

YOAN ONE

◆ company profile ◆





About Us

Having a client first approach, YoanOne has built strong networks and relationships across the world to ensure their clients get the most effective and efficient results. We provide a diverse range of B2B marketing services, from establishing a business presence - to - driving customer interest.





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Who We Are ?

YoanOne is a tech lead generation company that caters Enterprise and Technology companies across the globe to improve ROI on their marketing spend and shorten sales cycle with its market insight and demand generation services.

400 k

Campaigns
Delivered

120+

Team
Members

50+

Industry
Verticals

What Makes us Different ?

We are not just vendor but an extended arm of your team. For us our customers come first. We help technology buyers leverage 1st party intent data, purchase intent signals, install based data and ABM solutions to identify, engage and target the right people at the right companies at the right time in the entire buyer's journey.

OUR GOAL

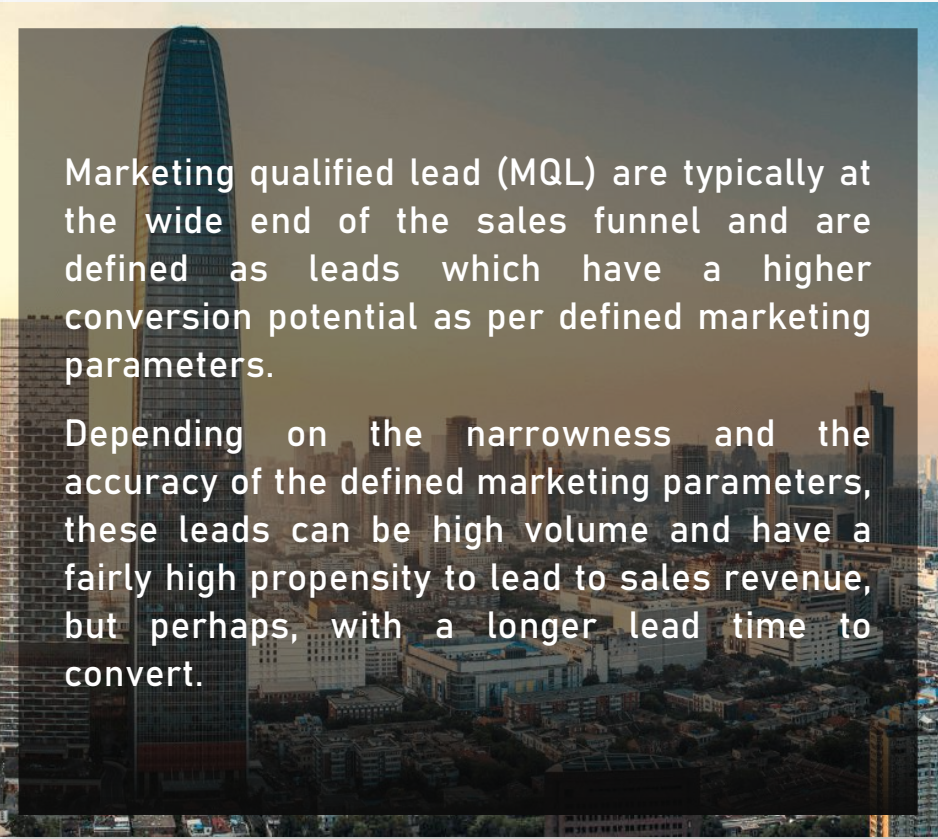
Your Salesforce Should Be Selling.

Our Goal is to create the B2B buying world a better place.



- We operate like your extended sales team to deliver end to end sales enablement services from database management to lead generation and appointment settings, and we believe in delivering quality results that improves the ROI of your sales efforts.
- We would confidently stake out reputation on our integrity and the level of service we provide, and we strive to build long term partnerships based on trust, value addition, and continuous improvement.

Fire Power Your Demand Generation with Top of the Funnel Leads

A background image of a city skyline, likely San Francisco, with the Transamerica Pyramid prominently featured on the left. The image is used as a background for the text in the first column.

Marketing qualified lead (MQL) are typically at the wide end of the sales funnel and are defined as leads which have a higher conversion potential as per defined marketing parameters.

