive content' section and a 'EMEA Consumer Voice Report 2024' article.



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Integrated Campaigns Drive Enhanced Performance

VM Intelligence

LinkedIn SSO

Content Consumption
Patterns

Social Media
Interactions

Engagement Metrics
(VM Engage & Verified Content
Engagement)

VM Engage

- Additional intelligence signals
- Message effectiveness
- Increased target market penetration

Verified Content Engagement

- The right people, at the right companies, engaging with your content, and opting in to receive more
- Digital Content Engagement for increased performance
- Content delivered in an unobtrusive and relevant manner for effectiveness

Outcomes

- Increased conversion
- Elevated Brand performance
- Enhanced engagement metrics
- Increased velocity to revenue
- Engage the entire decision-making unit
- Website visits



VM Intelligence & SMART ABM



VM Intelligence

Our proprietary algorithm sifts through first-party content engagement data to uncover further intelligence at both the company and persona level.

This data allows us to further reduce friction in our verified content engagement efforts and offer value through content delivery to those in the space that have a higher likelihood to convert.

SMART ABM

Vereigen Media's SMART ABM (Simplification of Marketing Activities and Response Technology) is the biproduct of our VM Intent engine and allows us to optimize content delivery in alignment with your internal Target Account Lists (TAL).

Finding the right contacts, at your most valuable targets, at the right time, to deliver ultimate value.



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Data Build Process

Net new or existing data appends, we can add value through our process to help your team reach and exceed your goals.



Spec Received

A comprehensive data specification is agreed using standardized terms and keywords



Data Review

VM provides total available volume that matches the ICP, along with a sample of 20 records



Campaign Confirmation

Volumes and delivery timelines agreed



Education (All)		Finance (All)	No
Child Day Care Services	Yes	Accounting	No
E-Learning Providers	No	Banking	No
Education Administration Programs	Yes	Claims Adjusting, Actuarial Services	No
Higher Education	Yes	Financial Services	No
Primary and Secondary Education	No	Insurance	No
		Investment Banking	No
		Investment Management	No
		Loan Brokers	No
Manufacturing (All)	No	Venture Capital And Private Equity	No
Appliances, Electrical and Electronic Manufacturing	No		
Beverage Manufacturing	No		
Chemical Manufacturing	No		
Computer Hardware Manufacturing	No	Non-Profit (All)	Yes
Computers and Electronics Manufacturing	No	Community Services	Yes
Dairy Product Manufacturing	No	Non-profit Organizations	Yes
Defence and Space Manufacturing	No		
Food and Beverage Manufacturing	No		
Furniture and Home Furnishing Manufacturing	No	Oil and Gas (All)	No
Glass Product Manufacturing	No	Natural Gas Distribution	No
Glass, Ceramics and Concrete Manufacturing	No	Natural Gas Extraction	No
Household and Institutional Furniture Manufacturing	No	Oil and Gas	No
Leather Product Manufacturing	No	Oil Extraction	No
Machinery Manufacturing	No	Oil, Gas, and Mining	No



Contact Validation

In-house team validates campaign alignment, contact information and compliance



Data Delivered

Our Campaign management team will deliver data through Integration, or other GDPR compliant method.



Dedicated Program Success



Account Director Day-to-day Contact

Your primary point of contact and advocate to ensure your needs are met and results are proactively delivered.



Client Success Program Expert

Your dedicated and experienced demand-gen program designer. Leveraging experience, data, and best practices for rapid success.



Data Scientist Quality Assurance

Your wizards behind the curtain. Ensuring targeting, demand process, pacing, QA, and reporting are aligned and delivered on time.



Your Peers | Our Clients

servicenow®

"Vereigen Media has proven themselves to deliver. Our recent result has shown they outperformed other suppliers.

They understand the aims of our campaigns and their ability to turn things around fast makes them feel like an extension of our own marketing team.

I would highly recommend working with them."

Hieu Trung Do | Digital Marketing Specialist

NOKIA

"Vereigen Media provides an exceptional service and it's a pleasure to work with such dedicated and kind people.

The team's remarkable responsiveness has set a gold standard for customer service.

