REVLINE
ACCELERATE YOUR REVENUE

REVLINE MARKETING

small enough to be flexible
BIG enough to fulfill your campaigns

ISO
27001
Information Security Management System
Certified

Who We Are

Our team consists of seasoned experts who harness AI's power for demand generation, lead nurturing, and account-based marketing.

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About Mark Nachlis

The driving force behind RevLine Marketing, brings to the table a wealth of experience and a proven track record in the demand generation industry.

His journey is one of dynamic leadership, strategic insight, and unwavering commitment to helping businesses strive.

As the Managing Director of RevLine Marketing, his experience and expertise are poise to revolutionize the demand generation landscape, benefiting both the industry as a whole and the client it serves.

What We Do Not Do

We don't do strategy and account management. We leave that to the professional agencies.

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AI

Backed Demand

The Potential of AI, Made Practical

At **RevLine**, we harness the power of business intelligence and analytics to decode consumer behavior, unveil market trends, dissect market segments, and empower you with unparalleled market intelligence.

Our services fall under the overarching umbrella of "Business Optimization & Sales Enablement Transformation." We've engineered these services to not only elevate customer growth but also enhance productivity, delivering a holistic approach to propel your business forward.

Make **Smarter Decisions** without overshooting your marketing budget

For years, marketers have clung to traditional methods, relying on manual upskilling of SDRs to reach new heights. As B2B Solutions specialists, we recognize that today's marketers prefer to invest their time in the creative aspects of their work, rather than slogging through data analysis and manual tasks.

This is precisely where we shine! We are in tune with the current trends and needs of the industry. We don't just make sense of data; we automate the mundane tasks and craft personalized responses to supercharge lead conversion. At **REVLINE**, we are passionate about technology. Our AI-powered engine is the driving force behind our ability to achieve greater lift and scalability across all our campaigns.

> Businesses implementing **AI** close **59%** more sales, report **58%** more revenue, generate **54%** more traffic and engagement, and experience and **52%** higher conversion

MarketingProfs.com

Conventional Demand Generation

- Conventional Demand Generation prioritizes quantity over quality.
- It adopts a reactive stance towards leads.
- It relies on a trial-and-error method for identifying the ideal client profile.
- It operates independently of in-market buyer signals.
- It offers a traditional customer experience.

AI Powered Demand Generation

- AI-Enhanced Demand Generation effectively draws in qualified audiences, transforming them into high-quality leads.
- It employs a proactive strategy when dealing with leads.
- Utilizes predictive techniques for creating lookalike audiences.
- Leverages in-market buying signals to predict high-value accounts.
- Delivers a personalized customer experience through advanced Machine Learning.

What We Do

Full Funnel Demand Generation

SQL - BANT - MQL
Whitepaper Circulation, Custom
Questions, Call Backs & Opt-Ins

Email Marketing

AI Backed customized emails
that are tailor-made for each
of your individual subscribers

Intent-data Targeting

Using intent data, we enable
sales and marketing teams to
engage buyers at the ideal time
using data-driven strategies

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Account Based Marketing

Identify & Capitalise Account based prospects exhibiting in- market signals and intent.

Lookalike Audience Mapping

Data and Analytics backed approach to create custom audiences based on behavioral data.

Appointment Setting

Identify, qualify, and nurture leads through highly-trained sales development representatives (SDRs)

What We Do

What We Do

Content Generation

Our current reach of over 40 million opted in subscribers gives us access to a wide variety of content seekers around the globe.

Programmatic

Elevate your advertising strategies with our expertise , delivering targeted and efficient campaigns for optimal results.

Custom Survey

Segment your leads with the help of surveys and identify your most qualified leads.

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TELE MARKETING

EMAIL MARKETING

DIGITAL MARKETING

CONTENT CREATION

INTERNAL LEAD GEN

45M+
GLOBAL B2B AUDIENCE

1M+
LEADS PROCESSED ANUALLY

80+
SATISFIED CLIENTS

How We Do It

Our Process

Designing a sales plan and an ideal client profile aligned with corporate goals. We can custom design tailored to the clients needs.

