



SYNERGYSPARK
MEDIA



**Fresh Ideas that
deliver marketing
ROI for B2B brands.**



SYNERGYSPARK
MEDIA

SynergySpark Media is committed to make your marketing activities a success by using our multi-dimensional channels spread across businesses and verticals.

We are a young and dynamic company. Founded with a goal of creating vast digital presence to bridge the gaps between buyers and service providers. Our team has decades of experience in building pipeline for organization looking for high ROI in a short amount of time.

We cater to growing demand of [Marketing and Sales](#) requirements.



Demand Generation



Content Syndication
Lead Generation
Pipeline Acceleration

✓ MQL ✓ HQL



Sales Qualification



Lead Generation
Retargeting Leads
Funnel Acceleration

✓ HQL ✓ SQL



Creative Designing



Content Designing
Content Repurposing
Speciality Designs

✓ E-book ✓ Email ✓ LP



Data as a Service

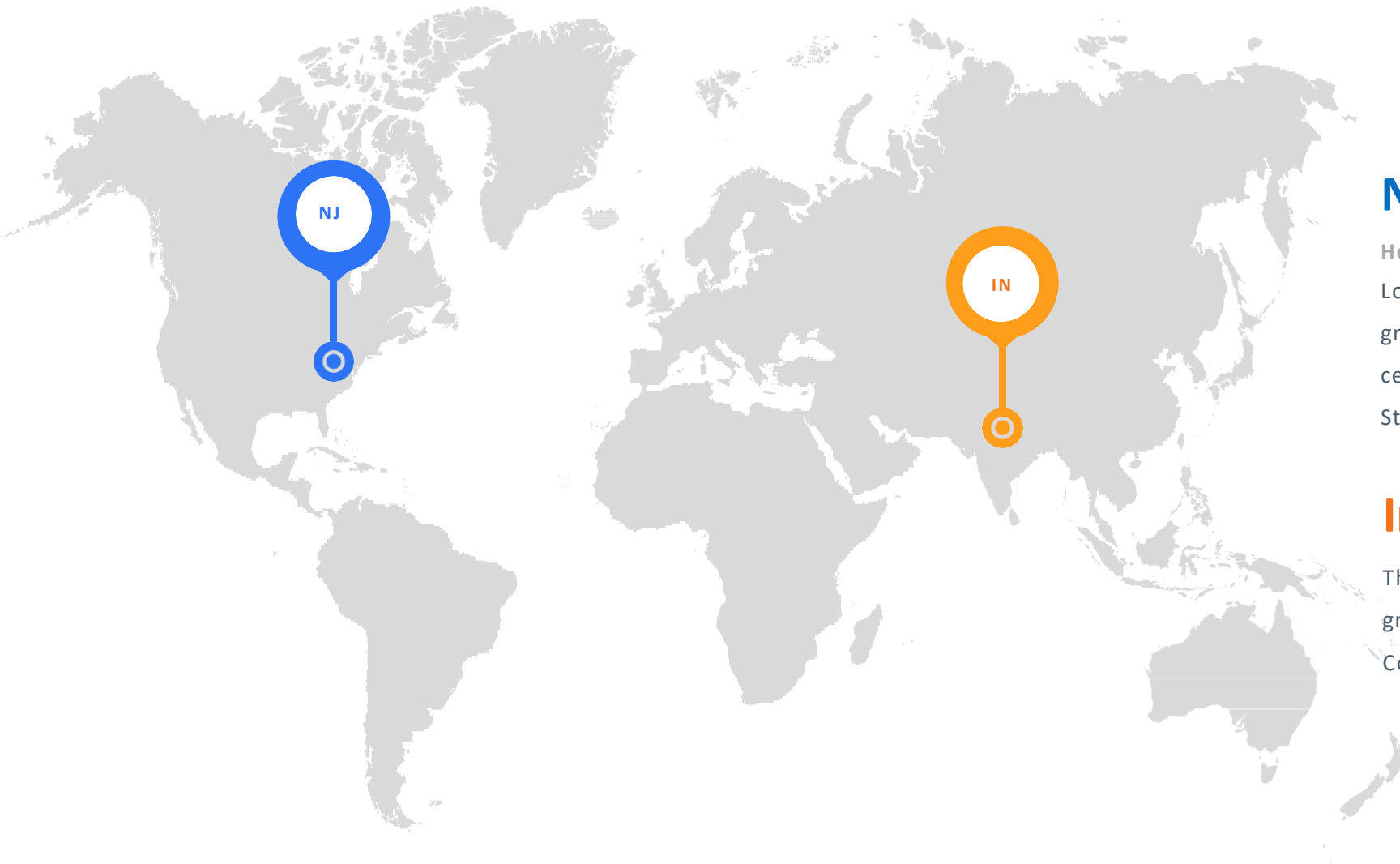


Data Validation
Prospect Identification
Data Refresh

✓ ICP ✓ ABM

Locations & Centres

Our presence in the eastern hemisphere to deliver to your expectations.



New Jersey

Headquarter

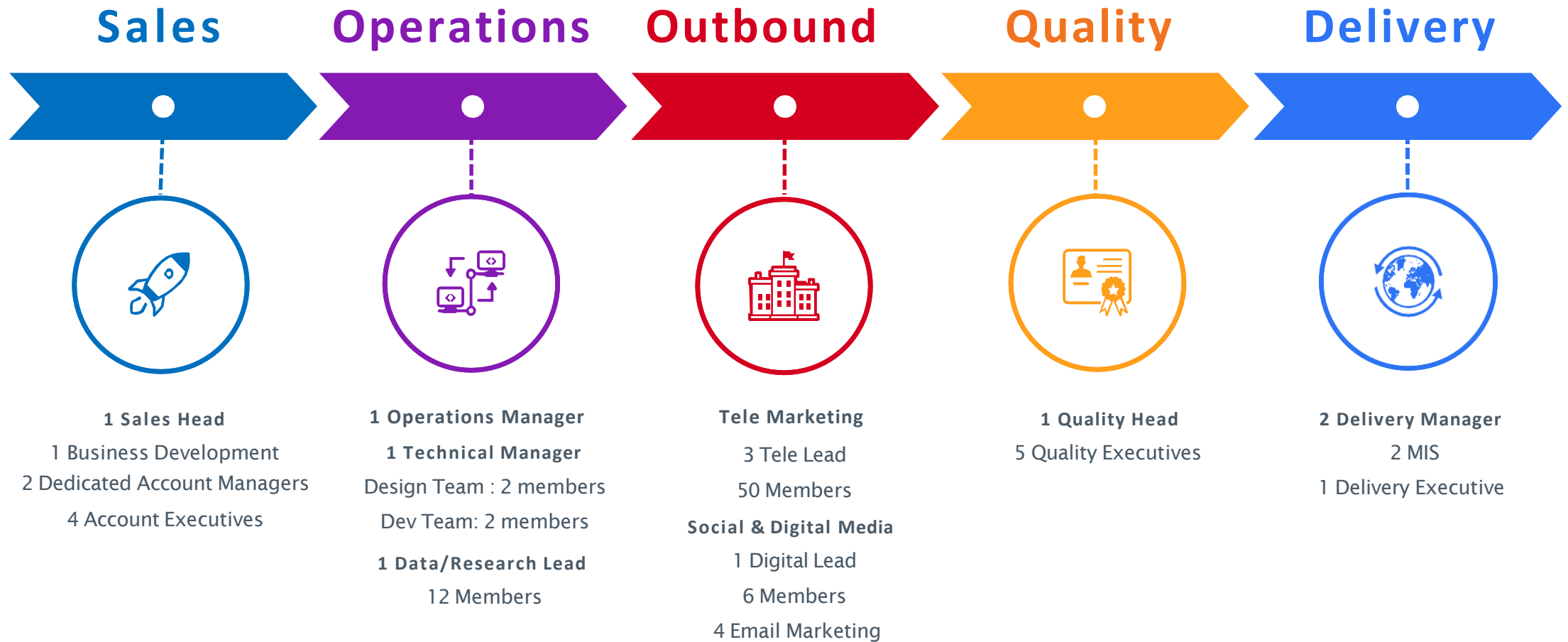
Located in New Jersey, US– one of the fastest-growing media hub in the world. Global operations is centralized at this location. Sales, Delivery and Strategy is are streamlined at this site