It's refreshing to partner with a vendor that not only delivers a high-quality product but also takes the time to understand the unique aspects of our business."

Johanna Halasz | Senior Media Consultant

Google

Microsoft

RingCentral®

Red Hat

Synack

SentinelOne®

NICE

ServiceNow had recently brought the content syndication operation in-house and were looking for a reliable lead gen partner to drive leads from a series of ABM lists targeting multiple niche audiences, globally. Their aim was to benchmark multiple suppliers with ROAS as their main metric of success.


Solution

Vereigen Media's core values are adding value while reducing friction. With this in mind, Vereigen was able to:

- Respond to multiple briefs with challenging target requirements prior to deadline
- Turn around creatives within 24 - 48 hours
- Pace the campaigns exactly as requested (including challenging GEOs)
- Schedule bi-weekly calls to talk through any possible optimizations
- Use purely digital tactics for lead generation

Results

- 1 ROAS**
After benchmarking FY23 Q3 suppliers, Vereigen Media provided one of the highest return on ad spend (1.5x above average ROAS)
- 2 Quality contacts:**
90% leads delivered converted to MQL
- 3 Accurate leads:**
Leads met the criteria and <1% replacements needed
- 4 Knowledgeable and experienced team:**
Sales and CS team were able to offer helpful advice on the best approach to different campaigns



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Hieu Trung Do

Digital Marketing Specialist
ServiceNow



AnyDesk was looking for creative ways to increase their brand presence and product awareness in new Geos. Additionally, a way to support the Sales team in meeting and exceeding their revenue goals. The process needed to align within their existing GTM workflows and tech stack capabilities.

Solution

- Product and solution based content placed in relevant locations for their target market to engage and learn more.
- Quick turn programs to allow for immediate and measurable impact to revenue goals
- Pacing and targeting to align with revenue targets (including challenging GEOs)
- Schedule bi-weekly calls to talk through any possible optimizations
- Use purely digital tactics for lead generation

Results

- 1 **ROI**
Largest Q4 pipeline generation impact from any marketing effort.
- 2 **Quality contacts:**
Immediate email engagement – 8%+ engagement rate on preliminary follow up
- 3 **Accurate leads:**
Leads met the criteria and <2% replacements needed
- 4 **Knowledgeable and experienced team:**
Sales and CS team were able to offer helpful advice on the best campaign optimizations and follow up activities to help with opportunity conversion

“Vereigen Media is not just a vendor; they are a reliable ally and steadfast supporter, consistently going above and beyond to assist us in achieving our goals.

Their commitment goes far beyond the typical business partnership, making them an integral part of our success journey.”

Miluse Vejdani

**Head of Demand Generation
Global Mid-Market
AnyDesk**



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CyberSecurity

The marketing team wanted to increase their audience awareness and market penetration while achieving audience engagement goals. Targeting high quality leads, preventing duplication, and seamlessly merging content syndication leads into their existing marketing program are key measurements for the program's success.

At A Glance

Challenges:

- Historical skepticism regarding content syndication programs
- Receiving unique contact data that didn't duplicate existing leads
- Aligning new programs with existing initiatives
- Optimization alignment with marketing and sales teams

Benefits:

- Ability to access lead behavior
- Aligning assets to touchpoints
- Constant communication and consideration
- High-quality leads that meet exacting requirements

Results

1

Paying Less, Getting More:

Job title targeting, lead validation, and touch point analytics ensured that leads were the exact quality needed for MQL's

2

Lead Transparency:

Inbound leads were evaluated against an existing target account list and known leads to prevent duplication

3

Collaboration & Communication:

Frequent check-in's, clear expectation setting, and willingness to customize results so no extra work is needed

4

Getting \$#IT Done:

Having a responsive team that answer questions quickly and comprehensively give us confidence in current and future programs

"Vereigen Media wants to see success from the campaigns they partnered with us on. They are real people getting real results for their clients."

K Shabelsky

**Digital Marketing Manager
A Cyber Security Company**



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leads. done right.

Contact Us

we love to talk about leads!

→ **Name**
Name

→ **Phone Number**

→ **Email Address**

→ **Website**
www.vereigenmedia.com