01. Custom Design Solutions

Taking up lead generation initiatives & developing internal sales processes

02. Process

Develop sales tracking, follow up methodologies, scripts & value propositions

03. Intent Goals

Daily milestone tracking mechanism along with performance analysis for result based tracking
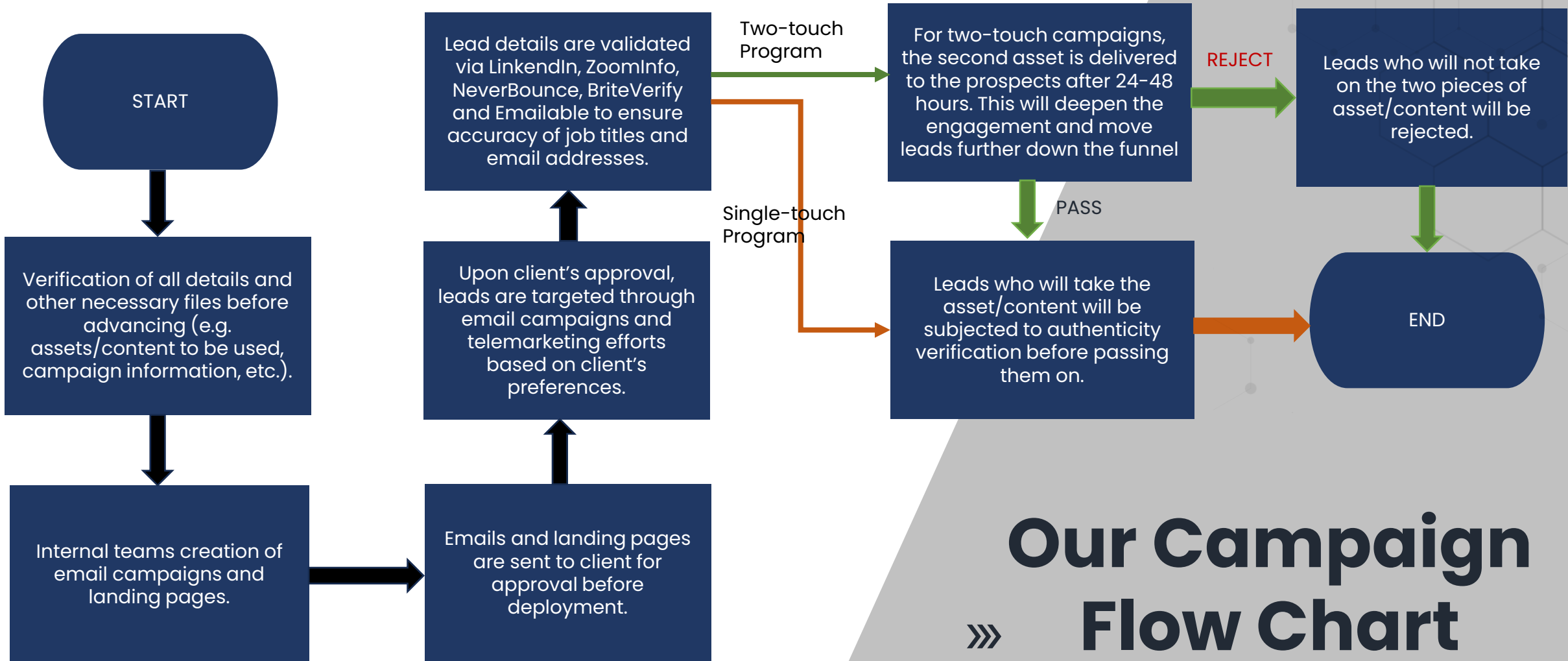
04. Performance Goals

Developing detailed weekly and bi-weekly reporting keeping in mind asset deliveries

05. Reporting Goals

Our Campaign Flow Chart

START

Verification of all details and other necessary files before advancing (e.g. assets/content to be used, campaign information, etc.).

Internal teams creation of email campaigns and landing pages.

Emails and landing pages are sent to client for approval before deployment.

Upon client's approval, leads are targeted through email campaigns and telemarketing efforts based on client's preferences.

Lead details are validated via LinkendIn, ZoomInfo, NeverBounce, BriteVerify and Emailable to ensure accuracy of job titles and email addresses.

Two-touch Program

Single-touch Program

For two-touch campaigns, the second asset is delivered to the prospects after 24-48 hours. This will deepen the engagement and move leads further down the funnel

REJECT

Leads who will not take on the two pieces of asset/content will be rejected.

PASS

Leads who will take the asset/content will be subjected to authenticity verification before passing them on.

