



Televerde Data Solutions

Televerde's error-free data allow you to sharpen your marketing focus in order to pinpoint more prospects, identify better opportunities, realize faster revenue and increase your ROI.

About Exactus

Over more than 15 years of high-level dialogues with decision-makers and influencers in the high-tech market, Televerde has created **Exactus** – a database rich in relevant, useful business intelligence. *Exactus* has been tediously nurtured and structured over the course of thousands of meaningful human touch points that we engage in every business day of the year. Our dynamic questioning methodology keeps the database fresh and robust with each new human contact opportunity. *Exactus* is also enriched with a continual stream of carefully selected, clean data from our proprietary rules-based, algorithm-driven engine. This enables us to gather accurate, functional role-based contact information for your targeted decision-makers and influencers *plus* demographic and firmographic records for relevant technology infrastructures. And our trusted data partners help us ensure that there are no data gaps.

An Array of Exactus Data Solution Options

You can lease *Exactus* data independently to use on your own. Or, to optimize your value, Televerde makes *Exactus* data available at a reduced cost and layers on extra value when you engage us to implement your demand creation campaigns. Unlike other data and list brokers, Televerde does not impose a minimum list order so you pay for only the quantity of data you lease. There's an array of *Exactus* possibilities for just about any data or marketing solution you need:

- Key Contacts by Technology Install Base or Purchased Products for Competitive Displacement Opportunities
- Key Contacts by Technology Install Base or Purchased Products to Secure Complementary Install Opportunities
- Key Contacts by Title or Specific Functional Role to Reach Targeted Decision-Makers and Influencers
- Data Cleansing, Enrichment & Discovery to Re-Condition and Refresh Aged, Inaccurate, Incomplete Marketing Data

Integrated Data & Campaign Opportunities

The data is just your starting point. You can embed *Exactus* data into any Televerde-driven demand creation or research programs, including lead generation, lead nurturing, lead qualification, appointment-setting, event recruitment, account profiling, market and territory optimization, and other campaigns.

Exactus data coupled with Televerde's high-tech market expertise and proven demand creation competencies optimize your opportunities to create, convert and accelerate more sales demand!

Data Confidence Guarantee

We have confidence in our data and extend that confidence to you. Televerde guarantees the accuracy of *Exactus* data for 30 days from when you receive it. During that time, we will replace at no charge any data deemed to be inaccurate or provide a refund if equivalent replacement data is not available.

For more information on Televerde's Exactus data offerings and the demand creation solutions they now put in your reach, contact us at info@televerde.com or +1 888-787-2829. Or, contact your Televerde Account Executive directly.



Exactus Independent Data Solutions



These data offerings are available when data is leased independently from a Televerde marketing campaign.

Your Data Challenge	Exactus Data Solution	What You Receive
Reach functional decision-makers and influencers at organizations with an identified technology install or purchased product in order to displace competitors or secure complementary install opportunities.	fi -Base Key Contact by Functional Role & Technology Install	Record Includes: <ul style="list-style-type: none"> Company Name Main Telephone Number, Address Key Contact Name, Title, Email Functional Role Description Technology Install SIC, NAICS, Employee Count, Annual Revenue <p>Data delivered in 5 business days per each set of 400 records.</p>
Reach title-based decision-makers and influencers at organizations with an identified technology install or purchased product in order to displace competitors or secure complementary install opportunities.	ti-Base Key Contact by Title & Technology Install	Record Includes: <ul style="list-style-type: none"> Company Name Main Telephone Number, Address Key Contact Name, Title, Email Technology Install SIC, NAICS, Employee Count, Annual Revenue <p>Data delivered in 15 business days.</p>
Reach specific decision-makers and influencers in organizations when a person's title doesn't necessarily infer their actual functional roles.	f -Base Key Contact by Functional Role	Record Includes: <ul style="list-style-type: none"> Company Name Main Telephone Number, Address Key Contact Name, Title, Email Functional Role Description SIC, NAICS, Employee Count, Annual Revenue <p>Data delivered in 5 business days per each set of 400 records.</p>
Reach specific decision-makers and influencers in organizations when job titles are sufficient to infer functional roles.	t-Base Key Contact by Title	Record Includes: <ul style="list-style-type: none"> Company Name Main Telephone Number, Address Key Contact Name, Title, Email SIC, NAICS, Employee Count, Annual Revenue <p>Data delivered in 15 business days.</p>
Re-condition and refresh a marketing database comprised of inaccurate, outdated, incomplete or missing records based on inactivity or improper maintenance.	dc-Base Data Cleansing & Enrichment dc-Base 1 - Validated & Repaired Record dc-Base 2 - Discovered Record by Title dc-Base 3 - Validated, Repaired & Discovered Record by Title	c-Base 1: Validated & Repaired Record Includes de-duping, validating, repairing and appending contact information as well as company demographic and firmographic information. Data delivered in 12 business days. c-Base 2: Discovered Record by Title Includes discovery of remaining contacts by title not identified in c-Base 1. Data delivered in 5 business days per each set of 400 records. c-Base 3: Validated, Repaired & Discovered Record by Title Includes de-duping, validating, repairing and appending contact information as well as company demographic and firmographic information plus discovery of remaining contacts. Delivered in 12 days + 5 business days per each 400 records.