India

The hub located in central India, in India's fastest growing city for 5 years straight. With over 300 Tech Colleges and fastest growing IT hub.

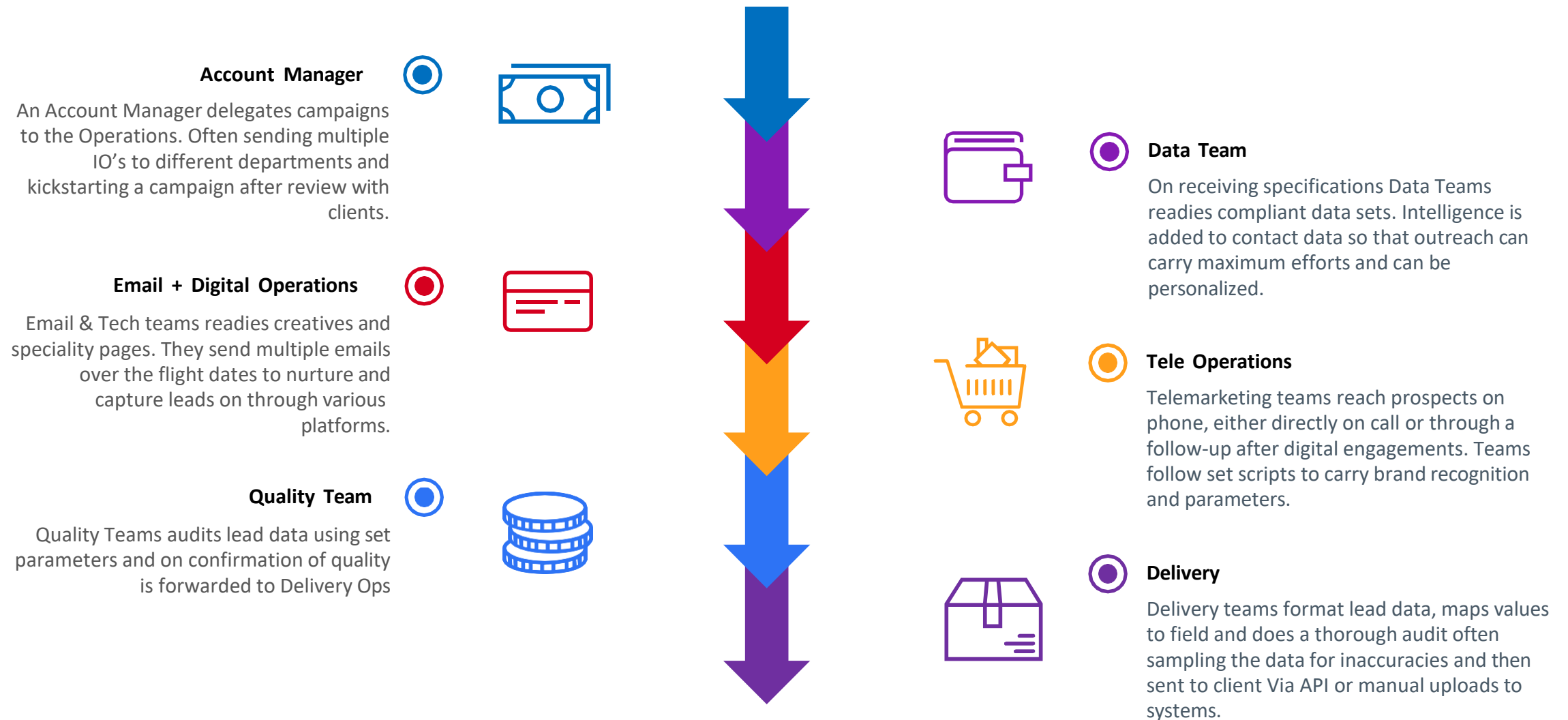
Connected Departments

Synchronized and coherent display of our Operational Excellence.



Data Flow across Departments

See how information passes throughout [departments](#) in SynergySpark Media



Data Intelligence

You can do more with **Intelligent data**.



Intent Scoring

Every Account with Intent Score

All Accounts are scoped with surge topics. The account list is used to get optimum conversions out of all projects.

Install Tech

Accounts using Complementing Technology

All accounts in our data houses technology intelligence gathered from credible sources and research. We use it for maximum conversions.