END

Campaign Verification

- Assets
- Abstracts
- Filters

01

Email Creation

- Our team develop emails which are hosted on our domains.
- Emails and landing pages are sent for approval before deployment

02

03

Communication Methods

We utilize Xlite for telemarketing. We adapt our communication approach based on client preferences, employing both emails and calls to engage leads effectively.

04

Lead Detail Validation

We employ LinkedIn, ZoomInfo, NeverBounce, BriteVerify, and Emailable to validate lead details, ensuring accuracy of job titles and email addresses.

Job Titles

Email Address

Linked in

NEVERBOUNCE

BriteVerify

emailable

zoominfo

Two Touch Program

We initiate first contact with leads via email followed by a delivery of second asset after 24-48 hours. This will deepen the engagement and move leads further down the funnel.

05

Two Touch Pass/Fail

Pass: Leads who interact with the second piece of asset will undergo authenticity verification before delivery.
Fail: Leads who do not interact with the second asset will be rejected.

06

Our QA Validation Process

LinkedIn QA Check

The prospect should have 100+ connections or working with the same company for more than 5 yrs. Profile is verified on google or other publicly available sources

01

Email Validation

Emails are validated using tools such as Never bounce and Xverify. These are only for successful leads. This report is shared with the QA and email marketing team

02

Asset Delivery

The email marketing team would then send out the assets to the leads. We use Sendgrid, Mail Chimp & Zoho. The delivery report is shared with the QA team.

03

Project Manager Review

Project Manager double checks all the information captured against the campaign parameters along with checking the Sendgrid and email validation tool report

04

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Our Delivery Mechanisms

Through APIs

01

Leads can be submitted through the API Link provided by the client

Through any client delivery

02

We can upload leads on any client lead portals. Every step from assigning campaigns to uploading of Data Sheets with remarks.

Manual sharing of .csv files via mail

03

We also share regular daily or weekly lead sheets (.csv) as per the reporting format as per the client requirement.

Through any Cloud drives

04

Lead reports can be shared on cloud platforms between the client and vendor

OUR Global Reach

AI-Driven B2B Marketing

Sales

Accuracy

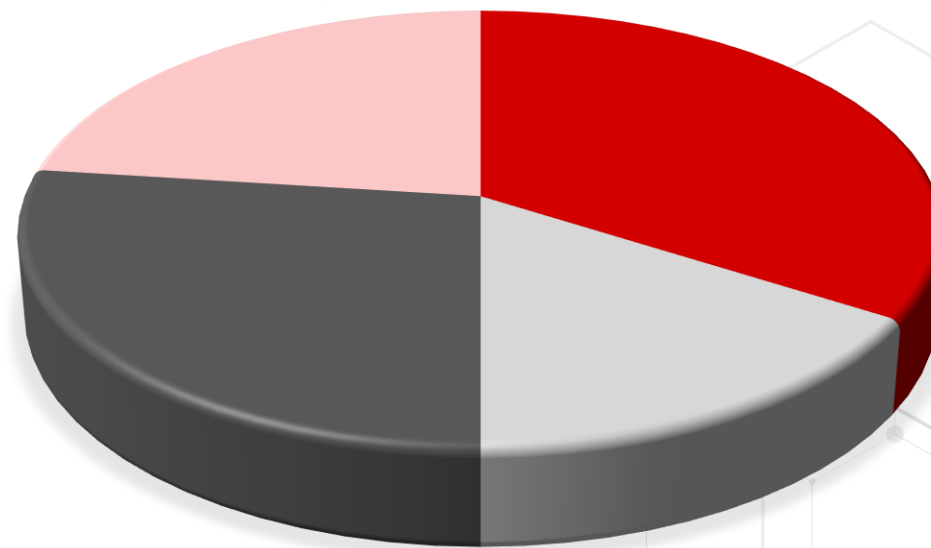# North America / Latin America / South America

