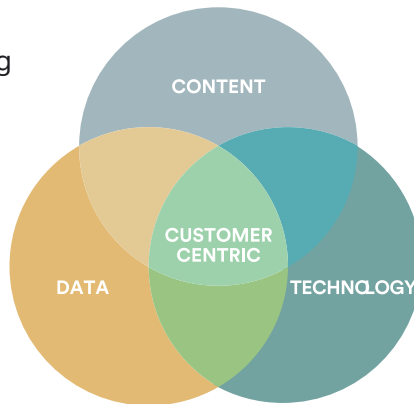


# DRIVING DIGITAL TRANSFORMATION, MAKING REVENUE GROWTH A REALITY

DemandLab supports your vision of being hyper customer driven by helping you use technology, content, and data to deliver exceptional customer experiences. By building a Revenue Ecosystem® that integrates technology, content, and data, we help you deliver exceptional customer experiences, business insights, and measurable results.



## Build your growth engine

Customer-centric companies are 60% more profitable than those that don't focus on the customer. We help you to use technology, data, and content to align marketing, sales and service strategies in support of the customer.

## Navigate technology fearlessly

Your stack is the core of your marketing operation. We help you build a marketing and sales stack that supports your organizational goals, integrates with vital legacy systems, and enables you to scale your operations and revenue potential.

## Deliver exceptional customer experiences

Leverage data-driven insights to deliver a content experience that supports the customer journey and accelerates opportunities across multiple touchpoints and channels.

## Turn data into insight

Grow through the power of connected systems and data. Ensure your data architecture, analytics, and standards collect useful, trustworthy data at every touchpoint to reveal a 360° view of your customers.

## THE DEMANDLAB ADVANTAGE:

- Proprietary Revenue Ecosystem® Framework
- Marketo Certified consultants
- Award-winning content marketing
- Experienced Data Architects
- Proven revenue performance

## OUR PROVEN APPROACH LETS YOU:

- Leverage the transformative power of technology in marketing, sales and beyond
- Strengthen and accelerate the customer journey
- Use content to create engaging customer experiences
- Connect marketing efforts to revenue achievement
- Elevate marketing from cost center to revenue generator

## A proven track record

Since 2009, we've helped clients in tech, finance, education, and more to reach the next level. Our proprietary Revenue Ecosystem® brings together the people, processes, data, and technology today's B2B and B2C organizations need to support growth and drive revenue.

### RECENT CLIENT RESULTS



Interactive content program achieved new sales opportunities worth \$800K



Advanced nurture that personalized content at global scale



15% more emails opened and 400% more leads generated

### RECENT CLIENT WINS



## How we work

DemandLab's flexible service options include project-based engagements, managed services, and consulting. Whether you have a specific project in mind, need ongoing expertise and execution, or seek to define organizational issues and explore a transformational initiative, we can tailor an approach that supports your objectives.

## Our Clients Say...

“ We see DemandLab as an extension of our team. They know our business inside out. ”

– Ipreo

“ DemandLab has been instrumental in transforming our demand generation strategy to a high-impact revenue-driven model. ”

– Corcentric

“ DemandLab has been instrumental in helping evolve our communication programs using modern marketing technology and rich data strategies. ”

– iCapital

Find out how the Revenue Ecosystem® Framework will transform your marketing results.



DemandLab, a technology-focused marketing consultancy, helps business leaders to unlock the potential of their marketing organizations to accelerate revenue and drive the customer experience (CX). Learn more at [www.demandlab.com](http://www.demandlab.com).

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