

THE HIVE DATA-HIVE

A simple & powerful data alignment technique designed to optimize databases for targeting **high-revenue accounts**

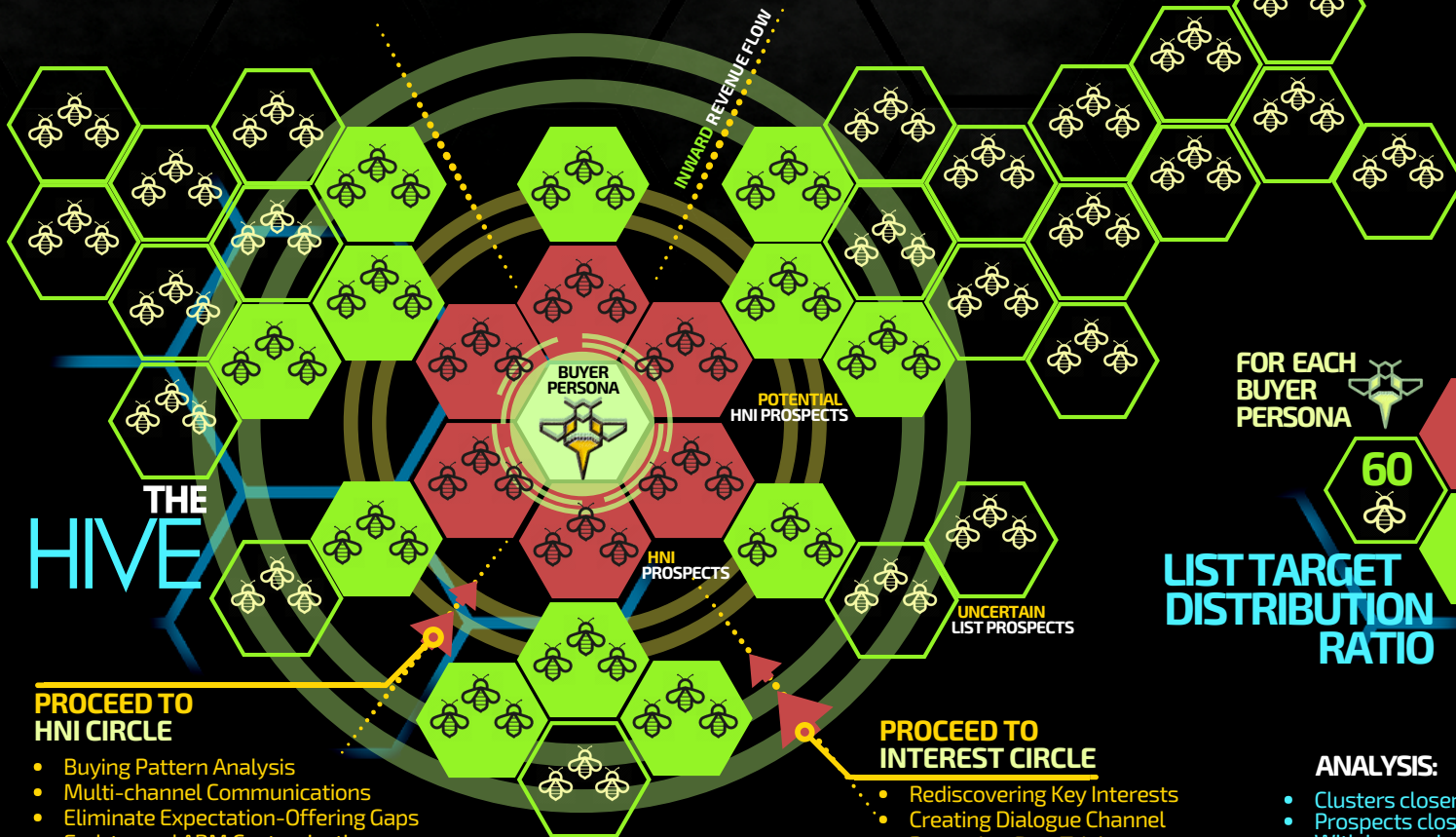
15-20%
INCREASE IN SALES

HOW THIS IMPACTS COMPANY OPERATIONS

20-40%
INCREASE IN REVENUE

40%
REDUCTION IN OPERATING COSTS

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THE HIVE

PROCEED TO HNI CIRCLE

- Buying Pattern Analysis
- Multi-channel Communications
- Eliminate Expectation-Offering Gaps
- End-to-end ABM Customizations

PROCEED TO INTEREST CIRCLE

- Rediscovering Key Interests
- Creating Dialogue Channel
- Proposing Free Trials

4

INTEGRAL COMPONENTS OF A PROSPECTIVE **DATA HIVE**



HIVE STRUCTURE



HONEY STORAGE



FOR EACH BUYER PERSONA



LIST TARGET DISTRIBUTION RATIO



THE QUEEN



ANALYSIS:

- Clusters closer to the center are most impacted by your campaigns
- Prospects closer to the ideal persona have the highest buying power
- With increasing worth, increases the risks