Database size: 22.72MM Contacts

Reach By Company Size

Under 100	2.7264
100 - 499	2.4992
500 - 999	4.3168
1000 - 4999	5.2256
5000 - 9999	4.5440
10000 - 19999	2.2720
20000+	1.1360
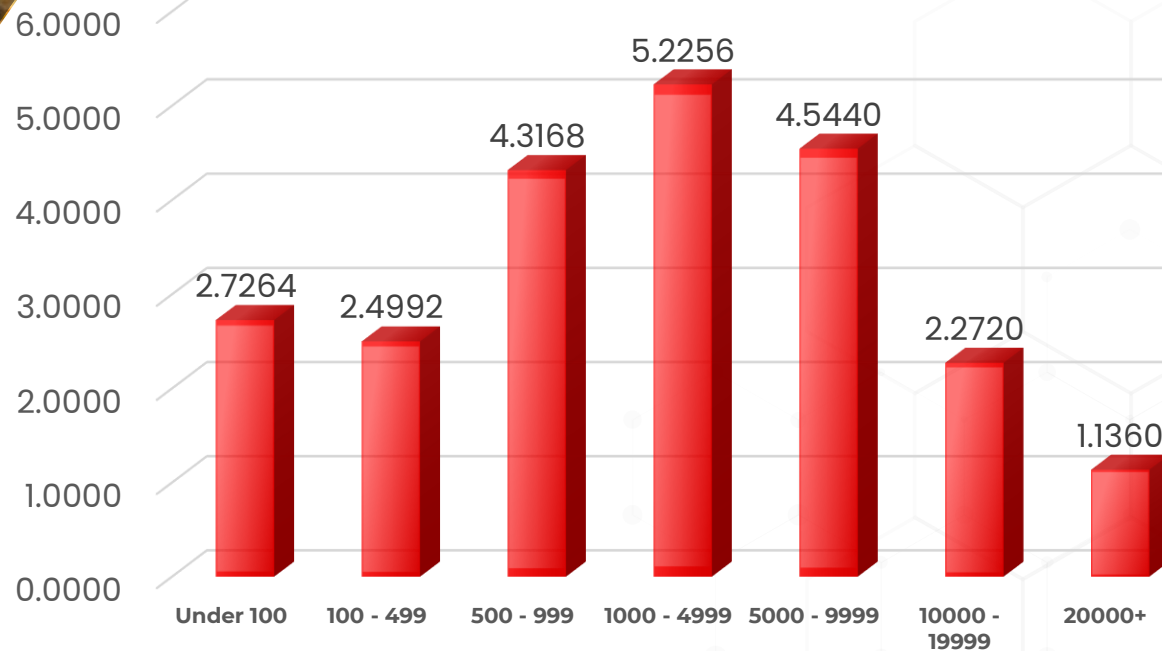
■ Company Size (Million)

North America / Latin America / South America

Database size: 22.72MM Contacts

Reach By Industry

Industry	Reach (Million)
All Others	1.0224
Construction/Mining & Utilities/Agriculture & Forestry	2.1584
Education	0.9088
Travel &...	1.3632
Retail & Wholesale/Distribution/Logistics	2.9536
Healthcare/Pharmaceuticals	2.1584
Manufacturing & Process Industries	2.272
Government/Charity Sector (Councils, Police, Fire,...	1.0224
Business Services/Legal/Accounting/Real...	2.1584
Telecommunication/Technology Sector	3.7488
Finance/Banking/Insurance/VC/Private Equity/M & A	2.9536

■ Reach By Industry (Million)

North America / Latin America / South America

Database size: 22.72MM Contacts

Reach By Country

Country	Percentage
United States	16.9309 MM
Canada	2.4697 MM
Brazil	0.7975 MM
Argentina	0.4680 MM
Mexico	0.7293 MM
Chile	0.2476 MM
Guatemala	0.0000 MM
Panama	0.0000 MM
Peru	0.2227 MM
Honduras	0.0000 MM
Venezuela	0.0000 MM
Paraguay	0.0250 MM

