# GETQUANTY

# SUMMARY

# WHO ARE WE?

GetQuanty the new prism of BtoB marketing

# LEADER IN B2B PROSPECTING TOOLS

**French START-UP**

**300 customers**
Small and medium-sized companies key accounts

**GDRP compliant**

**HEAD OFFICE Paris**

**30 Collaborators**

**PROPRIETARY TECHNOLOGY** approved by Google

**+ MORE THAN 900** CLIENTS OF ALL SIZES AND ALL SECTORS

Search.AVENUE
Accompagnement au recrutement

myleasing
votre solution automobile

PSA GROUPE

TVH CONSULTING
The ERP expert

SYLOB

AR24

Altaÿs

BSL sécurité

leaseo
INNOVATIVE REAL ESTATE

hp

orange
Business Services

Bruneau

Feu Vert
LONGUE VIE À VOTRE AUTO

smartbox

aressy
Brand & Business

WÜRTH

SFR BUSINESS

# B2B PROSPECTION IS INCREASINGLY DIFFICULT

**GetQuanty**

## WEB RESEARCH

**70%** of the purchase path takes place on the digital channel

**62%** of B2B buyers indicate that the web is one of the top 3 sources of information consulted in the purchasing process

## VISITS ON SEVRAL WEBSITES

**94%** of B2B buyers consult the web at least 1 time during their purchasing journey

**57%** of sales are concluded with the first service provider contacted
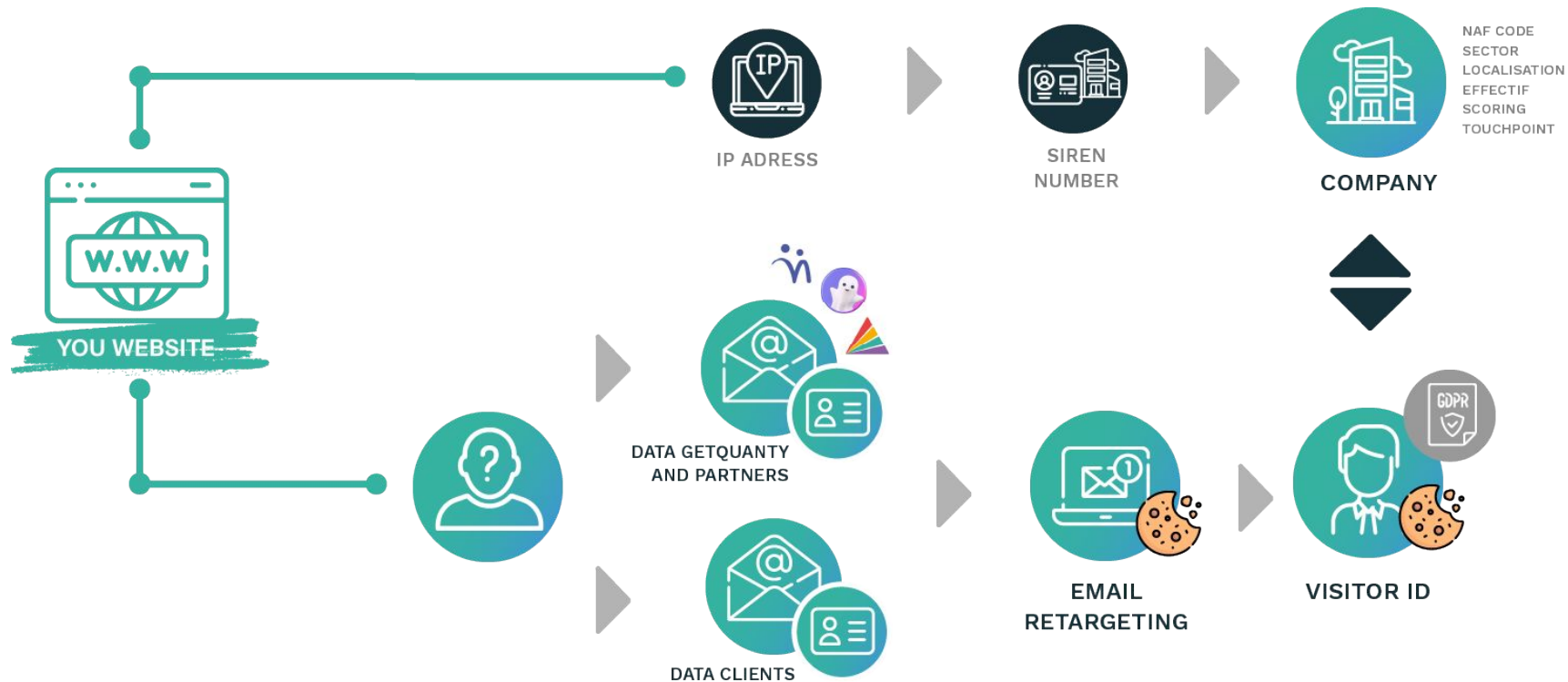
98% of visitors remain anonymous

## CONTACT / DEMO FROM

Only 2% of completed forms

# HOW DOES IT WORK ?

AI and IP tracking

# WE IDENTIFY YOUR BTOB VISITORS

YOU WEBSITE

IP ADRESS

SIREN NUMBER

COMPANY

NAF CODE
SECTOR
LOCALISATION
EFFECTIF
SCORING
TOUCHPOINT

DATA GETQUANTY AND PARTNERS

DATA CLIENTS

EMAIL RETARGETING

VISITOR ID

GDPR

# THEN OUR AI SCORES AND DETECTS
## THE BEST COMPANIES FOR YOU!



LIVE RADAR

Visitor identification

367 Leads
250+ Identified companies

50% Direct     25% SEO

illuminz

Illuminz

Activity: data processing and accommodation and related activities

1     j47     A=1 à 10

Company data

Direct 97%

SEO 3%

SEA 0%

Company scoring
- Very warm
- Warm
- Lukewarm
- Cold

Visitors in real time

Live     30 m     1 h     3 h     6 h     9 h     12 h

# WHAT CAN WE DO?

GetQuanty covers and reinforces all your sales and marketing efforts, in real time.