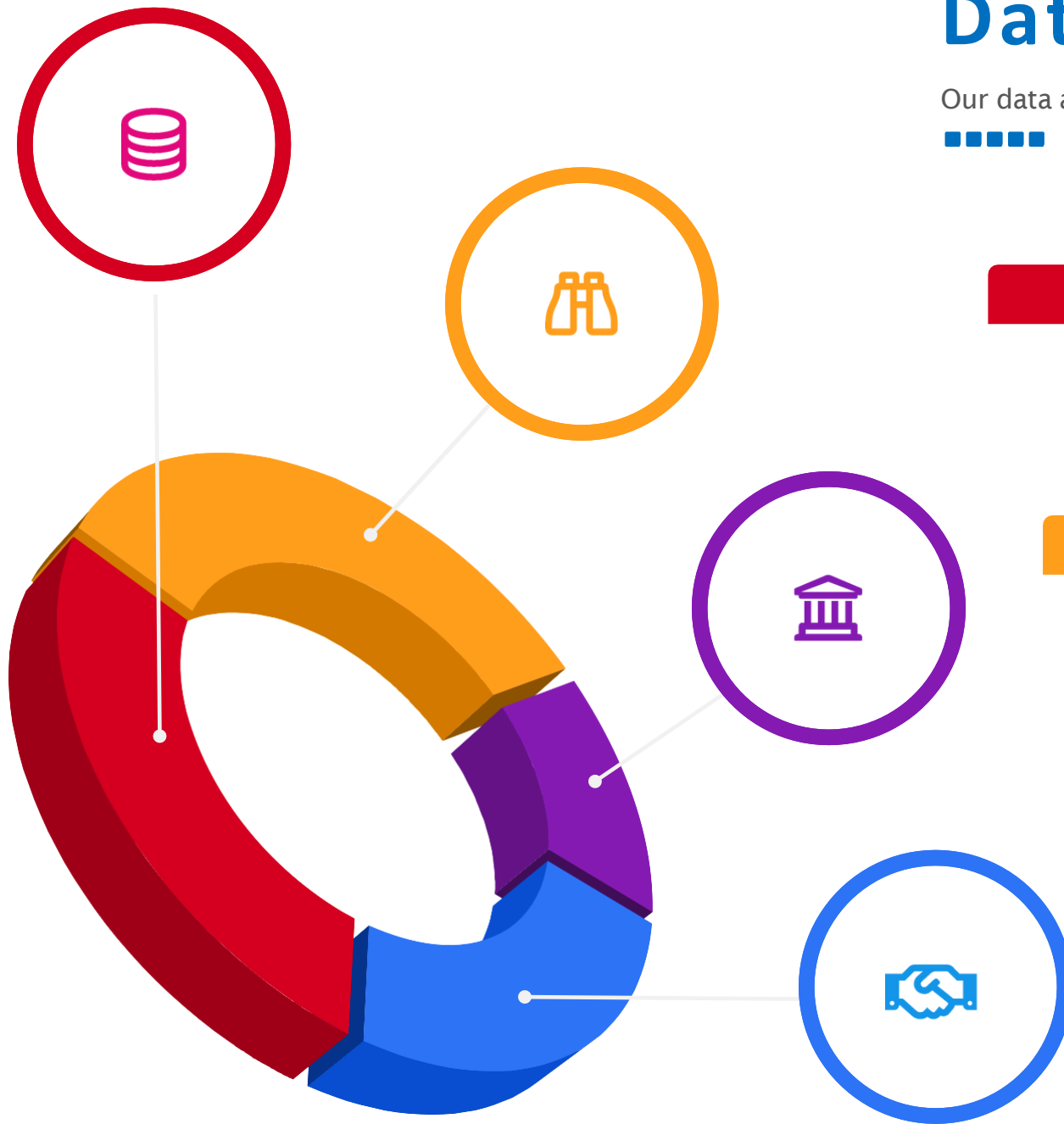
Authority & Need

Accounts & Contacts that actively needs your services.

Our contact database can be sorted on decision making authority and surge topics help establish the need. Using proprietary data we are able to give high ROI for all our projects.

Data Sources

Our data acquisition and sourcing [globally compliant data](#)



45%

In house Database



30%

In house Research Team



20%

Data Subscription & Partnership



5%

Strategic Data Suppliers

Quality Audit

4 Point Quality Procedure



Specifications

Matching the Campaign
Brief.



Company Validation

Industry, Employee Size,
Revenue, Activities, Location



Contact Validation

Job Title, Phone Number,
Direct Dial, Email Address



Intent Validation

Interest, Authority and
Timeline

We implement a **Four step quality check** to ensure all deliverables are of value to our clients. All deliverables flow through multiple checkpoints aided by automated validations and actual human checks. Our QA teams ensure all of our deliverables are high quality and compliant with international standards.

Delivery Process

Fast secured and compliant Delivery Process



{REST:API}

http:// POST



Our delivery mechanism can directly integrate with your marketing suite and send leads realtime. We have compatible integrations with all major suites. Our teams are also happy to make custom webhooks and integration with your own systems or we can share them in complied encrypted formats manually.



01

Real Time Delivery via API integration

Realtime validated leads direct from Lead capture forms and our systems.



02

Encrypted Sheets via email

Encrypted sheets and file format shared to account managers or client's delivery teams.



03

Online Spreadsheet Solutions

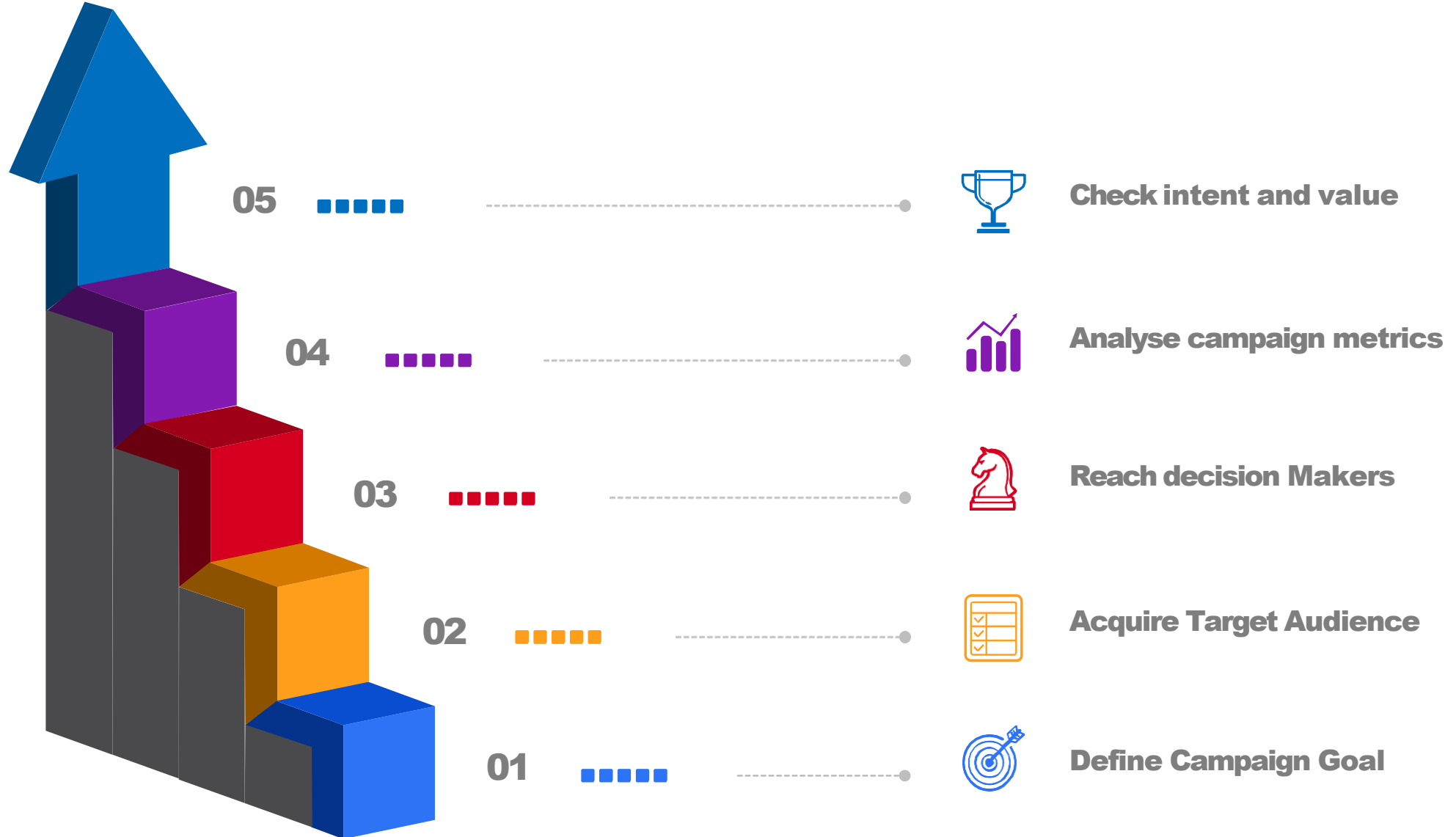
Secured Online spreadsheet solutions and online drive
– Google, Microsoft, Dropbox or even Box.

