MARKETDISC
Devoted To Fine Market Discovery

2024

DATA & AUDIENCE REACH

Market Disc Media Pvt Ltd

www.marketdisc.com

About the Company

Founded in 2016, Market Disc Media Private Limited is a provider of Marketing and Sales Support services for businesses worldwide. We help companies build a modern marketing foundation and create opportunity pipeline through content syndication, strategic prospecting & using a lead generation mix.

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Our Services

Drive Growth and Boost Sales with Custom Lead Generation Solutions

OUTBOUND MARKETING

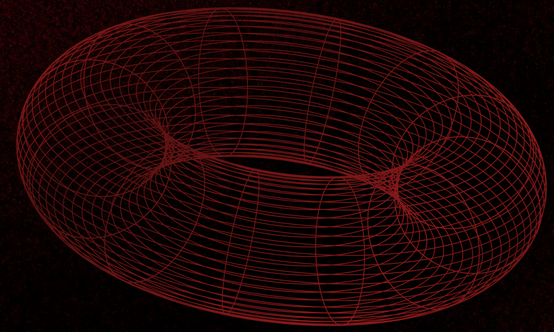
We help you build and optimize your marketing strategy using inbound and outbound marketing to attract new clients and ultimately grow your business.

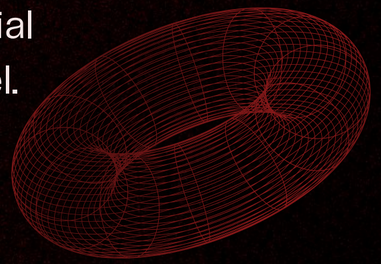
CONTENT MARKETING

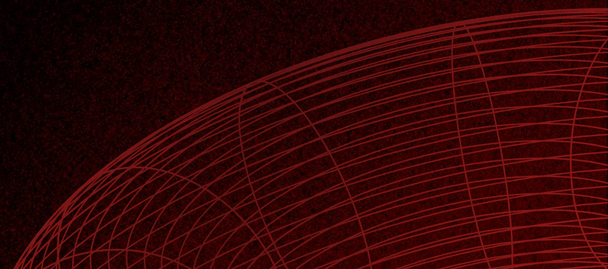
We help you connect, engage, and build lasting relationships with your customers through valuable content.

INTELLIGENT DATA SOLUTIONS

Our data solutions provide actionable data with intent and various other data points, helping you to connect with potential customers on a deeper level.







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Our Strength

Our modern marketing approach to build a strong opportunity pipeline.

#1 AUDIENCE REACH

With over 127 million contacts, Opt-ins, strategic targeting, and data-driven insights, we ensure your message reaches the right audience, driving unparalleled growth and visibility."

#2 INTENT DATA

Leverage our behavioral data to decode user actions and preferences. By understanding their behaviors, we guide your strategies with precision, ensuring every engagement is meaningful and every decision is data-driven, leading to unmatched results.

3 PERFORMANCE

Experience hyper-personalization, where each interaction resonates deeply with your audience. With real-time insights, we empower you to refine strategies for maximum engagement, culminating in optimized results that exceed expectations.

Audience

Total Audience reach

- Total Audience reach: Over 127 million+ contacts.
- Total Behavioural/Intent Data: 1 million+
- Total Global Opt ins: 148,000+

