

## CRM TARGETING

# CONTINUALLY REACH YOUR COMPANY'S MOST DESIRABLE PROSPECTS

A company's CRM system is an essential resource for prospect and customer outreach. It gives your sales team the information needed to make informed decisions about how to approach a prospect's challenges and your marketing team the knowledge to create personalized campaigns through email marketing. But it shouldn't stop there. With MultiView's CRM targeting solution, we give businesses the unique ability to harness their existing CRM data to connect with prospects across the web on the sites they visit every day.

## How it works

Our team will work with you to create a targeting strategy based on the data within your CRM. Once we receive the data, we'll match your prospects against our proprietary data set and group them into a segment for targeting. This identification process is done via user identification number as your prospects surf the web. Additionally, our in-house creative department will build and execute a custom creative strategy dedicated to engaging the CRM audience segment. Once complete, MultiView will use programmatic technology to target this audience segment with your custom creative ads on different websites they surf.

## Benefits

- Advertise directly to your prospects including: hot leads, current customers, past customers, trade show leads, whitepaper downloaders and more
- Engage your highly defined audience with custom creative that prompts action
- Lift the effectiveness of your other marketing initiatives by integrating display campaigns that build awareness and reinforce your messaging