# AND YOU BOOST YOUR PROSPECTION!

# AN IMPACT ON YOUR BUSINESS AT ALL LEVELS

## Marketing benefits

**Multiply by 20** the opportunities brought by your digital channels (website, social networks...)

**Optimize your ad campaigns** by detecting your qualified traffic sources with low direct conversion to maximize ROI

**Validate your personas** and find out who is naturally interested in you, is it your priority target?

**Anticipate churn**
Track customers who visit legal pages
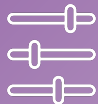
# AN IMPACT ON YOUR BUSINESS AT ALL LEVELS

## Comercial benefits

**Save time and boost your turnover** by contacting / re-contacting the right person at the right time before your competitors

**Prioritize your follow-ups** according to the maturity level of your prospects and by following your TOP LEADS
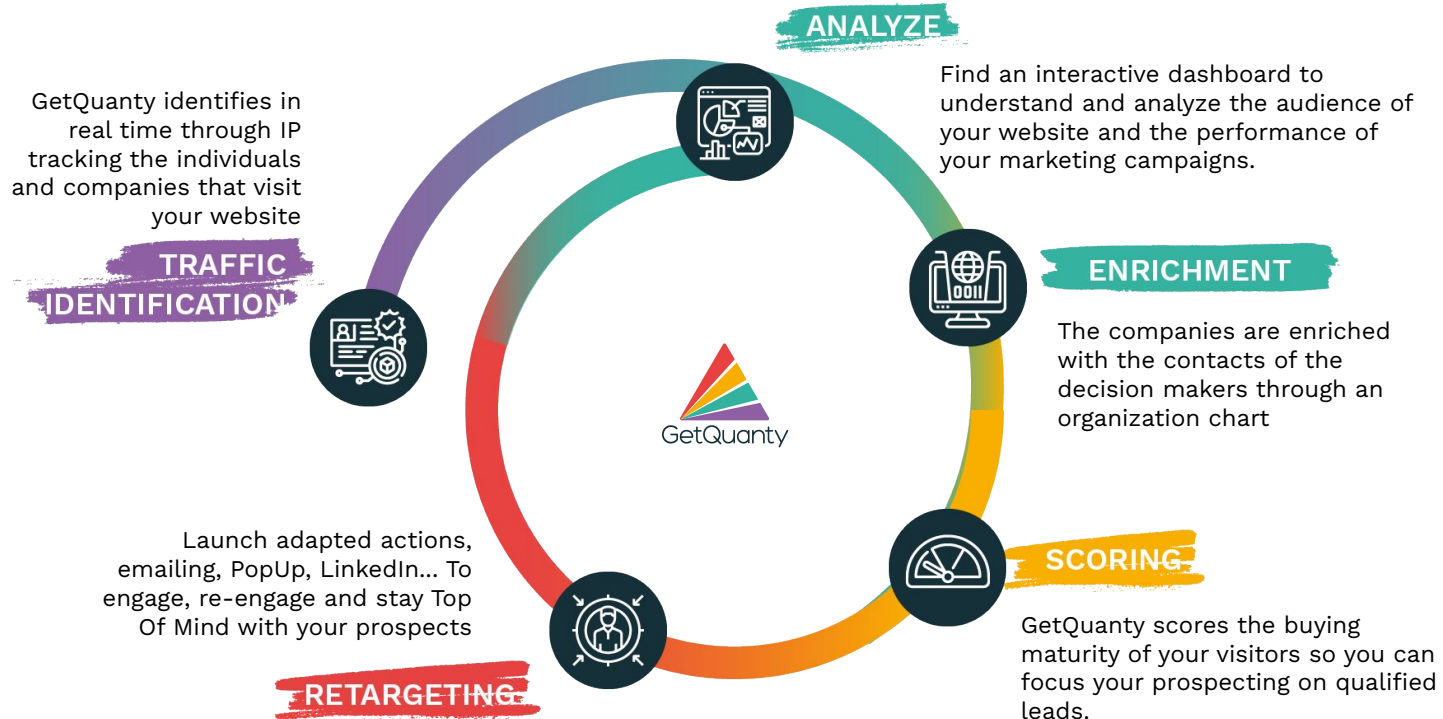
**Align marketing and sales** to optimize actions and follow-ups

**Participate in upselling** Detect your customers' interest in other offers and make appropriate additional sales

# WHAT IF YOU COULD BOOST YOUR PROSPECTION BY
## IDENTIFYING AND SCORING YOUR VISITORS?

**ANALYZE**

Find an interactive dashboard to understand and analyze the audience of your website and the performance of your marketing campaigns.

GetQuanty identifies in real time through IP tracking the individuals and companies that visit your website

**TRAFFIC IDENTIFICATION**

**ENRICHMENT**

The companies are enriched with the contacts of the decision makers through an organization chart

GetQuanty

Launch adapted actions, emailing, PopUp, LinkedIn... To engage, re-engage and stay Top Of Mind with your prospects

**RETARGETING**

**SCORING**

GetQuanty scores the buying maturity of your visitors so you can focus your prospecting on qualified leads.