127 M+
Overall Database

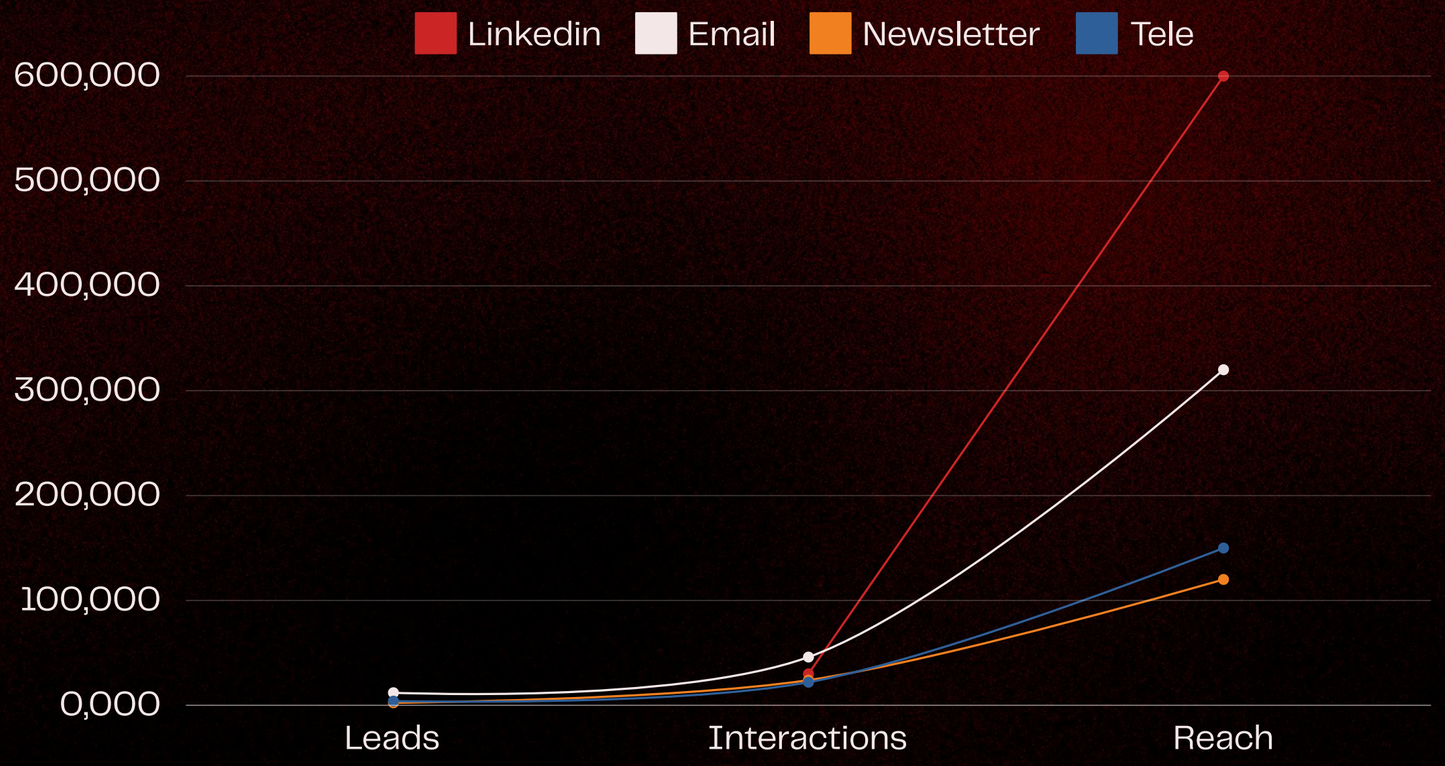
52 M+
Direct Dials

1 M+
Intent Data

8k+
Access to Extensive Intent topic

Our Traction

Briefly elaborate on what you want to discuss.



Reach per Month (across channels)

1,500,000+

Interactions/ Month (across channels)

440,000+

Leads Generated

7000+

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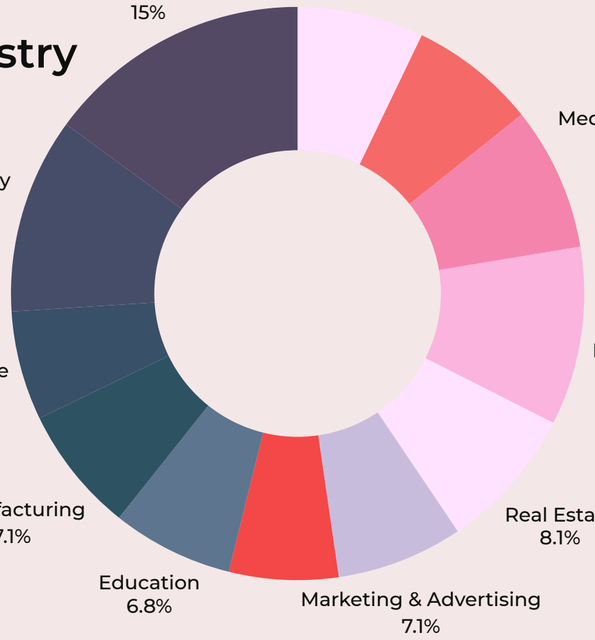
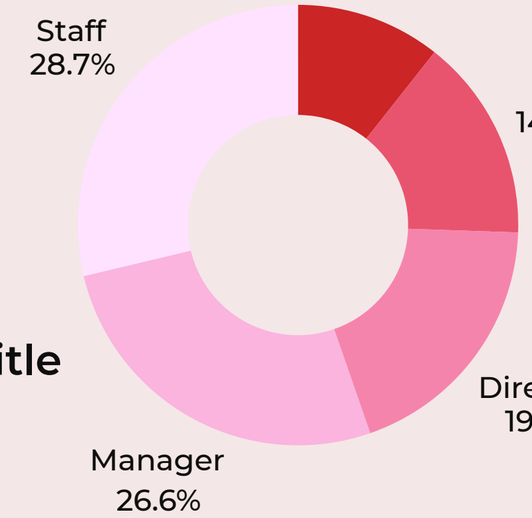
Our Audience