E M E A

Database size: 14.70MM Contacts

Reach By Job Title

Business: C-Level/Business Director
1.911 MM

Business DM/Business Manager
3.234 MM

IT: C-Level/Director
3.822 MM

IT: DM/Manager/Technical Title
5.733 MM

E M E A

Database size: 14.70MM Contacts

Reach By Company Size
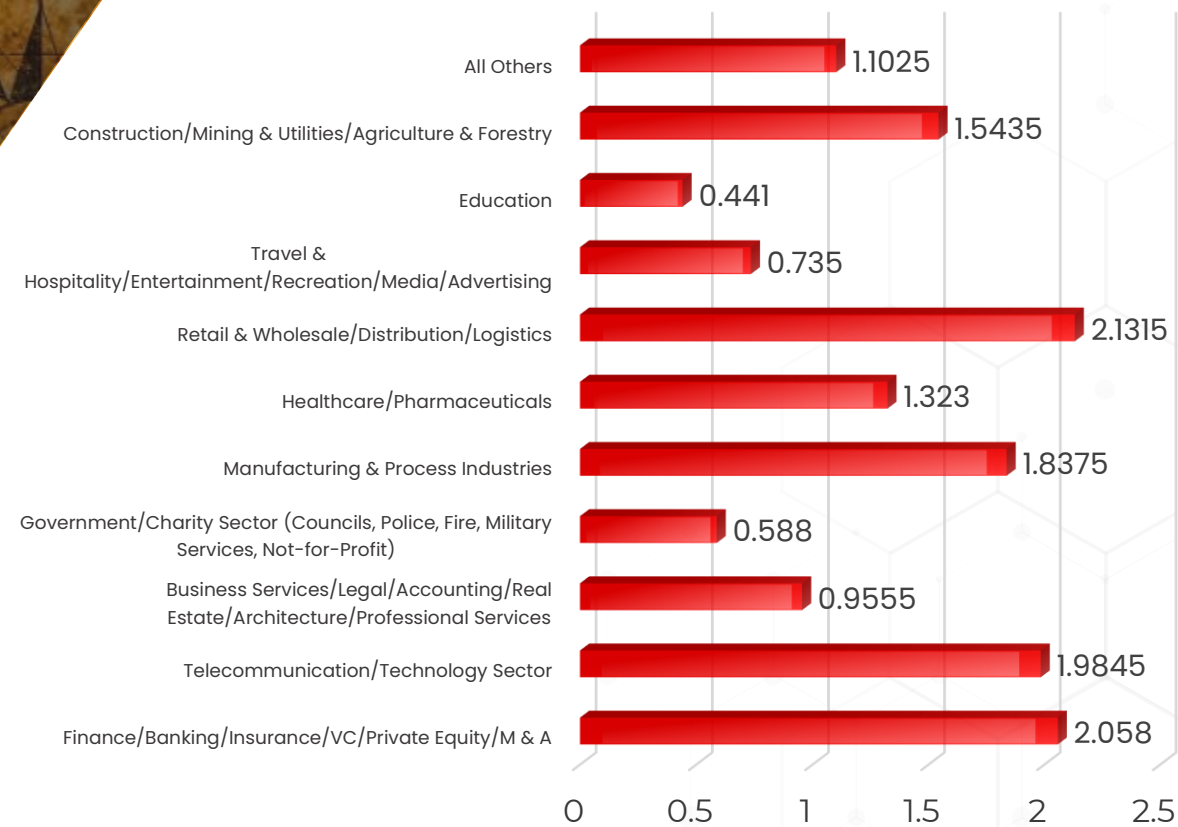

Company Size	Value (Million)
Under 100	0.7350
100 – 499	1.6170
500 – 999	1.7640
1000 – 4999	3.0870
5000 – 9999	4.1160
10000 – 19999	2.6460
20000+	1.4700
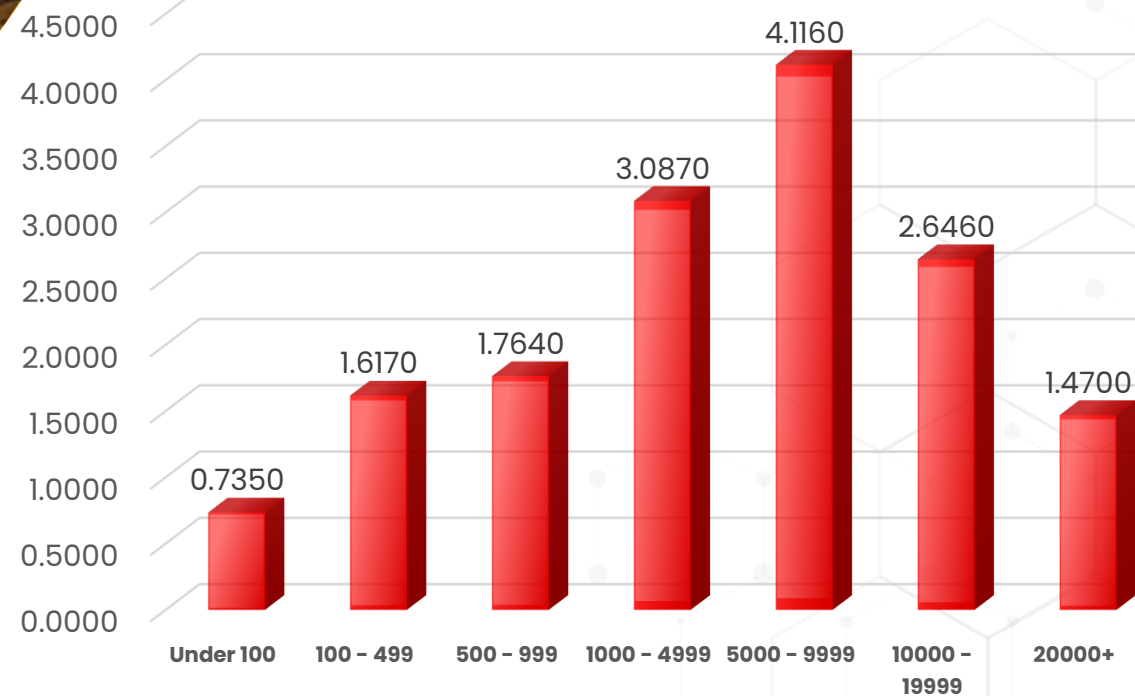
■ Company Size (Million)

