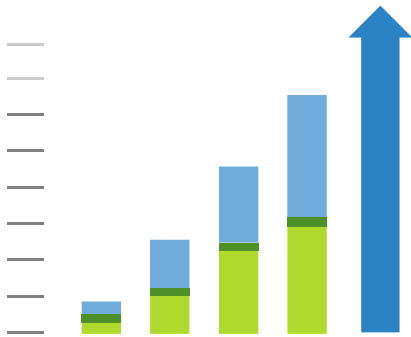


# Outbound Marketing & Prospecting



Drive customer acquisition and revenue growth by filling the funnel not only with more leads, but the leads that will turn into high-value customers.



### Lead Quality + Quantity

No need to choose between quality and quantity. Bring in more of the best customer profiles that will ultimately convert.



### Increased ROI

See a boost in engagement, conversion, and return at every stage of the customer journey by bringing in only the most qualified leads.

## Discover your top customer segments with automated recommendations

Let Radius do the heavy lifting and surface your most promising prospects. Radius matches your customer data to The Network of Record™, the most comprehensive, accurate and up-to-date source of account and contact data on over 18M U.S. businesses, and analyzes your performance across over a thousand business attributes. With this insight and its predictive capabilities, Radius identifies the segments and prospects with which you're likely to have the greatest impact. New recommendations are generated continuously incorporating your most recent customer activity, so that you see all your untapped opportunities.

✓ Assess your future likelihood of success and see your historic performance with each segment

✓ Identify net-new prospects and high-quality leads already in your CRM

Segments									
Your Segments <span>Recommended</span>									
Top Recommendations <span>Top   Custom</span>									
Rank	Pred Lift	Hist Success	Records	New	Open	Won	Lost		
1	2.1X	67%	21.4K	1.4K	100	400	200		
2	2.1X	72%	900	400	140	260	100		
3	2.0X	75%	600	400	0	150	50		
4	2.1X	83%	11.8K	7.5K	1K	2.5K	500		
5	2.0X	78%	20.4K	15.5K	500	3.5K	1.9K		
6	1.8X	71%	700	400	50	250	100		
7	1.8X	77%	18.2K	14.8K	1K	2.3K	700		
8	1.7X	70%	12.9K	4.5K	2.5K	3.5K	1.5K		

DISMISS ADD SEGMENT

CREATED Jan 28, 2016

**RECORD BREAKDOWN**

New 70%

Open 15%

Won 10%

Lost 5%

**SIGNALS**

- Restaurants
- Has Contact Name
- 10-19 Employees
- Less than \$500,000
- 4 of 5 Review Rating

✓ See your total addressable market potential and current penetration within these segments

✓ Understand the characteristics associated with a high propensity to convert

✓ Optimize audience discovery by customizing recommendations to your target industries, territories, audience size, and other preferences

## THE POWER OF PREDICTIVE

In today's dynamic business landscape you can't rely solely on historic success. Radius forecasts your future likelihood of success by applying a powerful additional layer of data science to determine the probability a prospect will convert. By knowing your predicted likelihood of success you can target new prospects and enter new markets with confidence.

## Continue to find high-quality prospects



### Explore your top customer segments

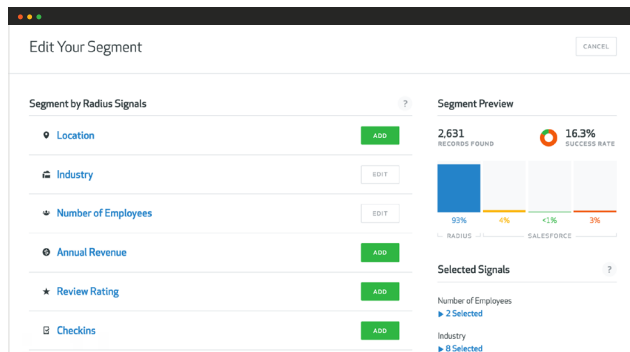
Radius Revenue Platform is your go-to resource to identify your top segments and market opportunities. With up-to-date data about your customers and the US business landscape, use its insights and segment building capabilities to:

- ✓ Understand what distinguishes your best customers from the rest.
- ✓ Create custom segments for your desired target audience definition, the markets you're trying to grow, or the business signals associated with customer success.
- ✓ Determine which customer segments are worth additional investment by understanding your total opportunity, past performance, and likelihood of success.



### Find promising net-new prospects and existing leads

After identifying the best customer segments, tap into The Network of Record to identify net-new accounts to target within these segments or existing high-potential leads buried within your CRM to re-nurture.



## A SUSTAINABLE SOURCE OF CUSTOMER GROWTH

Radius helps you continue to feed your marketing programs with the best leads by providing always-on access to best customer look-a-likes and prospects with the highest propensity to convert for each campaign.



## Engage your best leads with personalized campaigns

- Personalize messaging**  
Use insights into your top customer segments and their needs to tailor messaging to what will resonate and addresses the needs of each group.
- Seamlessly connect across channels**  
Instantly engage your top prospects across channels by effortlessly exporting net-new and/or existing records directly to CRM, marketing automation, and advertising platforms.

## OrderUp Story: Accelerating Customer Acquisition with Predictive

When Jonathan Vassil, VP of Sales at OrderUp (a Groupon company), had an objective to scale to 30 markets in 15 months, he needed a faster, more strategic approach for acquiring the best customers in new markets.

With Radius, he was able to combine a multitude of signals — social media engagement, gross revenue, high average review ratings, internal technology usage, and more — to make sure the right opportunities were being pursued in every market. This allowed OrderUp to quickly prioritize sales efforts and launch campaigns to top prospects, including campaigns targeting new look-a-like prospects.



**RESULTS:**

- 100% YoY customer growth
- Shortened sales cycle by 3 weeks
- 99.8% customer retention rate