Depending on the narrowness and the accuracy of the defined marketing parameters, these leads can be high volume and have a fairly high propensity to lead to sales revenue, but perhaps, with a longer lead time to convert.

YoanOne uses a variety of well-planned and highly targeted marketing activities to generate these leads

Content syndication

Almost 90% of B2B buyers go for whitepapers, webinars or case studies before reaching out to a vendor. Using content syndication model one can syndicate his content smartly across the largest B2B network.

Intent Driven Leads

YoanOne's real purchase intent insights help you maximize what you have -and then raise your access to a whole new level of demand generation funnel.

Our Services

We offer a plethora of pure B2B and Digital Marketing Services. Need your story heard? We got you covered.



**CONTENT
SYNDICATION**



**LEAD
GENERATION**



**DEMAND
GENERATION**



**ACCOUNT BASED
MARKETING**



**EVENT
REGISTRATION**



**LEAD
NURTURING**



**DATA
APPENDING**



**ACCOUNT
PROFILING**



**WEBSITE &
APP DEVELOPMENT**



**TELE
MARKETING**



**EMAIL
MARKETING**



**SOCIAL
MEDIA MARKETING**



**CONTACT
DISCOVERY**



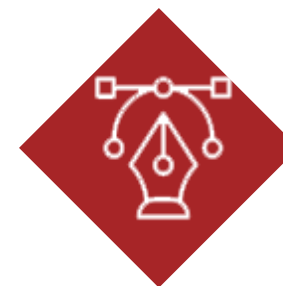
**APPOINTMENT
SETTING**



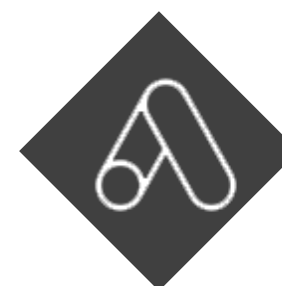
**VIDEO & MOTION
GRAPHICS**



**SEO &
ANALYTICS**



**BRANDING &
GRAPHIC DESIGN**



**SEM &
PPCS**



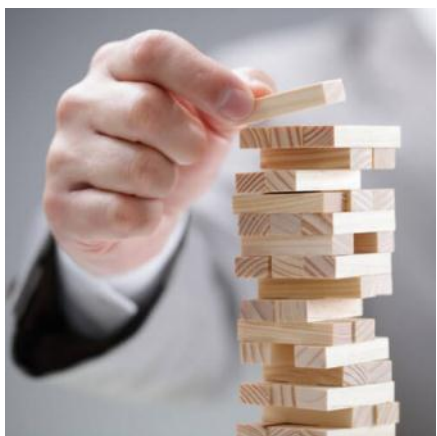
**ONLINE REPUTATION
MANAGEMENT**



YoanOne ABM Tech

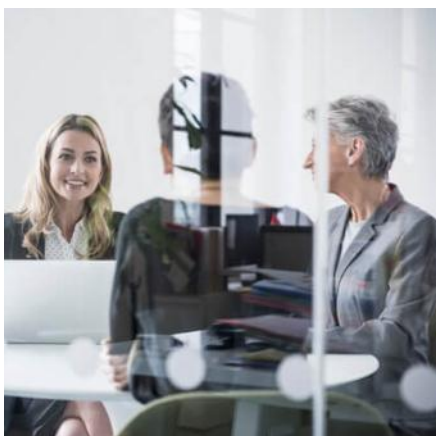
Reach the key decision makers with YoanOne
flip the funnel (ABM) solutions.

YoanOne's multi-touch ABM solution
develops and execute campaigns that
cover three crucial steps in the ABM
process:



Recognize:

Determine the key accounts who are willing to buy from you using YoanOne In-house data.



Observe:

Gain insights on the accounts as who they are and what role they play when it comes to decision making in their organization.



Engage:

Engage those accounts with your content using YoanOne Content Syndication programme. YoanOne Email and Telemarketing Services maximize the engagements with your prospects which help you win more deals.



Mid Funnel Leads

This is when the MQL has been vetted, qualified, and gauged for inside sales readiness. Which means the prospect has shown a clear interest in receiving a call back from an inside sales rep.

YoanOne can work with your business to define the parameters which would qualify a lead to be moved from MQL to CBL, and then we act as your extended sales team to process your MQLs and convert them to CBL.