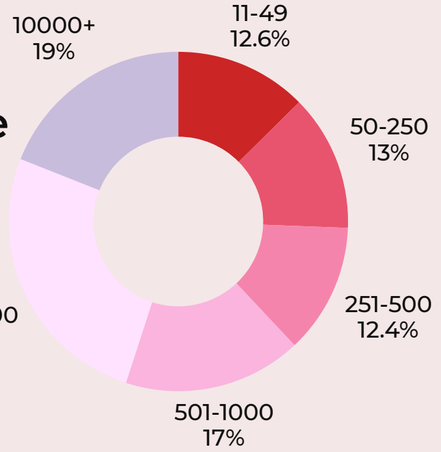
Industry



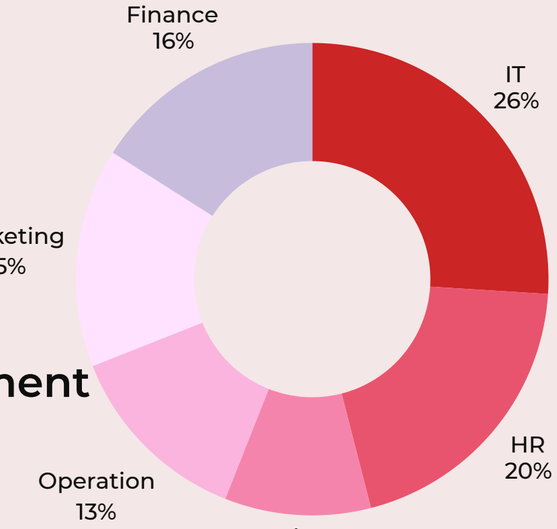
Job Title



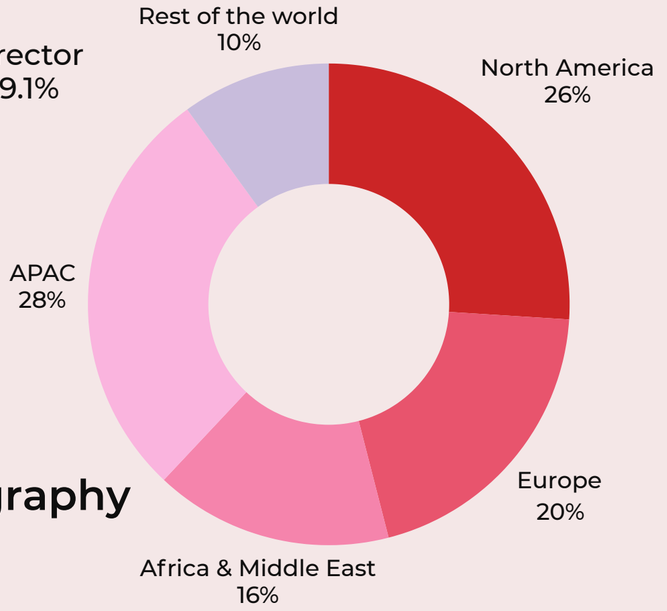
Employee Size



Department



Geography



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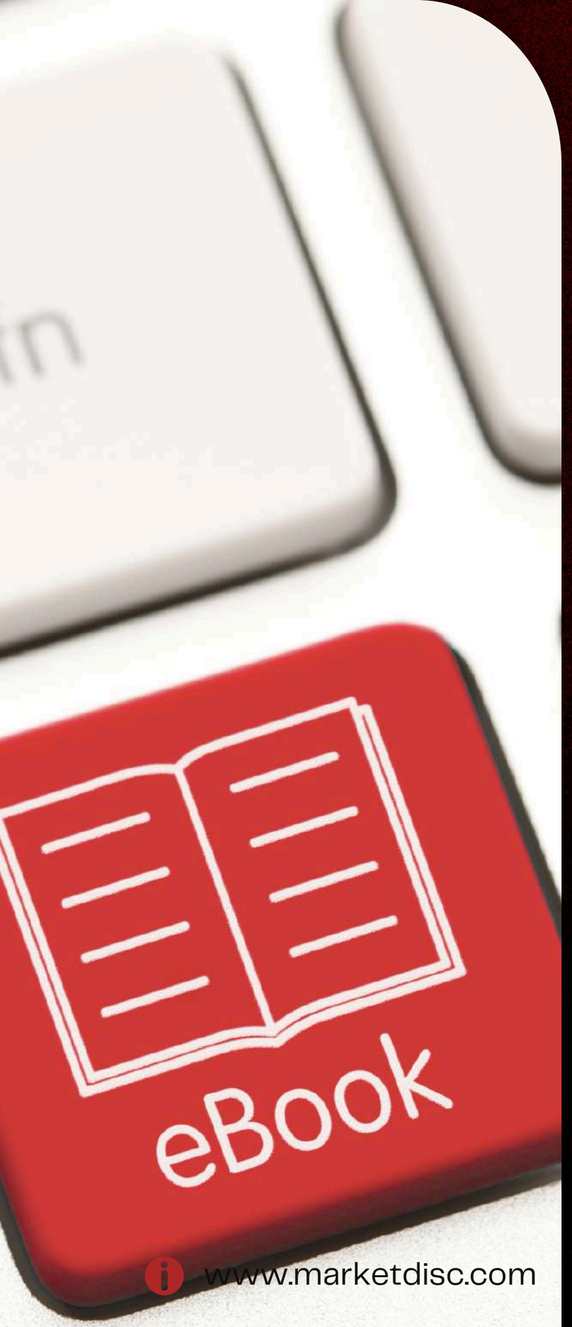


Our Publication

Formerly known as Tech Marketing Zone, you can find the latest news, events, groundbreaking research, interviews, and insights on technological innovation here at B2B Technology Zone. Our website is dedicated to providing in-depth context to assist executives, entrepreneurs, and IT enthusiasts in making well-informed decisions.

B2B Technology Zone (Formerly Tech Marketing Zone)
Website:
https://b2btechnologyzone.com/
Linkedin:
https://www.linkedin.com/company/b2btechnologyzone/

Media Properties

- **Advertiser Content**
- **Editorial Content**
- **Webinar/Events**
- **Ebook/Learning Modules**
- **Whitepapers**

Data and Opt-ins

Our organization collects and collates both first-party and third-party opt-in data through a range of outbound efforts and additional channels.
Our Outbound team gathers first-party opt-in data by directly reaching out to potential customers who have shown interest in our products or services. During these interactions, we secure their consent to receive marketing communications. Typical first-party opt-in data collected through telemarketing includes names, phone numbers, email addresses, and other relevant contact details.
We also enhance our marketing efforts by incorporating third-party opt-in data, which comes from trusted data providers or partners who have collected consent from their own users. Additionally, we gather opt-in data from other sources such as our website, social media platforms, and offline events, ensuring a comprehensive and targeted approach to customer engagement.