EMEA
Database size: 14.70MM Contacts

Reach By Industry

Industry	Reach By Industry (Million)
All Others	1.1025
Construction/Mining & Utilities/Agriculture & Forestry	1.5435
Education	0.441
Travel & Hospitality/Entertainment/Recreation/Media/Advertising	0.735
Retail & Wholesale/Distribution/Logistics	2.1315
Healthcare/Pharmaceuticals	1.323
Manufacturing & Process Industries	1.8375
Government/Charity Sector (Councils, Police, Fire, Military Services, Not-for-Profit)	0.588
Business Services/Legal/Accounting/Real Estate/Architecture/Professional Services	0.9555
Telecommunication/Technology Sector	1.9845
Finance/Banking/Insurance/VC/Private Equity/M & A	2.058

■ Reach By Industry (Million)

E M E A

Database size: 14.70MM Contacts

Reach By Country

Country	Percentage
United Kingdom	5.00 MM
Germany	3.38 MM
France	1.62 MM
Netherlands	1.18 MM
Spain	0.44 MM
Austria	0.29 MM
Sweden	0.74 MM
Norway	0.29 MM
Denmark	0.29 MM
Italy	0.59 MM
Finland	0.15 MM

ASIA PACIFIC

Database size: 9.4MM Contacts

Reach By Job Title

Business: DM/Business Manager, 1.128 MM

IT: DM/Manager/Technical Title, 3.384 MM

IT: C-Level/Director, 2.726 MM
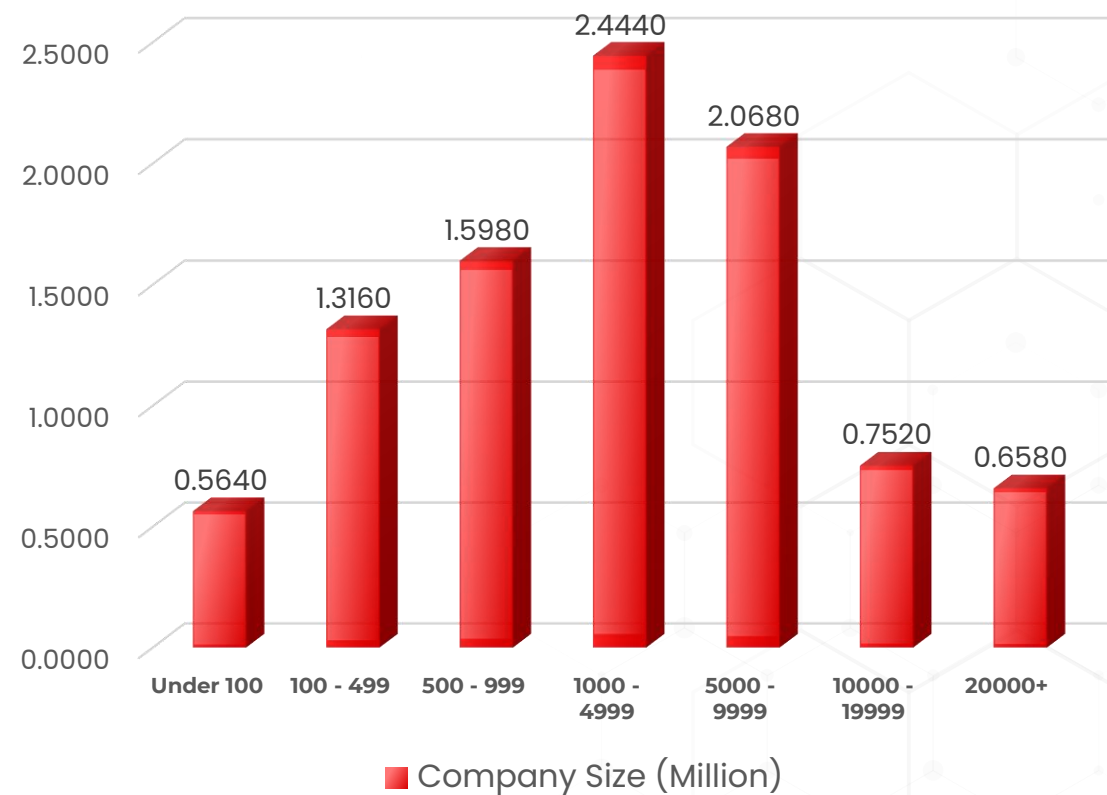
Business: C-Level/Business Director, 2.162 MM