Lead Structure Tables

Specifications and breakdown of lead value proposition

 MQL	 HQL	 BANT	 Data Intelligence
1 Touch Lead	Multiple Touch	LG Framework	Intent Based Accounts
Initial Intent	Highest Intent	Budget & Authority	Right Party Contact
Validated Form Fills	Consent to Data Processing	Need & TimeLine	Verified Data Points
Consent to Contact	Consent to Sales Contact	Highest Intent	Install Tech Data
=< 2 Custom Question	Multiple Qualifying Ques	Consent to Contact & Processing	Globally Compliant Marketing Intelligence Data
Contact Us	Contact Us	Contact Us	Contact Us

Campaign Value Stream



Email Marketing Automation ≠

Bulk Email Marketing

Precision Email Strategy

We do not just send mail. We send *Personalized* Emails.

All our campaigns are segmented to the last detail of each prospect.

Every email template is handcrafted to carry as much information that is required yet is un-distracting.

- ✓ Time Zone
- ✓ Job Title
- ✓ Authority

- ✓ Company Size
- ✓ Historic Engagement Scores
- ✓ Relevance of the Offer

1.5 Mil

Monthly Email
Campaign Send

11%

Avg. Open
Rates

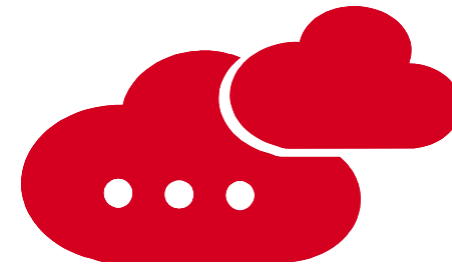
5.7%

Avg. Click thru
Rates

2.1%

Avg. LP
conversions

MAIL
CADENCE



First Step

INTRODUCTORY MAIL 01



HELLO

when an unknown printer
took a galley of type and
scrambled it to make.

Follow-up MAIL 02

FROM MESSAGE

when an unknown printer
took a galley of type and
scrambled it to make a type
specimen book.



It has survived not only

MAIL 03

When unknown printer took a galley

FROM CLOUD

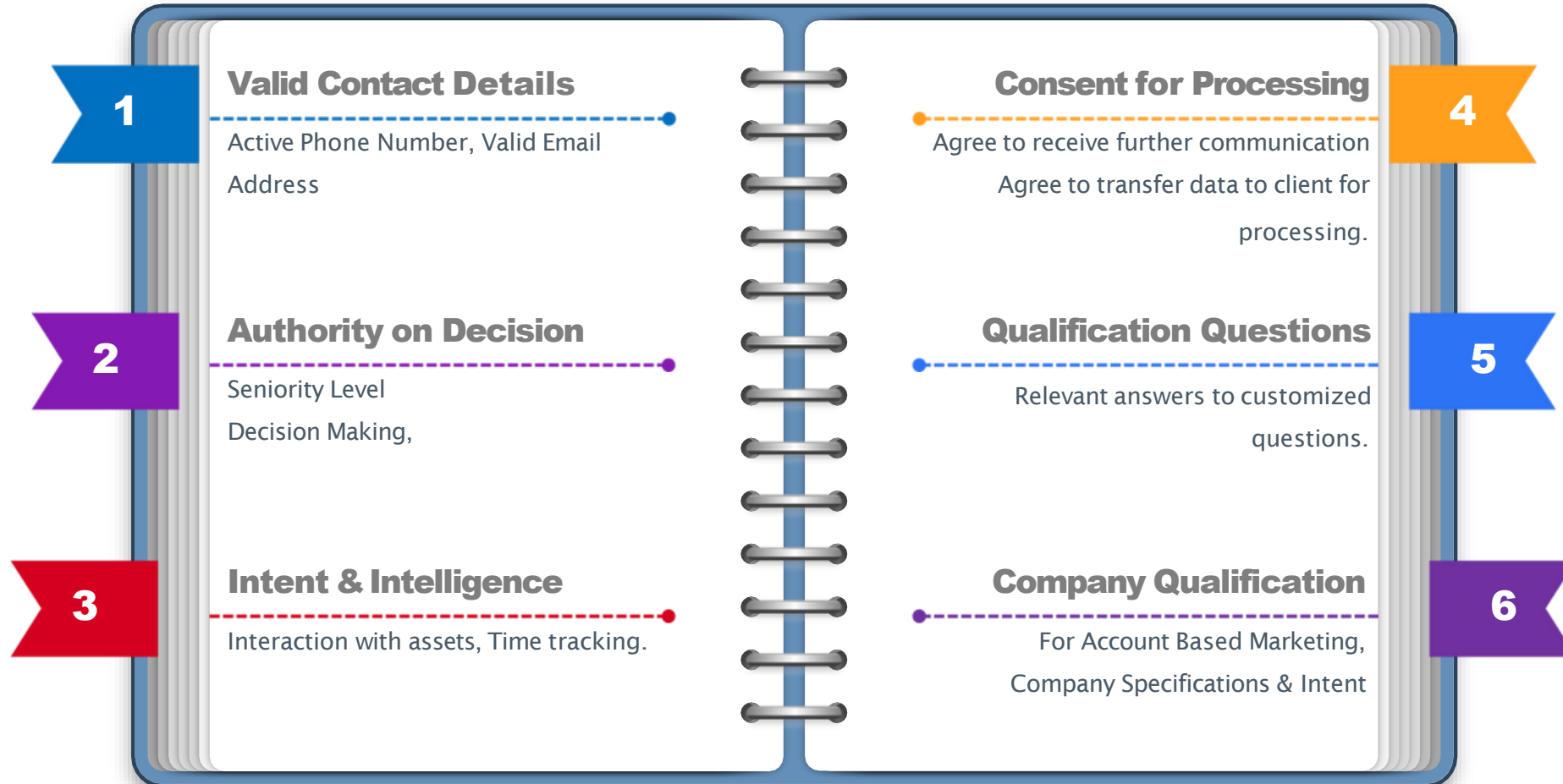


when an unknown printer took
a galley of type and scrambled
it to make.