First-Party Opt-In Data

Website and Pubsite

Opt-in Forms

Social Media

Email Marketing

Tele Marketing

Intent sources

Content Engagement

Visits multiple reports/news/article

Website Tracking

Email Interaction

Telemarketing campaigns

Content Download

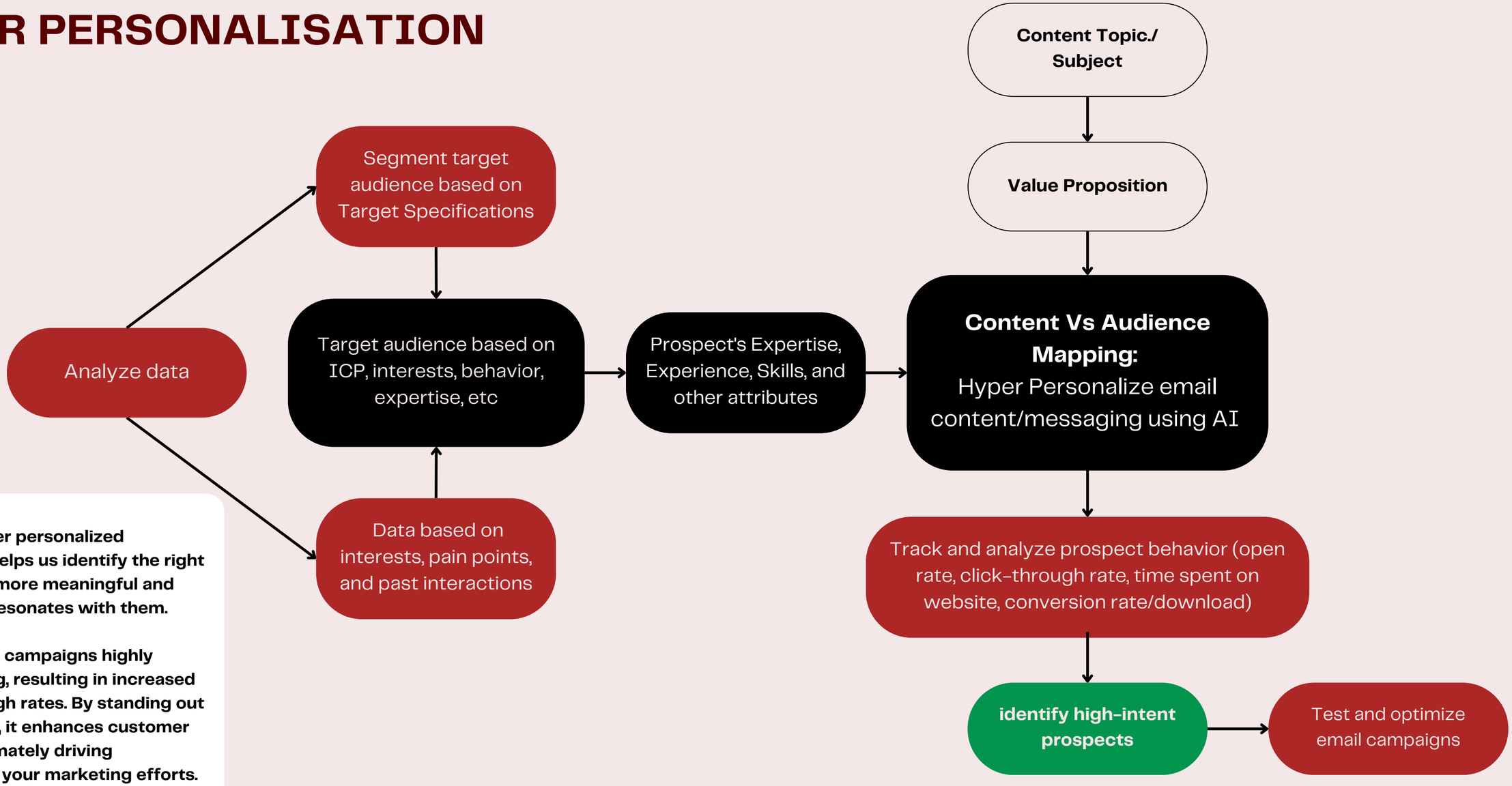
First Party Cookies

Intent sources such as content engagement, visits to multiple reports or news articles, email interactions, content downloads, telemarketing campaigns, and website tracking help identify intent through intent signals. Our in-house engine monitors user behavior across these channels—tracking how prospects engage with content, revisit key pages, interact with emails, and download resources.

Driving Impactful Engagement

Our services are crafted to make a lasting impact and capture key opportunities. For top-of-the-funnel marketing, we leverage AI-powered email campaigns to deliver personalized content that truly connects with the audience. This targeted approach ensures our messages resonate, fostering meaningful interactions and driving significantly higher engagement rates.

AI POWERED BULK EMAIL MARKETING HYPER PERSONALISATION



Our AI-powered hyper personalized targeting approach, helps us identify the right audience and create more meaningful and unique content that resonates with them.

This tool makes email campaigns highly relevant and engaging, resulting in increased open and click-through rates. By standing out from the competition, it enhances customer engagement and ultimately driving significant results for your marketing efforts.

