



Tactical Research & Targeted Prospecting Case Study

Q3, 2018

This analysis is focusing on a 12 month period: July 2017 - June 2018.

The Agreement:

- ▶ Research ACOs & other VBC companies
- ▶ Initiate GTM Program
- ▶ Help qualify leads & move deals down funnel

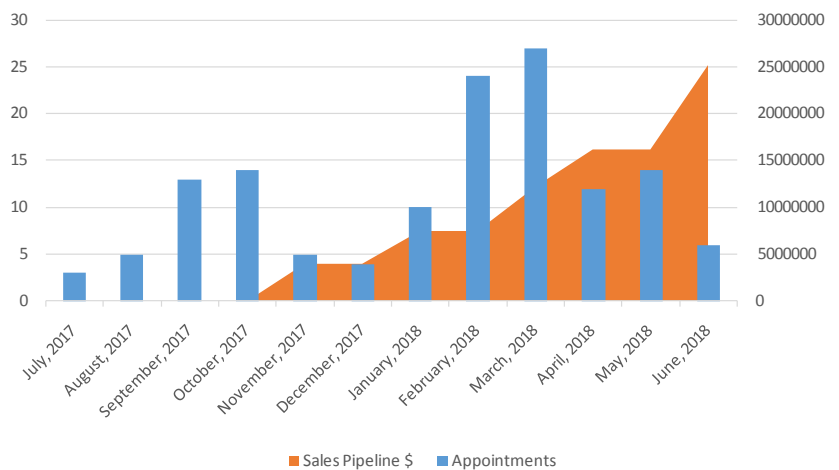
- ▶ **Delivered 1500+ ACOs and over 6000 decision makers with contact information, including email address and direct contact phone numbers.**
- ▶ **Coordinated and hosted over 125 prospect initial relationship development calls with motivated and interested parties, for client sales & SME teams.**
- ▶ **Added \$25 million to sales pipeline with seven deals in proposal/negotiation stage.**

OnTarget Partners marketing, sales and research solutions support B2B Executives and Marketers by offering "Intelligence for Business®" via specific lines of service, delivered primarily on an outsourced basis.

OnTarget Services:

- Tactical Research
- Digital Marketing
- Targeted Prospecting
- Lead Processing
- Marketing Analytics

OnTarget Targeted Prospecting Results



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Tactical Research Yielded:

- 1500+ ACOs
- 6000+ Contacts
- Direct Phone Numbers
- Email Addresses