# WHAT CAN WE DO FOR YOU?

## WE IDENTIFY

Find out which companies are visiting your website

# IDENTIFY INTENTIONAL COMPANIES

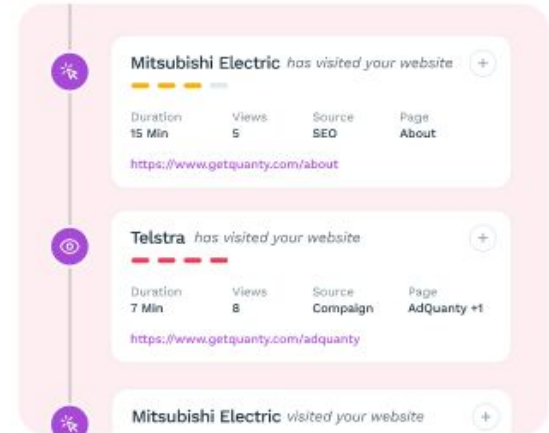Have you ever wondered whether the visitors of your website are really companies?

# SCORE THEIR PURCHASING MATURITY

GetQuanty automatically scores their level of engagement based on their browsing history, number of visits and other criteria analysed by our AI.



NXP Semiconductors — Cold

Lam Research — Lukewarm

Mitsubishi Electric — Hot

Telstra — Very Hot



Mitsubishi Electric *has visited your website*

| Duration | Views | Source | Page |
| --- | --- | --- | --- |
| 15 Min | 5 | SEO | About |

https://www.getquanty.com/about

Telstra *has visited your website*

| Duration | Views | Source | Page |
| --- | --- | --- | --- |
| 7 Min | 8 | Compaign | AdQuanty +1 |

https://www.getquanty.com/adquanty

Mitsubishi Electric *visited your website*

# A 360° SUMMARY OF YOUR COMPANIES

Find information about size, locality, sector, scoring, visited pages...
To finally know the real traffic of your website!