...

Lead Quality Index

What goes on to make a successful and quality Lead



Prospect Validation

Committed to reduce marketing & sales time with **accurate prospect data.**



99% Lead Accuracy Guarantee.*

Our Prospect Validators confirms data accuracy on all lead parameters expected by our clients and as set in our standard practices.

-  0% Hard Bounce Commitment
-  100% opted-in prospects.
-  Prospect is not Registered in DND
-  30 days, email subscription feedback loop

*Lead Replacement:

We would replace any lead that is returned within 15 days from the date of delivery



Company Validation

Achieve increased account penetration and insights with **accurate, up to date company profiles**



Generate account lists in seconds with intent and surge topics based company searches. Buy intelligence about finances, company hierarchy, technologies and employees.

Our Prospect Validators confirms data accuracy on all lead parameters expected by our clients and as set in our standard practices.

-  100% Accurate company information.
-  Insights into company management.
-  Relevancy of company needs based on surge scores.
-  Maximized reach from bottom to top into an account.

Industry

Industry Categories, SIC & NAICS codes



Employee Counts

Total Count of Employees –Global / Regional/ Departments.



Revenue & Budgets

Match with intelligence on Company Revenue, Budgets on various spending.



Company Locations

Target locations, Headquarter or corporate



Company Technologies

Knowing what technologies is a company using –Data, CRM, BI, Automation



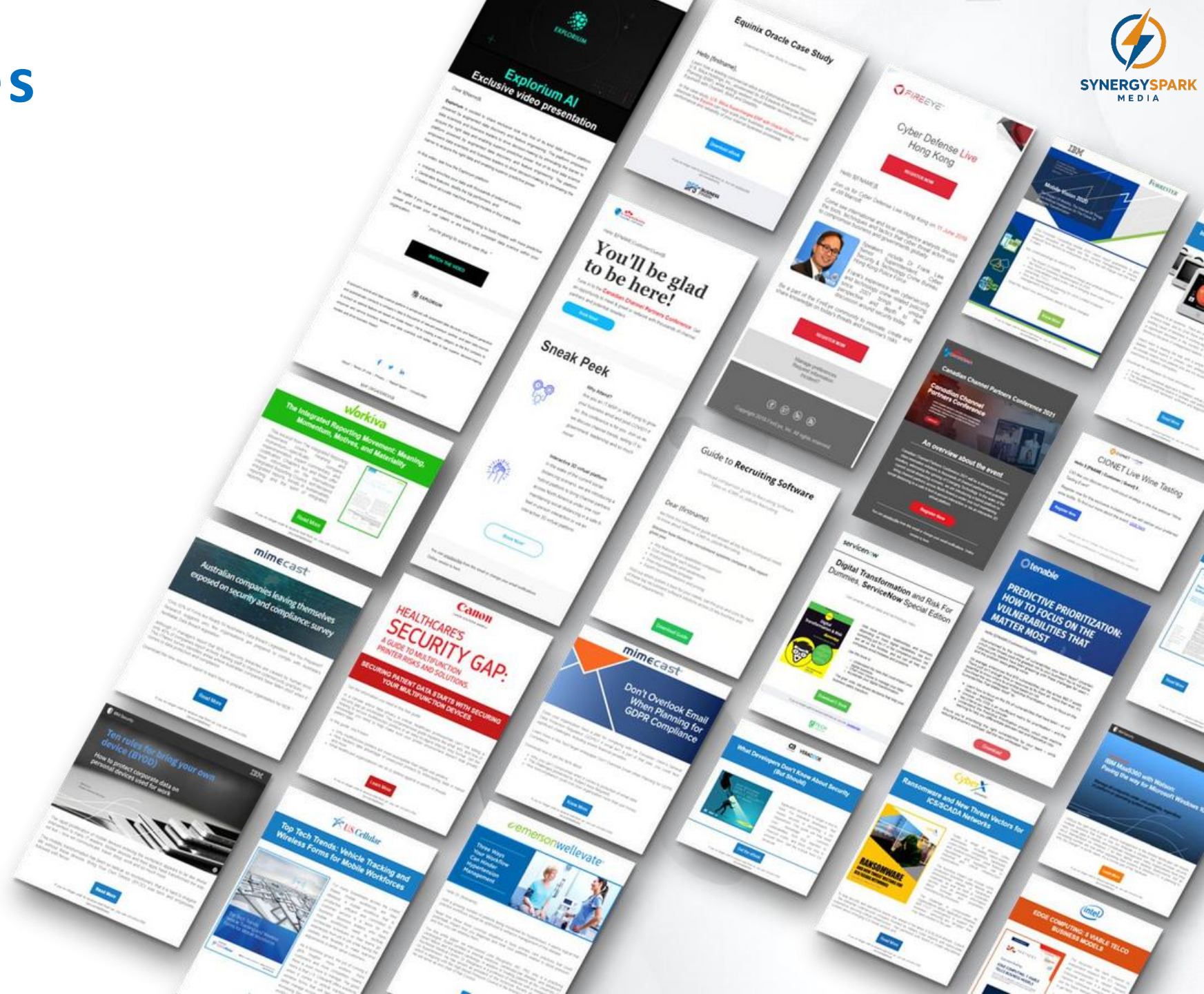
Company Need Relevance

Checking is a company actively looking for solutions and services



Email Templates

- Engaging Content
- Minimalistic Design
- Bold Call to Action
- Responsive design
- Supported on all mail clients
- Animated GIF and HTML 5
- Personalized content
- Researched Subject Lines
- Embedded Preview Text
- View on web links
- Forward tracking
- Realtime Unsubscribe
- Mechanism Global Privacy Compliant



Personalized Landing Pages

41%

More conversion
against plain content

Intelligent personalized fields of audience's details connects them with content, and presence of pre-filled form fields, makes it easier for them to consume content.