Hi Eric,

As a Senior Manager in Information Security Assurance at Cognizant, your 3+ years of experience have honed your skills in IT Audit, Risk Assessment, Business Process Improvement, and Compliance Oversight. Your dedication to ensuring a secure digital landscape is truly commendable.

We wanted to share with you a resource that aligns perfectly with your role and expertise. Our latest content piece, "Why Digital Resilience is Make or Break in 2023," by Splunk in partnership with Futurum Research is tailored to professionals like you who understand the significance of fortifying digital environments against emerging threats.

Within this report, we delve into why digital resilience is pivotal for organizations, like Cognizant, to maintain secure and operational systems in the face of evolving challenges. Given your proficiency in risk assessment and business process improvement, you'll find valuable insights into how these aspects intertwine with digital resilience.

Hyper Personalisation Illustration

We not only hyper-personalize the email templates but also the landing page. If there are 2,000 emails being sent, our AI-powered tool creates a unique email template for each prospect along with 2,000 personalised landing content, making the prospect feel seen and understood by providing them with personalized content that captures their attention and engages them in a more meaningful way.

Our Content Syndication Process

Boosting Engagement and Making Your Content Syndication Program a Success.

Content vs Audience Mapping

The first step involves identifying the most relevant audience by aligning the content topic with the target specifications. This helps segment lists based on attributes such as job titles, skills, expertise, past behavior, and other key data points.

AI-Prompts

Using AI prompts to personalize messaging involves highlighting the value proposition and relevance of the content by incorporating details such as topics, company names, first names, job titles, current experience, and skills.

Templates

Creating hyper-personalized email templates involves mapping prospects' attributes—such as job titles, skills, expertise, and experience—to the asset's value proposition. This approach results in unique emails that resonate with recipients and effectively promote the content.

Personalising Landing Page

Creating personalized landing page messaging in the first paragraph ensures the prospect is addressed directly, making the entire engagement journey resonate with their interests and stay relevant throughout.

Send Emails

Send Emails

Behavioral Triggers

Capturing Intent as well as incorporating triggers to respond to recipient actions.

Significant impact through Hyper personalization

Overall, our AI personalized targeting approach, combined with our content-prospect mapping, can help you stand out from the competition, improve customer engagement and loyalty, and drive significant results for your business.

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Precise Audience Targeting

Localized + Hyper personalised Content

Enhanced Relevance

Higher Engagement Rates

Build credibility

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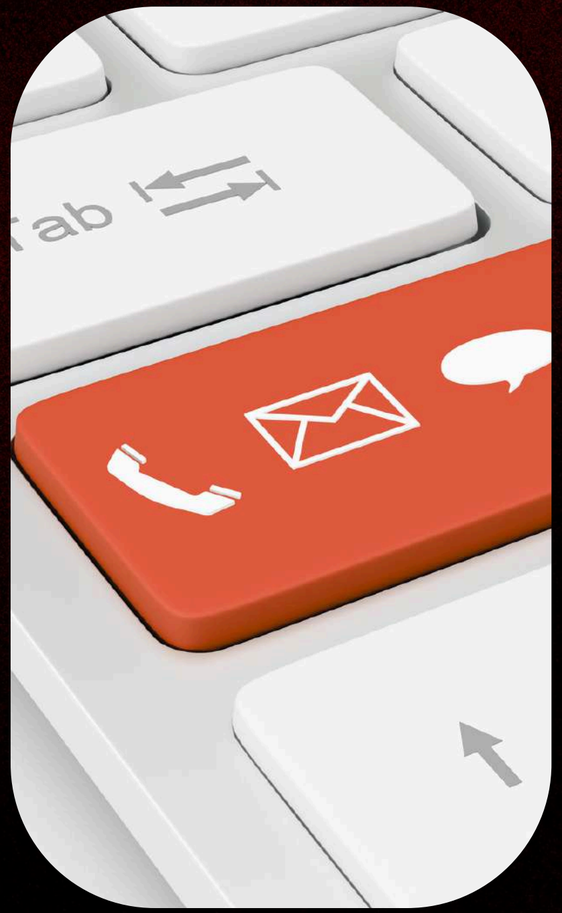

Connect with us.

Gain access to valuable purchase intent insights that drive efficient marketing and sales strategies, enhance engagement, and connect with your target audience in a more meaningful way. As a leading outbound marketing agency, Market Disc delivers impactful results for clients worldwide.

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