**Company Information**

**Scoring**

**Map**

**Company's maturity**
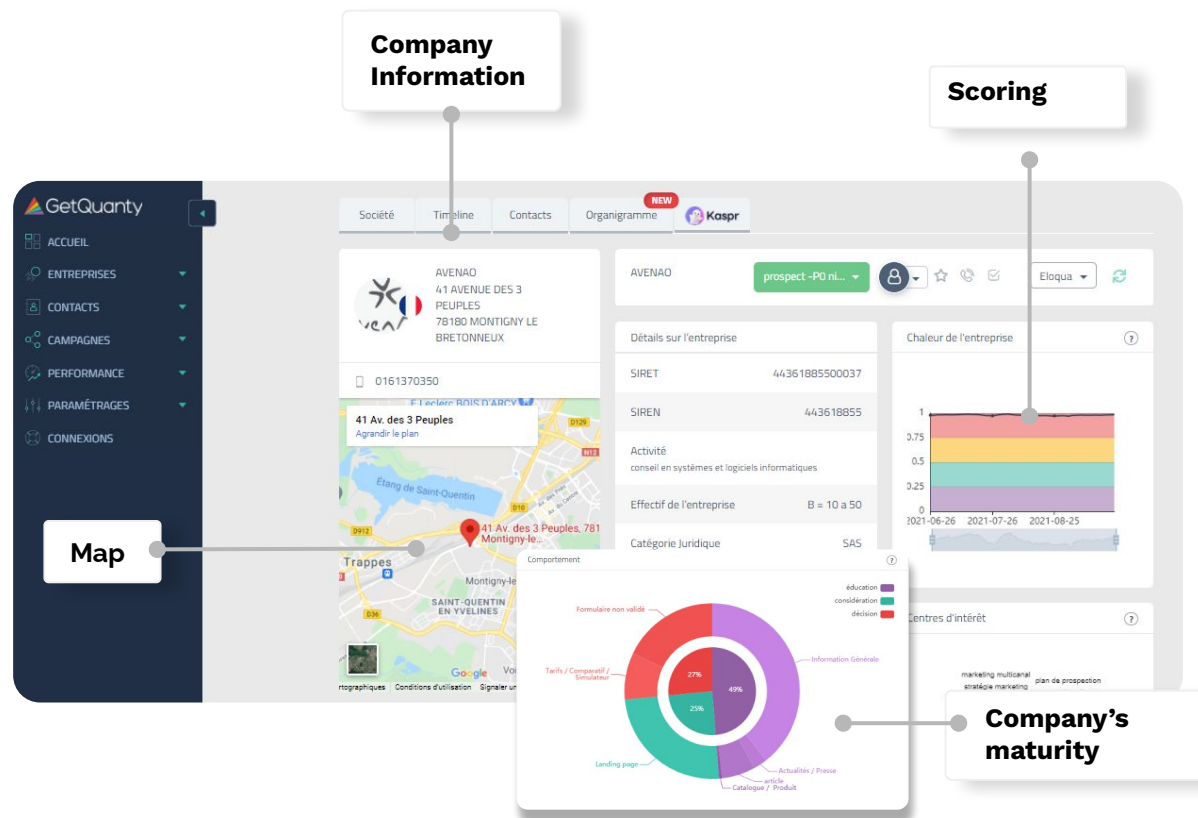
# WHAT CAN WE DO FOR YOU?

**WE ENRICH**

Save time by enriching "contact" data

# FIND THE DECISION-MAKERS IN ONE CLICK

Our organization chart gives you a macro view of the company with public contacts organized by departments, and reveals decision makers and influencers in your buyer persona
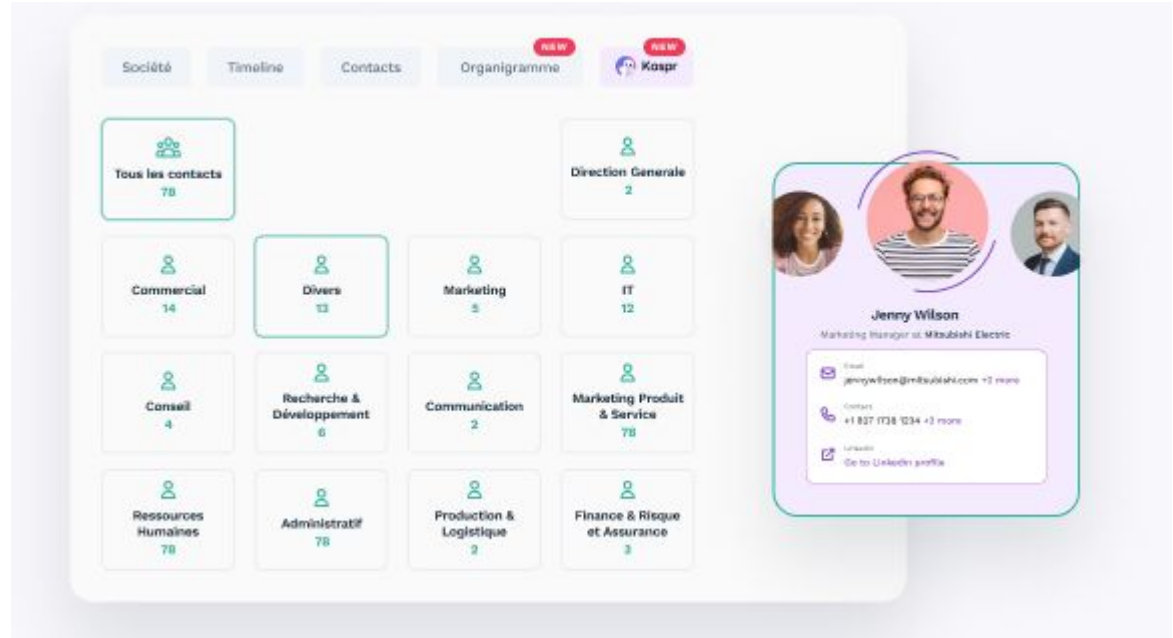
# GET 360° RICH INFORMATION FOR YOUR KEY CONTACTS

gather all the publicly available professional information for decision-makers, and enrich them in one-click with personal data from our premium partners

# AUTOMATICALLY FEED YOUR SEGMENTS WITH "TARGET" CONTACTS

Define your "target" buyer persona using firmographic and behavioral criteria. Automatically feed these segments, integrate them into your CRM or trigger email retargeting workflows or personalized popups
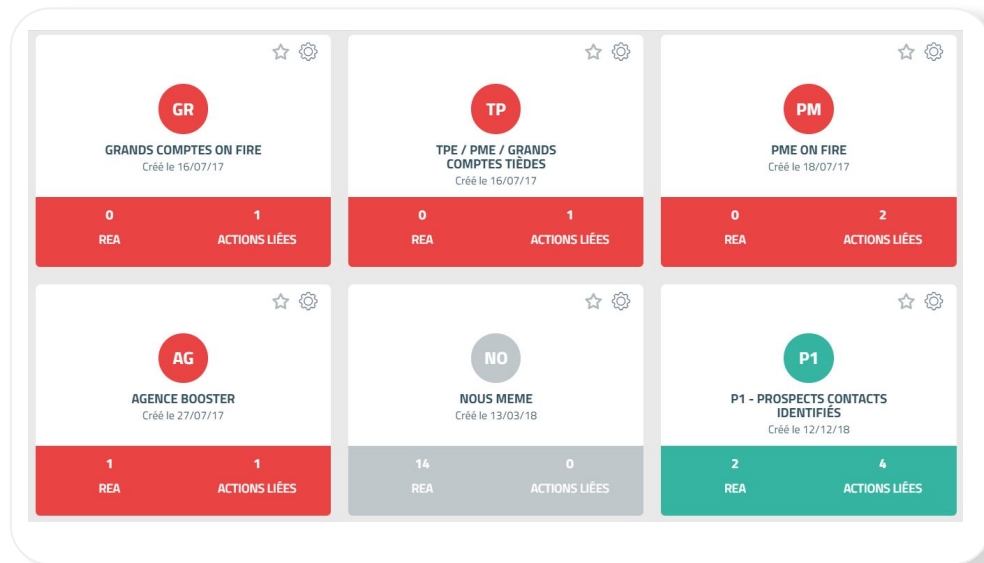
# OUR ADDED VALUE

## WE ENGAGE

Engage conversation and personalize your messages

# GO FURTHER TO ENGAGE AND RE-ENGAGE YOUR PROSPECTS

## RETARGETING EMAIL

Automate email retargeting to follow up with the most interested prospects

## CUSTOM POPUP

Display special offers to your hottest visitors that will convert more

## TCHAT ON SITE

Better interact with your visitors knowing their identity and their needs and let your bot do the job 24/24

# OUR ADDED VALUE

## WE ANALYZE

GetQuanty is THE BtoB platform that gives you an accurate 360° analysis of all your marketing actions

# FOCUS ON B2B ANALYTICS

A complete, realistic and B2B vision and understanding of your traffic

- **Your audience by channel**

- **Company size**
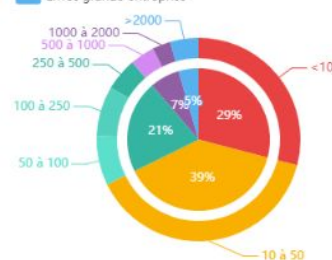
- **Sectors**

- **Most viewed pages**

- **The distribution of your objectives**

- **....**

# ANALYZE YOUR MARKETING ACTIONS
## AND THEIR IMPACT ON YOUR BUSINESS

- The best performing campaigns
- Cost per lead
- SEO search keywords
- Best performing channels
- ...

# WHY GETQUANTY?

## BUSINESS IMPACT

Reduce prospection time, prioritize active prospects and analyze your actions at all levels.