ASIA PACIFIC

Database size: 9.4MM Contacts

Reach By Company Size
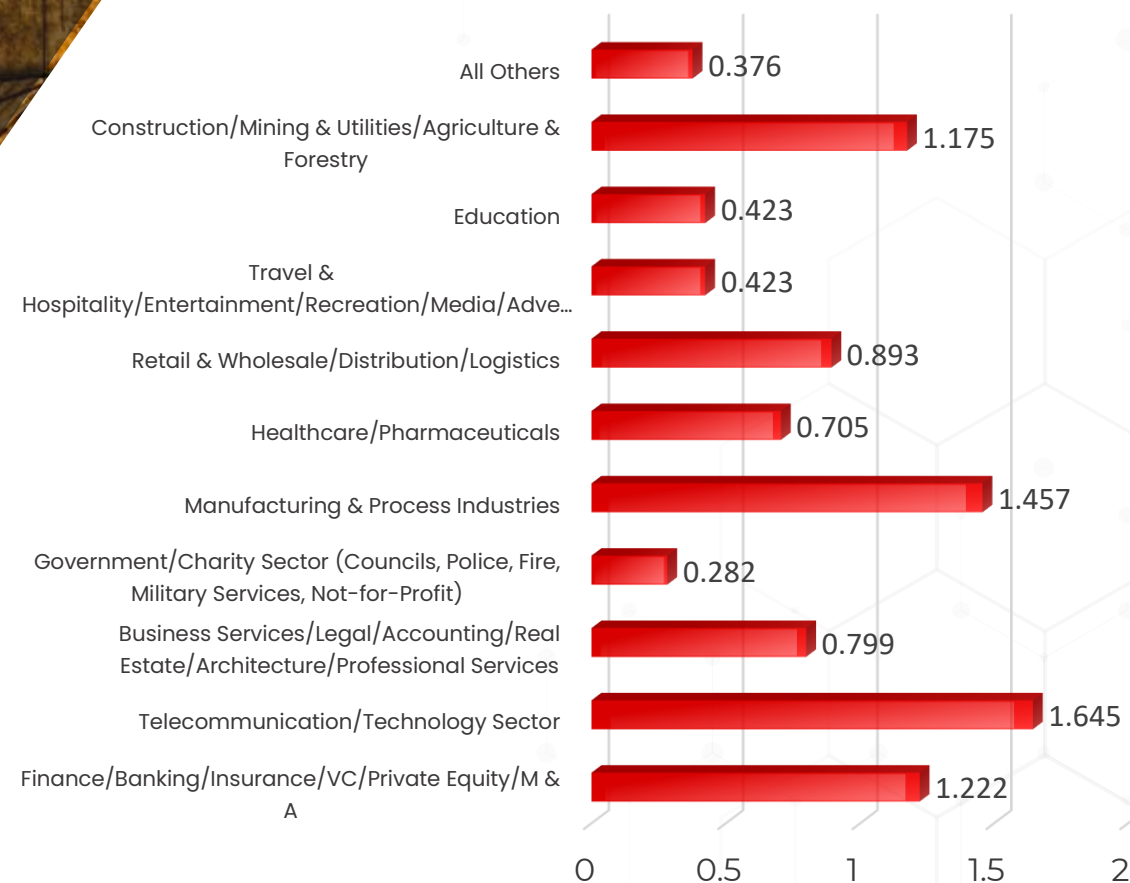
Company Size	Value (Million)
Under 100	0.5640
100 - 499	1.3160
500 - 999	1.5980
1000 - 4999	2.4440
5000 - 9999	2.0680
10000 - 19999	0.7520
20000+	0.6580

