



## Stop Guessing. Start Winning the Midmarket.

### Executive Summary

Tired of wasting marketing spend on the wrong B2B SaaS midmarket targets? Frustrated by sales/marketing misalignment and leaky funnels? Smart GTM cuts through the noise. We pinpoint your ideal midmarket accounts – those with the highest fit/propensity – so you can stop guessing and start winning. Focus your resources, accelerate growth, and maximize ROI.

### Our Consultative Offering: Midmarket Accounts

We deliver a pre-qualified, high-fit/propensity pipeline built on deep intelligence:

- **Laser-Focused Targeting:** Go beyond basic ICP. We analyze multiple critical dimensions – tech stack, growth signals, funding and more – to identify accounts ready to convert.
- **Actionable Account Intelligence:** Arm your sales and marketing teams with insights into technology fit, key contacts, funding status, and specific needs, enabling hyper-personalized outreach that resonates.
- **'Rocketship' Accounts:** We also shortlist 'Rocketship' accounts which typically are high growth, funded, scalable companies and tend to be more technologically sophisticated.
- **Aligned GTM Execution:** Bridge the sales-marketing gap with a unified, data-backed list of target accounts, optimizing ad spend and email/social campaigns.

### Benefits:

- **Slash Customer Acquisition Costs (CAC):** Eliminate wasted spend by focusing only on high-fit/propensity accounts.
- **Boost Conversions & Pipeline Velocity:** Fill your funnel with truly qualified accounts to optimize time spent by your sales people.
- **Scientific methodology:** A scientifically designed methodology for Account selection helps bridge Marketing–Sales synergy gaps and incorporate a culture of data-based decisions.

#### Get In touch:

Transform your GTM. Pinpoint your best accounts, align your teams, and build a more efficient growth engine.

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