# A DIRECT ROI : A STOCK OF LEADS EVERY MONTH

## WITHOUT INTENT DATA

**1000 VISITS**
(Google analytics)

2%

**20 IDENTIFIED VISITS**
(via the contact forms, white papers)

50%

**10 B2B VISITS HOT / WARM**
(Google analytics)

## WITH GETQUANTY DATA

**1000 VISITS**
(Google analytics)

50%

**500 B2B VISITS**
(GetQuanty)

50%

**250 B2B VISITS HOT / WARM**
(Google analytics)

60%

**100 VISITS ACCORDING TO YOUR PERSONA**
(= Your target)
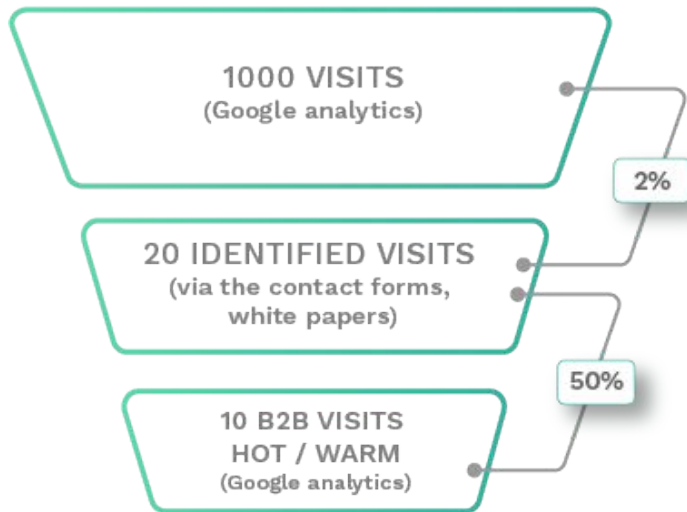
# WHY GETQUANTY ?

## 100% GDPDR

Choose a 100% GDPR
compliant solution.

# COLLECT "COMPANY" DATA

Visits the website

Information (locality, affective, CA...)
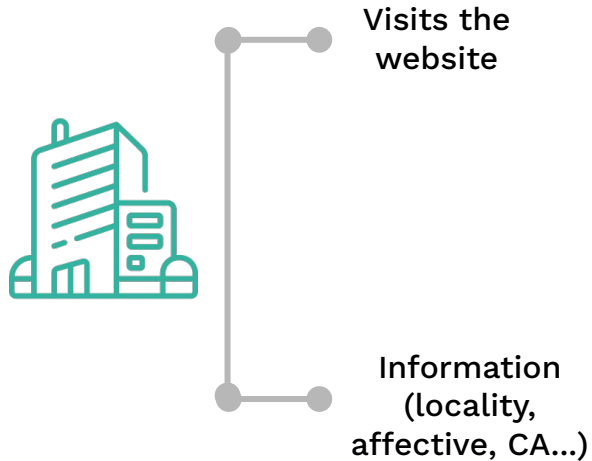
**Data not considered personal**

**No cookie deposit, so it falls within the legal scope of audience measurement tools exempted from consent (CNIL directive of September 17, 2020) which allows an analysis and a B2B collection of 100% of traffic without consent.**

CERTIFIED
RGPD ☑

# COLLECT "CONTACTS" DATA

Visits the website

Personal data but subject to legitimate interest

Information (Name, email, phone...)

In BtoB, the proof of "legitimate interest" in the sense of the RGPD authorizes the triggering of comercial actions

He visits the site : attests his interest

It is in the target personae of the company: comercial interest

The company can contact by its own means the companies identified thanks to the public company information (company name, address, telephone or company email)

CERTIFIED
RGPD ☑

# WHY GETQUANTY ?

## OUR SUPPORT

A dedicated team and comprehensive training to boost your marketing and sales objectives.

# A SERVICE AND SUPPORT TURNKEY

A dedicated customer success manager with regular advice, guidance and recommendations

Regular and complete face-to-face training to make the best use of the platform, to better prospect and better align your marketing and sales teams

Get personalized support and expertise to set up and use GetQuanty

# COACHING AND TECHNICAL SUPPORT

**Our "Sales Boot Camp" coaching:** Intensive training in your office or ours to boost the effectiveness of your sales calls.

**GetQuanty University:** Learn best practices and meet other customers

**Consulting:** Let our experts optimize your popup, chat, email retargeting, linkedin campaigns and analyze the performance of your marketing actions (ROI, cart abandonment...)

**Save time in integrating GetQuanty into your existing processes:** CRM, Zapier, Captain Data, Datananas, Lemlist, etc...
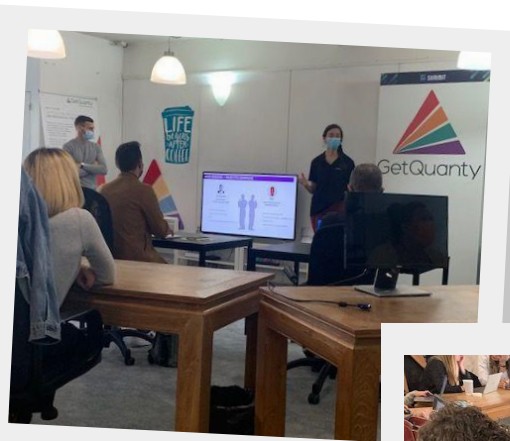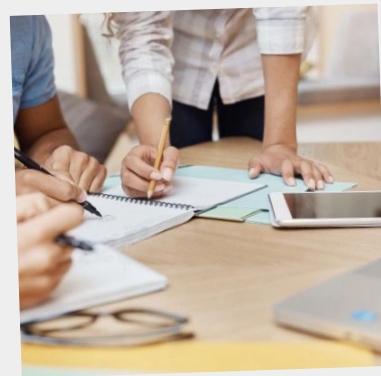
# EXTERNALIZATION

Not enough resources to process your leads yet? Let us handle them while you recruit them!