Bant Qualified



Sales Qualified



Market Qualified

Our Media Brand



The YoanOne Media Network hosts numerous technology related content for connecting you with the world's most powerful technology buyers.



Our B2B media brands in wholly-owned and operated by YoanOne, these industry leading media properties are destination sites where MarTech, IT and HR Tech professionals frequent to research, contribute, and become more informed about products and innovation.

www.tehub.net



Our Global Audience

■ Our database resides millions of people who shape enterprise technology initiatives. We connect you directly to buyers in every major enterprise technology segment.

■ Using our Media networks, we exactly know what type of content they want to read, in what technology they are interested in, at what buying cycle are they currently in.



Data Verification



Every single lead is validated.

- ✓ For every single data point, there are multiple checks and balances.
- ✓ Reverification of every lead at every single stage of sales funnels.
- ✓ Computer-aided re-checking.
- ✓ AI algorithms providing a confidence percentage on every lead.
- ✓ Humanistic verification, via both tele as well as email conversations.



In our very own and bespoke Hybrid Campaign methodology, a protocol-oriented approach is employed to get the best results, with additional verification check gates so that not even a single unqualified lead is obtained

Telemarketing

- **Script Curation**
- **Specification Filters**
- **Qualifiers**
- **Dashboard Preparation**
- **Daily Follow-up & Analysis**
- **Double Varication**

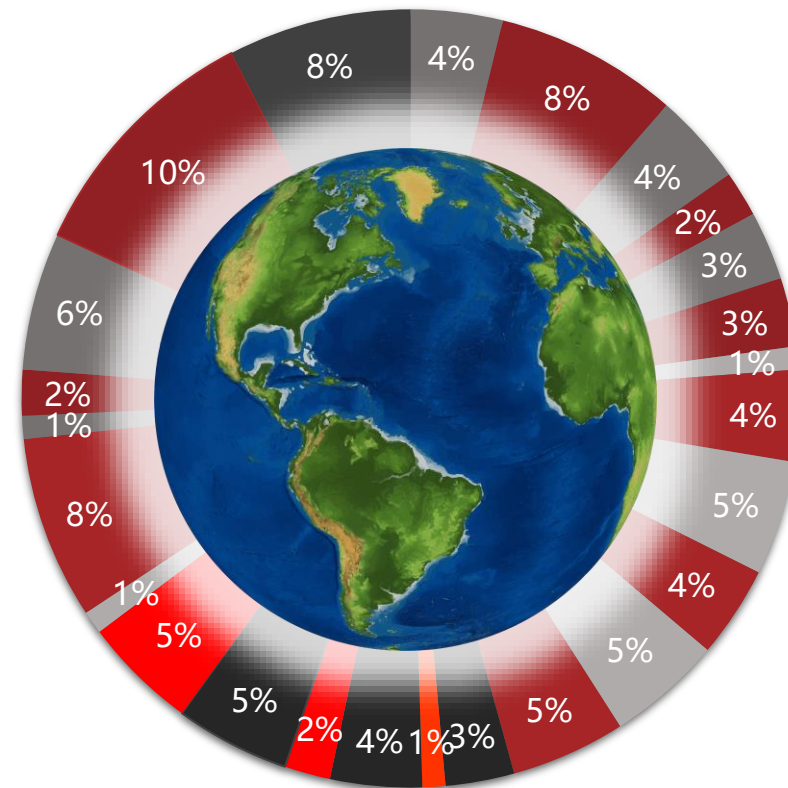
Email Marketing

- **Etraction of Raw Leads**
- **Bot Analysis**
- **Quality Check**
- **Pass Verification**
- **Recheck Quality and Formatting**
- **Double Varication**



Industry Type Data Segregation

'Of 10.5 million Verified Records'



- Advertising /Mktg.
- Business Services
- Energy
- Finance
- Healthcare/Medical
- Insurance
- Non-Profit
- Technology

- Agriculture / Forestry
- Consulting
- Engg. / Construction
- Food and Beverage
- Hospitality
- Legal
- Real Estate
- Telecommunications