PRE-FILLED
LEAD FORM

PERSONALIZED
DETAILS

The screenshot shows a web browser window displaying a NetApp landing page. The page features the NetApp logo at the top left and a Microsoft logo at the top right. The main heading is "High Performance Computing (HPC) Workloads Made Simple on Azure". Below this, there is a personalized greeting "Hello Jeff," circled in purple. The text continues: "Discover in-depth solutions for challenges that IT departments in **Storage industry** face with cloud mandates across file services, enterprise database environments, and high-performance computing workloads like Oil and Gas, Genomic sequencing, and Electronic Design Automation (EDA) applications." Below this, it says "Download the eBook today to learn how **Barracuda Solutions** can benefit:". A list of bullet points follows: "Tips for overcoming obstacles relating to files services, enterprise database applications, and data lakes in the cloud", "How to make moving high-performance computing workloads to the cloud easy", and "Learn about Microsoft's new fully managed, highly available solution for provisioning file services, Azure NetApp Files". At the bottom, there is a quote: "'We are making a major shift to the cloud across the organization. As we start moving our apps to Azure, we will realize that our architecture is a mess. Azure NetApp Files will be the solution.' Source: Senior Director, Global Bank, at Microsoft Ignite". On the right side, there is a lead form with two fields: "Enter Your Name" with the value "Jeff" and "Enter Your Email" with the value "jeffc@barracudasol.com". Below these fields is a green "DOWNLOAD NOW" button. At the bottom right, there is a checkbox labeled "I wish to receive communication from Tech Counselor." and a paragraph of text: "By downloading you acknowledge that your data may be processed for providing services. Visit our privacy policy here".

NetApp™

High Performance Computing (HPC) Workloads Made Simple on Azure

Hello Jeff,

Discover in-depth solutions for challenges that IT departments in **Storage industry** face with cloud mandates across file services, enterprise database environments, and high-performance computing workloads like Oil and Gas, Genomic sequencing, and Electronic Design Automation (EDA) applications.

Download the eBook today to learn how **Barracuda Solutions** can benefit:

- Tips for overcoming obstacles relating to files services, enterprise database applications, and data lakes in the cloud
- How to make moving high-performance computing workloads to the cloud easy
- Learn about Microsoft's new fully managed, highly available solution for provisioning file services, Azure NetApp Files

'We are making a major shift to the cloud across the organization. As we start moving our apps to Azure, we will realize that our architecture is a mess. Azure NetApp Files will be the solution.'

Source: Senior Director, Global Bank, at Microsoft Ignite

Enter Your Name

Jeff

Enter Your Email

jeffc@barracudasol.com

DOWNLOAD NOW

☐ I wish to receive communication from Tech Counselor.

By downloading you acknowledge that your data may be processed for providing services. Visit our privacy policy here

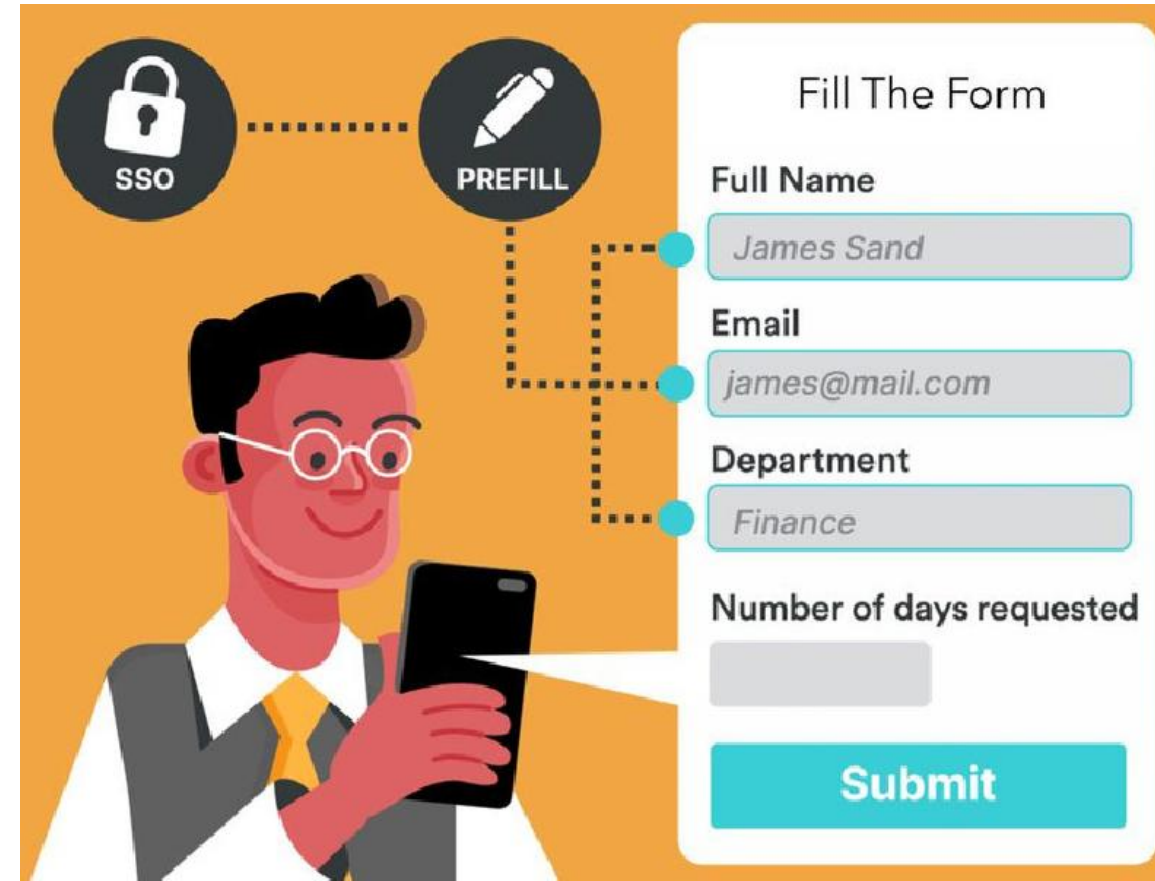
Form Intel

- 📄 Increase form conversions by offering pre-filled form.
- 📄 Prefill Forms using data from backend, user's IP or cookie.
- 📄 Increase form retention on abandonment.
- 📄 Enable conditional logic for questions or surveys.
- 📄 Send email on form completion with dynamic details.

8x More conversions removing manual labor on form fill-ups.

30x Increased probability of being revisited

Forms autofill data can be imported using AI or online tools.