Want to increase your lead processing capacity? Try outsourced prospecting.

Need to generate on-site traffic? Test the power of AI on content writing based on keyword analysis.
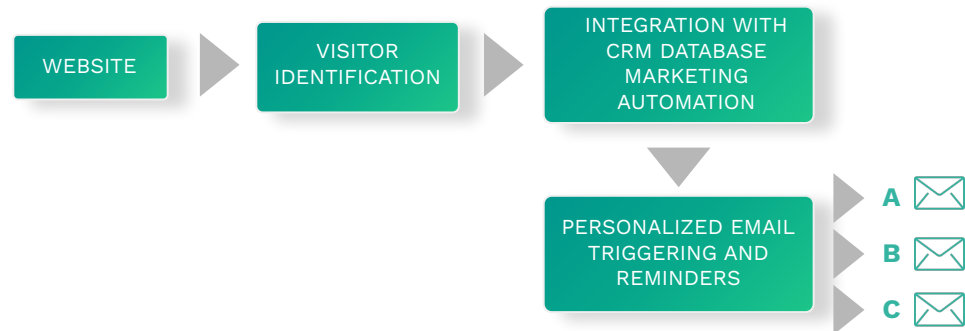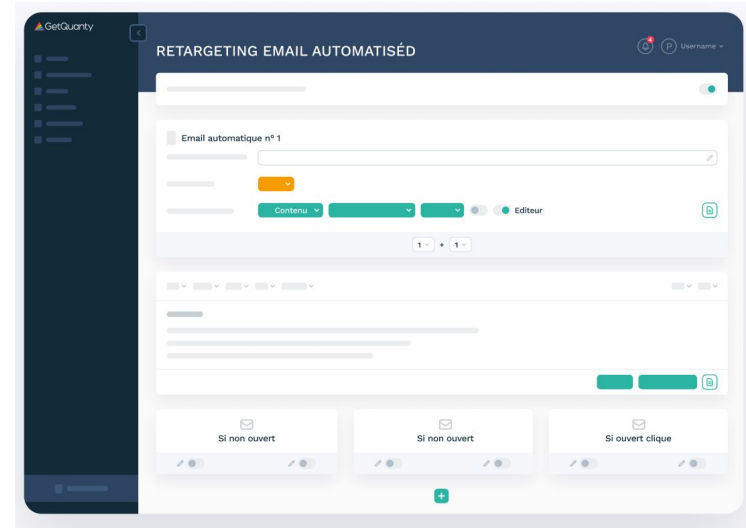
# OUR DATA ACTIVATIONS

# AUTOMATED EMAIL RETARGETING



You define prioritary visitor profiles to be followed-up after a visit to your website

Our integrated REA in GetQuanty allows you to automatically trigger e-mail routings

Consulting option: We offer you message scenarios according to your objectives

Visibility and additional Touchpoints with your prospects: Stay top of mind!

WEBSITE → VISITOR IDENTIFICATION → INTEGRATION WITH CRM DATABASE MARKETING AUTOMATION → PERSONALIZED EMAIL TRIGGERING AND REMINDERS

A
B
C

# LINKEDIN AUTOMATION

Automate your prospection by sending commercial messages to your top leads

Generate different messages and send them directly on our platforme

Create an extra touchpoint with your targets on a professional channel complementary to mailing and phone

# RETARGETING DISPLAY

You define the priority visitor profiles to be reactivated following a visit to your website

We create the messages; banners, social network posts, content written according to the targets.

We program the media to be used. You can choose premium sites, by markets or by functions.

SITE WEB

SCORING TARGETED CUSTOMER ACCOUNTS" FILE + NAF CODES

TRADING DESK DSP MEDIA

**LINKEDIN :** SPONSORED UPDATE & DISPLAY
**FACEBOOK :** SPONSORED UPDATE & DISPLAY & CARROUSEL

DISPLAY EN GLOBAL RTB PREMIUM DIFFUSION DEAL ID

NATIVE ADS SPONSORED CONTENT

INFOPRO digital Google éditialis
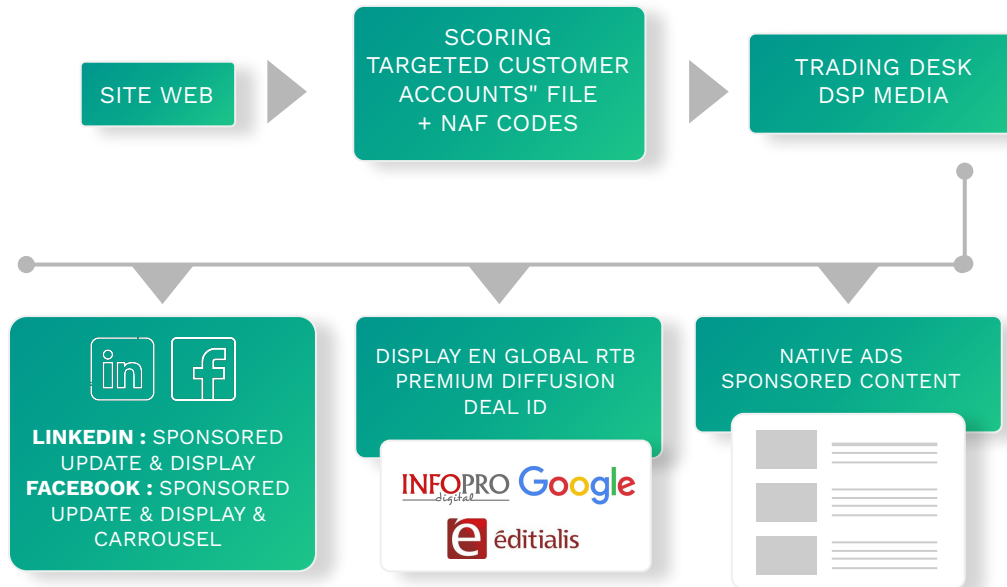
# PERSONALIZED POPUP