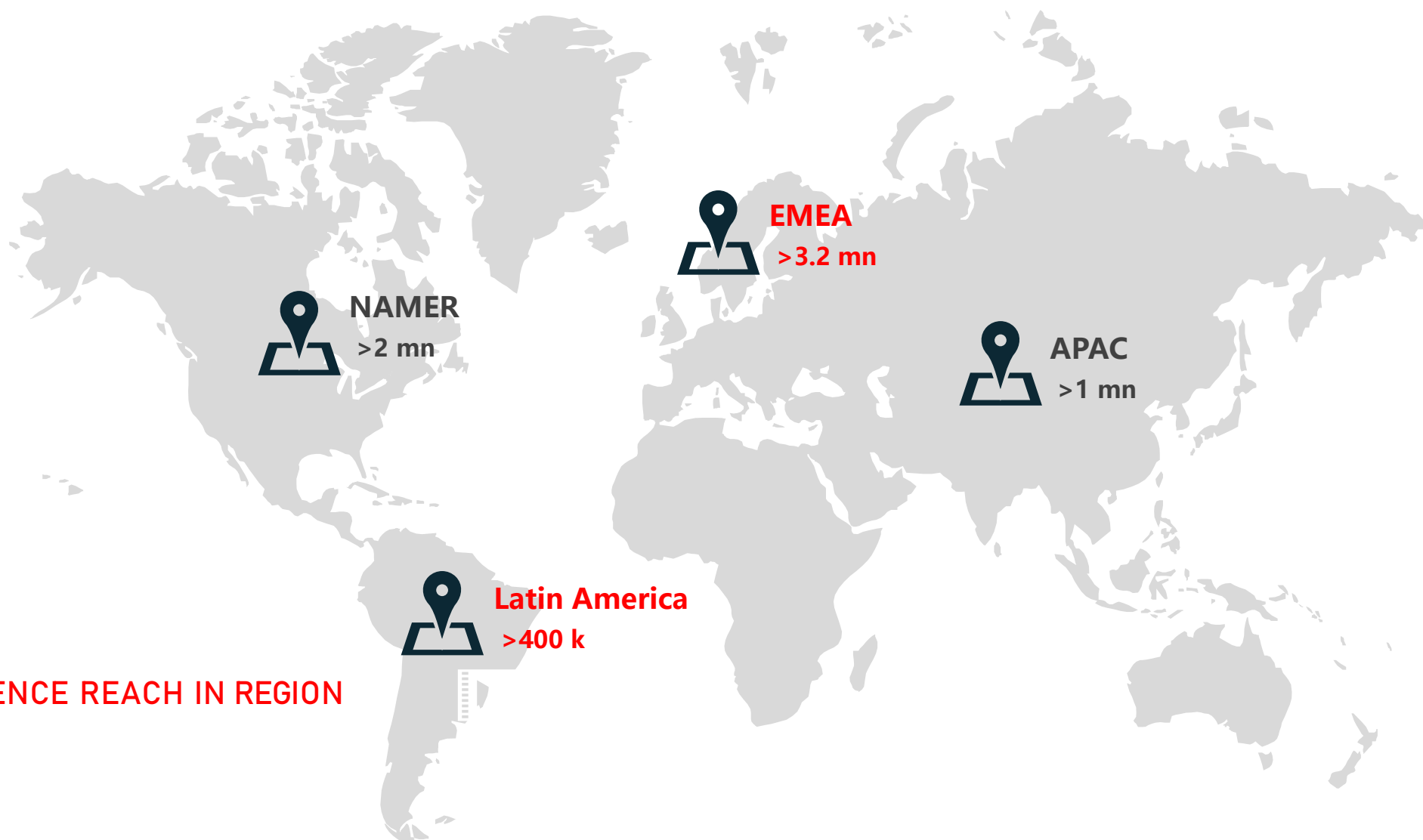
- Automotive
- Education
- Entertainment
- Govt-Federal/State/Local
- Human Resources / Staffing & Recruitment
- Manufacturing
- Retail & Wholesale/Distribution
- Transportation/Logistics



Demographic Overview



EXCELLENCE REACH IN REGION





Contact Information

REACH US



Contact Us ➤

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#800, New Rochelle,
NY
+1 917-773-3505

Mail Contact ➤

sales@yoanone.com

Web Site ➤

www.yoanone.com
[facebook/yoanone](https://facebook.com/yoanone)



Thanks