Exactus Bundled Data + Campaign Solutions

These data offerings are available when data is leased in conjunction with Televerde marketing campaigns.

Your Data Challenge	Exactus Data Solution	What You Receive
<p>Reach functional decision-makers and influencers at organizations with an identified technology install or purchased product in order to displace competitors or secure complementary install opportunities.</p>	<p>fi-Base Plus</p> <p>Key Contact by Functional Role & Technology Install</p> <p><i>(Standard campaign fees apply.)</i></p>	<p>Record Includes:</p> <ul style="list-style-type: none"> • Company Name • Main Telephone Number, Address • Key Contact Name, Title, Email • Functional Role Description • Technology Install <i>(when available)</i> • SIC, NAICS, Employee Count, Annual Revenue <p><i>Data delivered in 5 business days per each set of 400 records.</i></p>
<p>Reach title-based decision-makers and influencers at organizations with an identified technology install or purchased product in order to displace competitors or secure complementary install opportunities.</p>	<p>ti-Base Plus</p> <p>Key Contact by Title & Technology Install</p> <p><i>(Standard campaign fees apply.)</i></p>	<p>Record Includes:</p> <ul style="list-style-type: none"> • Company Name • Main Telephone Number, Address • Key Contact Name, Title, Email • Technology Install • SIC, NAICS, Employee Count, Annual Revenue <p><i>Data delivered in 15 business days.</i></p>
<p>Reach organizations with an identified technology install or purchased product in order to displace competitors or secure complementary install opportunities.</p>	<p>i-Base Plus</p> <p>Account by Technology Install</p> <p><i>(Standard campaign fees apply.)</i></p>	<p>Record Includes:</p> <ul style="list-style-type: none"> • Company Name • Main Telephone Number, Address • Key Contact Name, Title, Email <i>(available only as part of campaign deliverable)</i> • Technology Install • SIC, NAICS, Employee Count, Annual Revenue <p><i>Data delivered in 3 business days.</i></p>
<p>Reach specific decision-makers and influencers in organizations when a person's title doesn't necessarily infer their actual functional roles.</p>	<p>f-Base Plus</p> <p>Key Contact by Functional Role</p> <p><i>(Standard campaign fees apply.)</i></p>	<p>Record Includes:</p> <ul style="list-style-type: none"> • Company Name • Main Telephone Number, Address • Key Contact Name, Title, Email • Functional Role Description • Technology Install <i>(when available)</i> • SIC, NAICS, Employee Count, Annual Revenue <p><i>Data delivered in 5 business days for each set of 400 records.</i></p>



Exactus Bundled Data + Campaign Solutions cont'd

These data offerings are available when data is leased in conjunction with Televerde marketing campaigns.

Your Data Challenge	Exactus Data Solution	What You Receive
Reach specific decision-makers and influencers in organizations when job titles are sufficient to infer functional roles.	<p>t-Base Plus</p> <p>Key Contact by Title</p> <p>(Standard campaign fees apply.)</p>	<p>Record Includes:</p> <ul style="list-style-type: none"> • Company Name • Main Telephone Number, Address • Key Contact Name, Title, Email • SIC, NAICS, Employee Count, Annual Revenue <p>Data delivered in 15 business days.</p>
Re-condition and refresh a marketing database comprised of inaccurate, outdated, incomplete or missing records based on inactivity or improper maintenance.	<p>dc-Base Plus</p> <p>Data Cleansing & Enrichment</p> <p>dc-Base 1 - Validated & Repaired Record</p> <p>dc-Base 2 - Discovered Record by Title</p> <p>dc-Base 3 - Validated, Repaired & Discovered Record by Title</p> <p>(Standard campaign fees apply.)</p>	<p>c-Base 1: Validated & Repaired Record Includes de-duping, validating, repairing and appending contact information as well as company demographic and firmographic information. Data delivered in 12 business days.</p> <p>c-Base 2: Discovered Record by Title Includes discovery of remaining contacts not identified in c-Base 1. Data delivered in 5 business days per each set of 400 records.</p> <p>c-Base 3: Validated, Repaired & Discovered Record by Title Includes de-duping, validating, repairing and appending contact information as well as company demographic and firmographic information plus discovery of remaining contacts. Data delivered in 12 days plus 5 business days per each set of 400 records.</p>
In the absence of your marketing data, use Exactus data for your Televerde-implemented campaigns.	<p>u-Base Plus</p> <p>Exactus Data Access & Utilization</p> <p>(Standard campaign fees apply.)</p>	<p>Record Includes*:</p> <ul style="list-style-type: none"> • Company Name • Main Telephone Number, Address • Key Contact Name, Title, Email <p>*Records available only when associated with campaign deliverables.</p> <p>Data delivered in 3 business days.</p>
Standardization, de-duplication, repairing and appending of your own records for use in Televerde-implemented campaigns.	<p>dp-Base Plus</p> <p>Client Data Preparation</p> <p>(Standard campaign fees apply.)</p>	<p>Includes:</p> <p>Standardize, de-duping and repairing based on match to master data set of client-provided records plus appending/updating SIC, NAICS, annual revenue, employee count.</p> <p>Data delivered in 4 business days.</p>