- You define the rules for the popup display

- We develop the popup adapted to your image

- We integrate the elements into your websites

- We configure GetQuanty to trigger and offer redirection to your website

# TCHAT

You define the scoring and message triggering criteria

**Consulting option:** We assist you in the implementation of the solution

Implementation on corporate site, mini-site or landing page

Identification of high potential
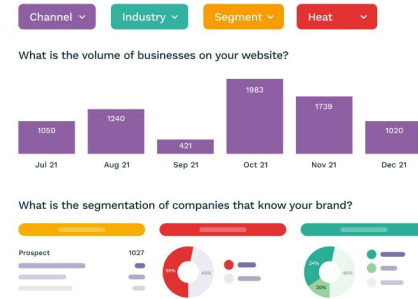with high potential

Triggering on
File
"Targeted Customer
Accounts
GetQuanty

# SMARTDATA

Analyze your campaigns in relation to your targets

Find the keywords that attract them

Share the results internally via infographics

Calculate and demonstrate the ROI of your actions
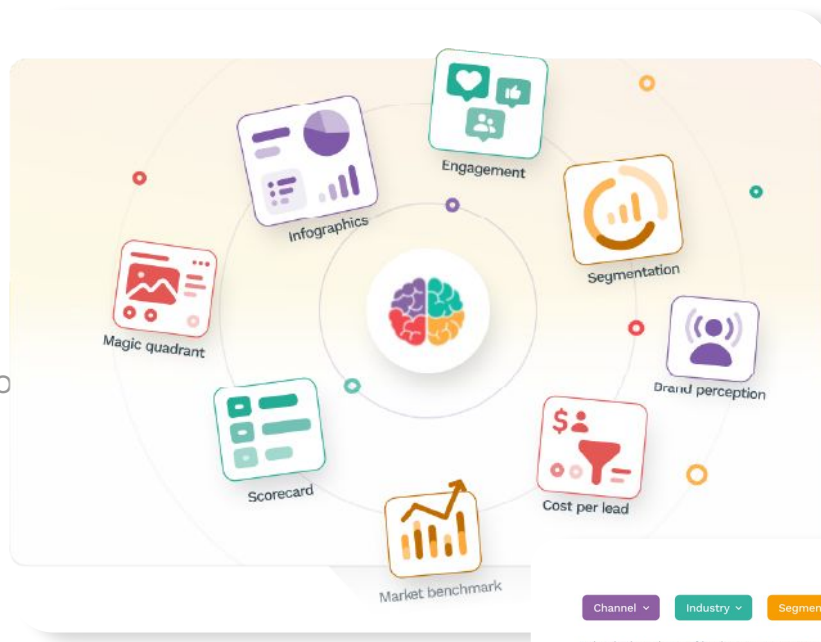
# ADQUANTY

- Don't throw your money out the window

- Manage your agency more efficiently

- Find the sites where your targets are and double your reach with a constant budget

- Measure and demonstrate the impact of your live campaigns without waiting for studies!



**Companies are most exposed by the campaign?**

| Company | 27 Jun | 26 Jun | 25 Jun | 24 Jun |
|---|---|---|---|---|
| Maponics | 41 | 52 | 22 | 76 |
| Wolters Kluwer | 65 | 45 | 60 | 51 |
| SeeClickFix | 46 | 35 | 79 | 32 |
| Votizen | 55 | 29 | 15 | 23 |
| Altova | 74 | 70 | 50 | 56 |
| ConnectEDU | 39 | 43 | 62 | 53 |
| Fastcase | 17 | | | |
| Allianz | 13 | | | |



Legend: H=2000+  G=1000 a 2000  F=500 a 1000  E=250 a 500  D=100 a 250  C=50

| Medium | A = 1 a 10 | B = 10 a 50 | C = 50 a 100 | D = 100 a.. | E = 250 a.. |
|---|---|---|---|---|---|
| https://googleads.g.doubleclick.net | 425 | 350 | 475 | 79 | 77 |
| https://ads.facebook.com | 352 | 387 | 330 | 48 | 39 |

# CONNECTIONS AND PARTNERS

# OUR CONNECTIONS

## CHAT
- zendesk
- target first
- INTERCOM
- HubSpot
- Kwalys

## CUSTOMIZATION
- wisepops
- AB TASTY
- Optimize
- Kameleoon

## MARKETING AUTOMATION
- eloqua
- mailchimp
- salesforce pardot
- Marketo An Adobe Company
- mautic

## NOTIFICATIONS
- slack
- WEBHOOKS
- zapier

## ANALYTICS
- Google Analytics
- Google Data Studio

## DMP
- dataxu
- mapp
- mediarithmics

## CRM / BDD
- HubSpot
- SELLSY
- Divalto
- ZOHO
- Google Sheets
- pipedrive
- salesforce
- AgileCRM

# OUR PARTNER NOMINATION

Enrich your contact information with the Nomination Database

Use your Nomination credits on the most relevant contacts for your business

Thanks to our partnership, all information is centralized in the GetQuanty platform

Find Nomination directly on our platform pages

nomination

Nomination supervises and detects the weak signals on your targets and constitutes a verified organization chart to help you find the right interlocutor