■ Company Size (Million)

ASIA PACIFIC

Database size: 9.4MM Contacts

Reach By Industry

Industry	Reach (Million)
All Others	0.376
Construction/Mining & Utilities/Agriculture & Forestry	1.175
Education	0.423
Travel & Hospitality/Entertainment/Recreation/Media/Adve…	0.423
Retail & Wholesale/Distribution/Logistics	0.893
Healthcare/Pharmaceuticals	0.705
Manufacturing & Process Industries	1.457
Government/Charity Sector (Councils, Police, Fire, Military Services, Not-for-Profit)	0.282
Business Services/Legal/Accounting/Real Estate/Architecture/Professional Services	0.799
Telecommunication/Technology Sector	1.645
Finance/Banking/Insurance/VC/Private Equity/M & A	1.222

Horizontal axis: 0, 0.5, 1, 1.5, 2

■ Reach By Industry (Million)

ASIA PACIFIC

Database size: 9.4MM Contacts

Reach By Country

Country	Percentage
Australia	1.79 MM
Singapore	0.94 MM
New Zealand	0.85 MM
Hong Kong	0.66 MM
Japan	0.94 MM
Malaysia	0.38 MM
Indonesia	0.85 MM
India	1.69 MM
Thailand	0.28 MM
Philippines	0.19 MM

GDPR Policy

We are a GDPR Compliant Company with a Data Protection Officer at the helm.

GDPR on Email Campaigns

GDPR Verbiage on Telemarketing Campaigns

GDPR on Email Campaigns

We ensure GDPR compliance in our email campaigns through the following measures:

1. **Transparent Privacy Policies:** Links to our Privacy Policies are prominently provided on our landing pages, accompanied by an easily accessible unsubscribe link.

2. **Consent Documentation:** Consent from recipients is meticulously recorded and documented. This information can be shared with our clients upon request, demonstrating our commitment to transparency.

3. **Clear Data Usage Explanation:** Our Privacy Policy explicitly outlines how and why recipient data is stored and utilized, ensuring complete transparency regarding data handling.

4. **German Double Opt-In:** For landing pages targeting Germany, we implement double opt-in checkboxes, aligning with Germany's stringent privacy guidelines. Recipients must explicitly confirm their subscription, enhancing data protection.

5. **Unchecked Checkboxes:** We do not automatically pre-check checkboxes on our landing pages. Recipients have full control over their subscription choices, promoting GDPR compliance and respect for individual preferences.

6. **Data Management Information:** Our Privacy Policy also provides clear instructions on how prospects can manage their data with REVLINE, empowering them to exercise their data rights effectively.

GDPR Compliance for Telemarketing Campaigns

Your Privacy Matters to Us:

- By providing your consent, you acknowledge and agree that REVLINE and its affiliated companies will securely record and process your data to enhance your experience with our marketing content.

Your Rights:

- You have the right to access, modify, correct, or request the removal of your data from our systems at any time. Additionally, you may request to restrict the use of your data, ensuring your privacy preferences are respected

What to Expect:

✓ As part of this consent, **REVLINE** will send you valuable resources such as [Client's Name] white papers, case studies, articles, infographics, and eBooks. These resources are designed to provide you with valuable insights and information.

Sharing Your Data:

✓ With your consent, **REVLINE** may also share the data and information collected during today's call with [Client's Name]. [Client's Name] will use this data to send you offers and materials of a commercial nature that may be of interest to you.

Data Retention:

✓ **REVLINE** will retain a record of your data for as long as you choose to remain registered with REVLINE and its subsidiaries.

Thanks for your time

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"The next big thing in marketing is not 'big', it's 'relevant'"

Tom Fishburne