



## Creating an Innovator with Brand Awareness



NetProspex is a B2B data services company that helps marketing and sales organizations optimize lead generation. The Waltham, Mass.-based company's services and solutions, which help with a variety of database management issues, include highly targeted lists, web-based sales prospecting tools, and comprehensive contact data cleansing and analysis.

Although NetProspex had experienced sizable and sustained growth for many years, the market was evolving—fast. The development and adoption of new technologies, such as CRM and automation, coupled with a greater volume and diversity of marketing data had ushered in the next generation in B2B marketing. NetProspex recognized an opportunity to play a major role in the marketing data services revolution and needed to re-position the company in order to do it, as well as to recruit and retain the best talent in greater Boston's competitive startup community.

NetProspex turned to Version 2.0 for help, based on the agency's proven success with a range of marketing services and technology clients. Version 2.0 was tasked with establishing the company's reputation as an innovator in the B2B lead-generation space and building awareness for the brand with both marketers and potential employees. Version 2.0's strategy focused on establishing credibility through aggressive thought-leadership platforms for media and speaking engagements, creating a healthy news pipeline and pursuing relevant awards that would shine a spotlight on the company and its offerings.

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One notable campaign was the release of NetProspex's first ever *B2B Marketing Data Benchmark Report*, which provided a comprehensive review of the state of marketing data based on an analysis of millions of B2B contact records. Version 2.0 coordinated pre-briefings on the report's findings with top-tier marketing outlets to ensure blanket coverage on its release date and developed a press release that unveiled select, compelling findings while driving viewers to NetProspex's website to download the full report. To maintain momentum in the weeks that followed, Version 2.0 identified themes from the report that could be repurposed into bylined articles. The campaign yielded articles and contributed content in **DemandGen Report**, **1to1**, and **CMO.com**, among several others.

In addition to the *Benchmark Report* campaign, the PR program generated more than 50 instances of meaningful coverage in less than a year. Placements included **Dow Jones**, **Fortune**, **The Next Web**, **BtoB**, **MediaPost** and **MarketingProfs**, and executives were positioned as experts on key issues ranging from marketing data quality to maximizing the effectiveness of CRM systems and content marketing. Additionally:

- The PR program helped the NetProspex marketing surpass their marketing-generated revenue goals
- NetProspex was recognized in the region's two most respected Best Places to Work lists: **The Boston Globe 100** and the **BBJ's Best Places to Work**
- The company was recognized with its third **CODiE** award for *Best Business Directory* and a **Stevie** award for *Best Marketing Solution*, in addition to being named a finalist in the region's respected **Mass TLC** awards