Session Track

- 👁 Advanced analytics on visitors.
- 👁 Behavioral tracking.
- 👁 Content consumption analytics.
- 👁 A/X testing on page metrics.
- 👁 Heatmaps & Video session recordings for all visitors.
- 👁 Establish intent from visitors logs.
- 👁 Tag, merge visitors.
- 👁 Get analytics on audience demographics – Location, age group, organization.
- 👁 Visitors Visual Journey Mapping

10x

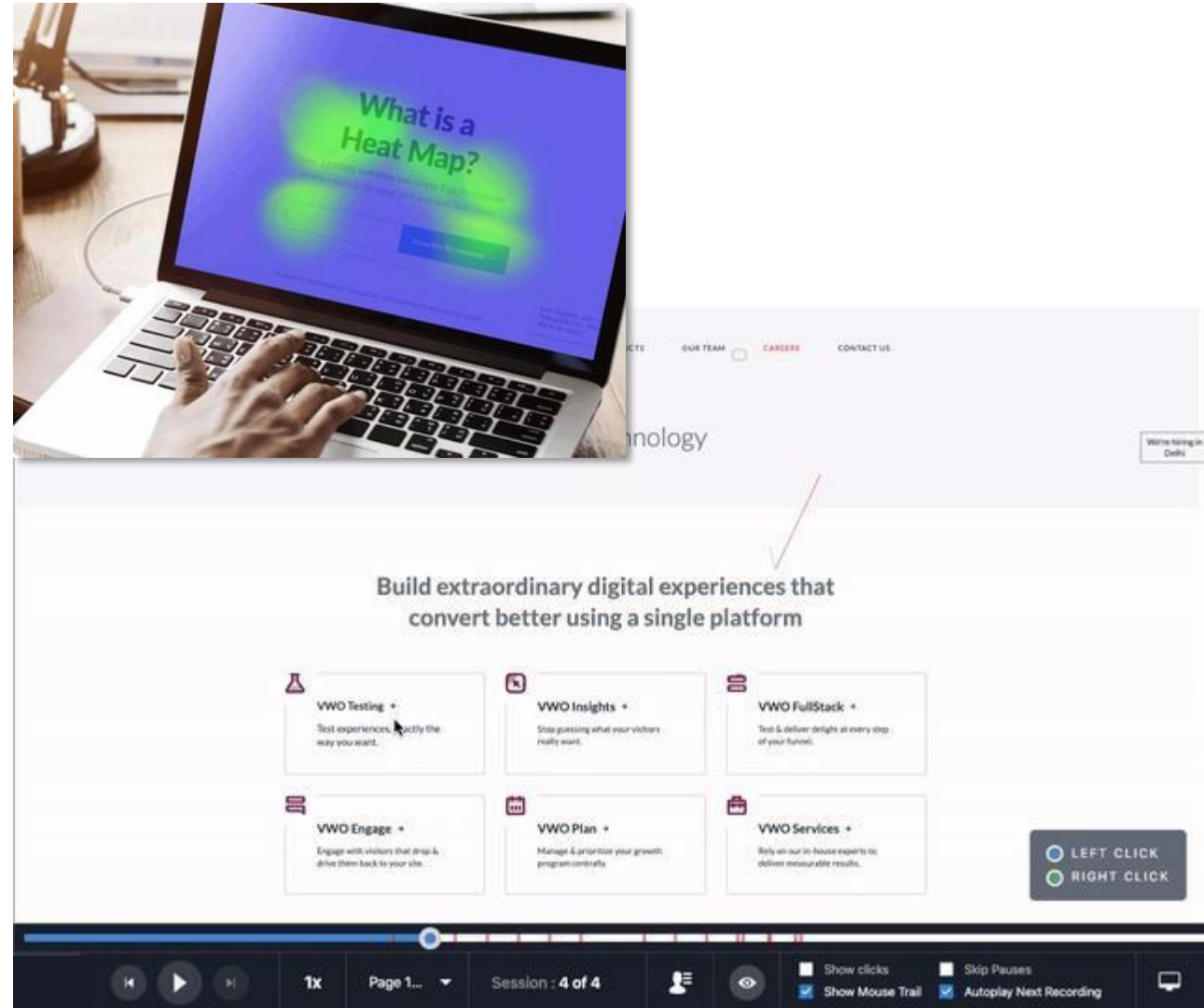
More actionable insights.

15x

Higher ROI from pages.

96%

Bot Reduction from online traffic.



Audience & Content Summery

Industry Verticals	All
Departments	IT -Cloud, Infra,
Content Focus	Security Cloud

Cloud Services	Cloud Computing	Topics -48
Cloud Storage	Cloud SaaS	Content -184
Cloud Paas	Cloud Security	Brands -22

Traffic Analysis

Monthly Visitors	Subscribers	Monthly DLs	Monthly Leads	Ad Spots	Post Types
71K	12K	16K	8K	12	6

Brand Mentions



Audience & Content Summery

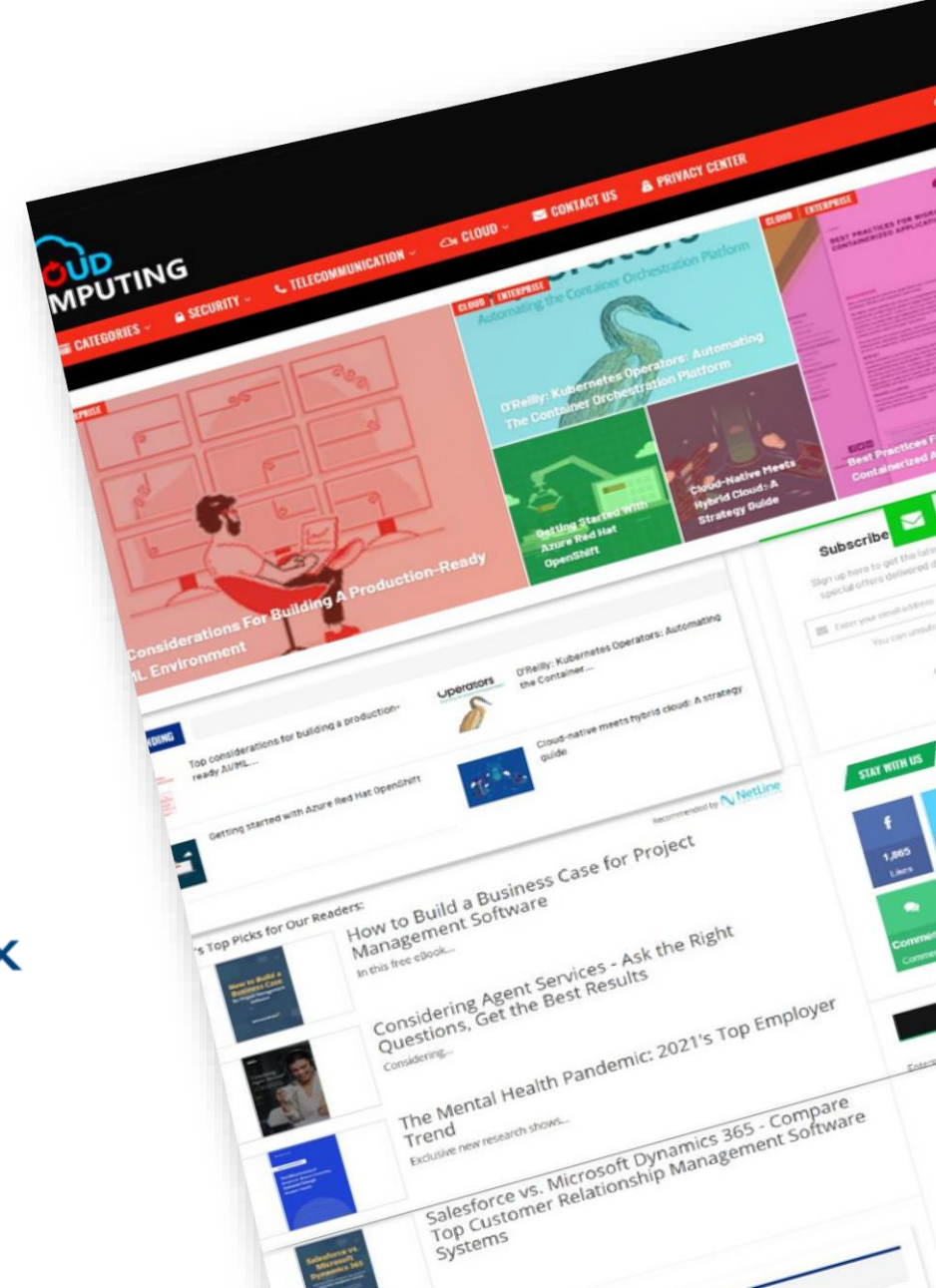
Industry Verticals	All
Departments	IT -Cloud,
Content Focus	Cloud, AI, ML