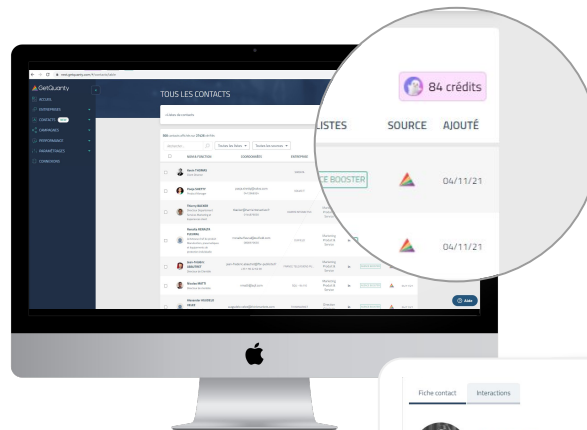Find in 1 click the detailled sheet with all the informations about your prospect
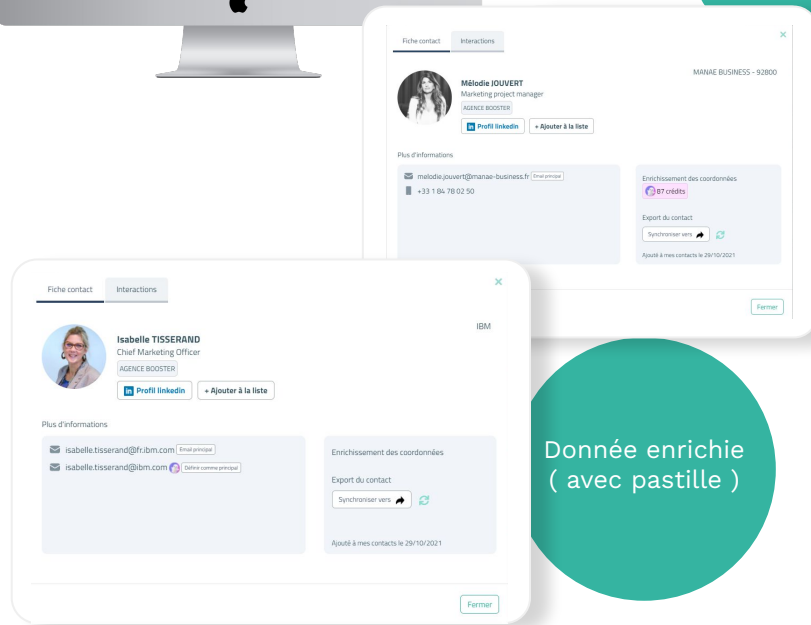
# OUR PARTNER KASPR

Kaspr is a lead generation tool that allows you to collect emails and phone numbers of your prospects.

Thanks to our partnership, all information is centralized in the GetQuanty platform

-10% off Kaspr subscription with GetQuanty



Non-enriched contact
( enrich the data with 1 credit thanks to the button Kaspr )

Donnée enrichie
( avec pastille )

# THEY TALK ABOUT US

*GetQuanty is at the heart of our marketing automation process. Retargeting and lead nurturing are our new weapons and thanks to the tool, targeting is more precise. GetQuanty allows us to get closer to prospects we don't know but who are interested in us. We finally know who, what and especially when to address them, which fully supports our conversion rate.*

**Nathalie Mrejen**
Marketing & Communication Director

**open**
WE EMPOWER
YOUR DIGITAL WORLD

*Our website is our store. Every day we have companies coming into our store and we don't do enough with them. GetQuanty has allowed us to communicate with these companies rather than having to do hard prospecting.*
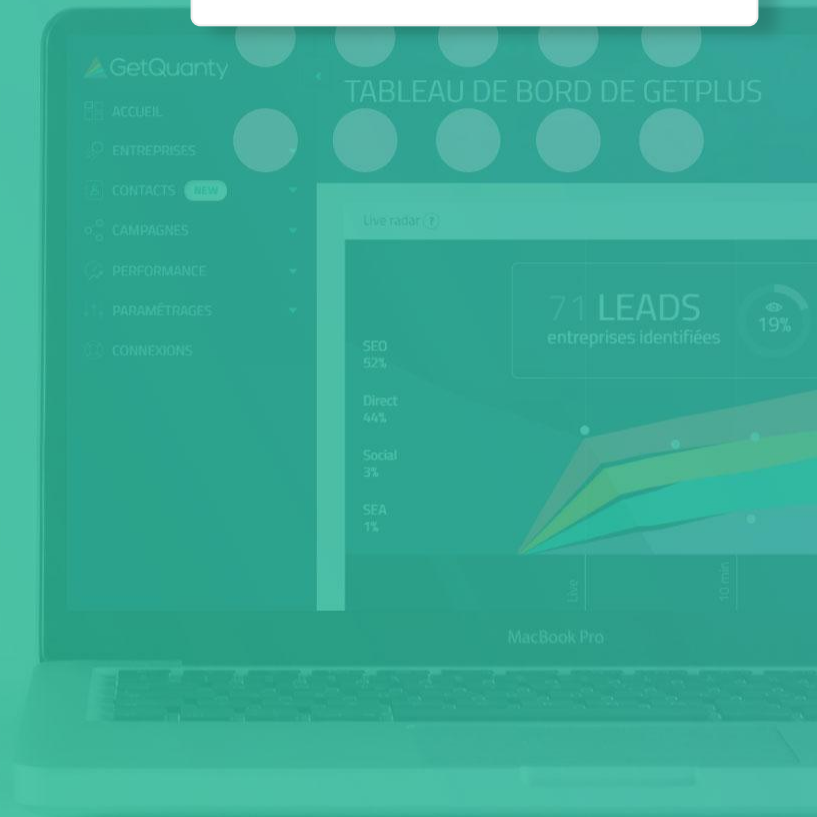
**Maryline Michel**
Country Manager

**D-Link®**
Building Networks for People

# Thanks

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