Cloud Technology	Machine	Topics -21
AI platforms	Learning	Content -156
Cloud Computing	Blockchain	Brands -28

Traffic Analysis

Monthly Visitors	Subscribers	Monthly DLs	Monthly Leads	Ad Spots	Post Types
18K	3.2K	1.7K	>1K	10	8

Brand Mentions



Audience & Content Summery

Industry Verticals	All
Departments	Sales, Strategy, Customer Experience
Content Focus	Customer Experience & Success

Guides	Video Interviews	Topics -4
Original Content	Case Studies	Content -12
Best Practices	E-Books	Brands -3

Traffic Analysis

Monthly Visitors	Subscribers	Monthly DLs	Monthly Leads	Ad Spots	Post Types
4K	<1K	<1K	<1K	3	3

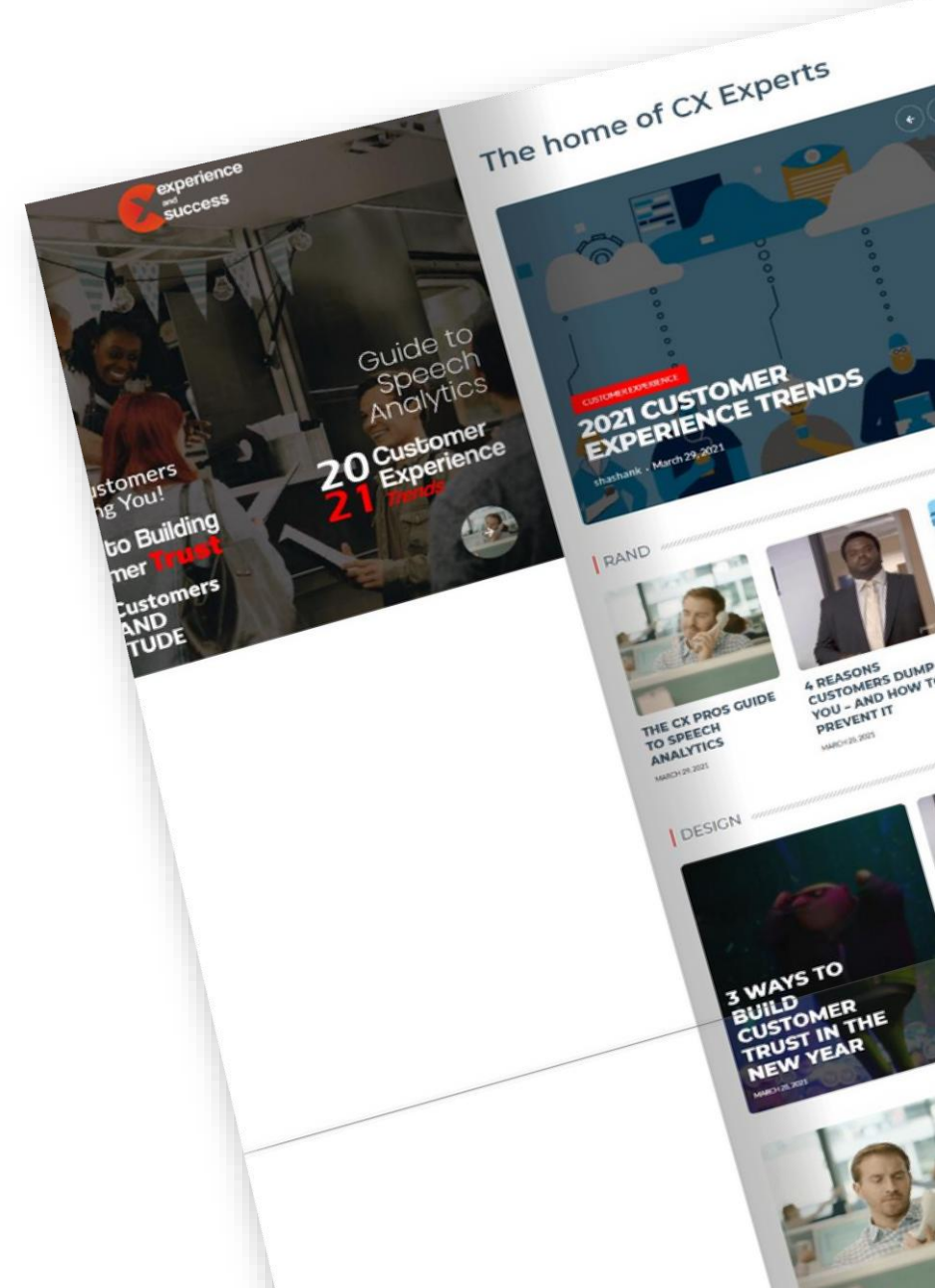
Brand Mentions

ORACLE®

workday

salesforce

HubSpot



COMPLIANCES

We build trust with consumers and users by going beyond just complying with global regulations. We implement a continuous dynamic privacy foundation with our own security solutions.

Our Best practices are:

1. Protect User Data
2. Data Access Policy
3. Realtime Unsubscribe Mechanism
4. Consent and tracking



NORTH AMERICA

- Canadian Anti Spam Law (CASL)
- California Consumer Protection ACT (CCPA)
- US CAN SPAM



EU & GDPR

- EU-GDPR
- UK -DPA
- SP -SAISS-ECOM
- FR -CPEC
- DE -FDPA, TELA, AAUC



AUSTRALIA

- Australia Spam Act of 2003



LET'S BOOST YOUR BUSINESS



SYNERGYSPARK
MEDIA

Contact Us

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sahil@synergysparkmedia.com**

PAOLA PETTERI
Legal Consultant in India