

THE HIVE DATA-HIVE

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



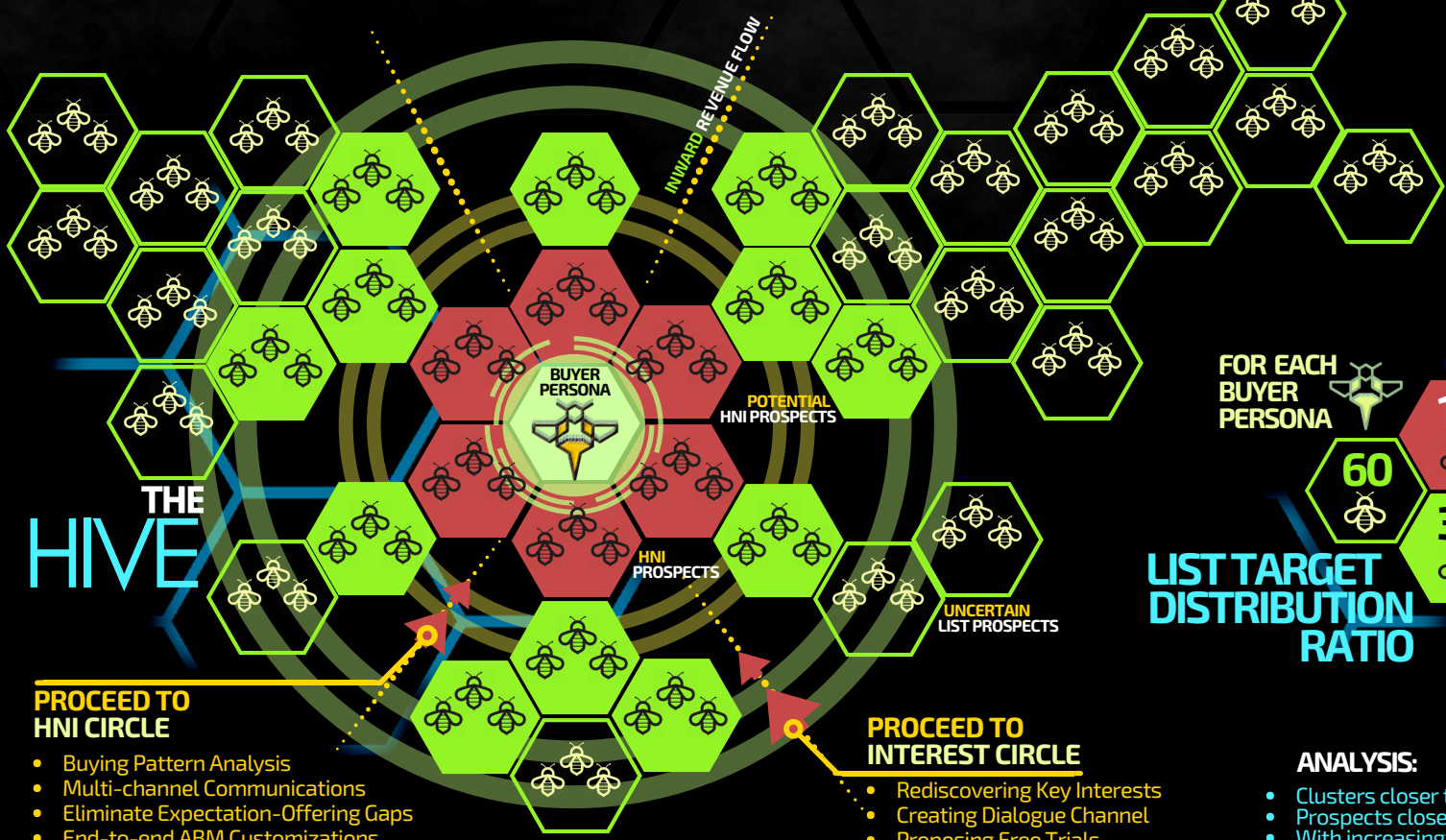
www.spanglobalservices.com
 1 (877) 837 - 4884
 297, KINGSBURY GRADE
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15-20%
 INCREASE IN SALES

HOW THIS IMPACTS
 COMPANY
 OPERATIONS

20-40%
 INCREASE IN REVENUE

40%
 REDUCTION IN
 OPERATING
 COSTS



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

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INTEGRAL COMPONENTS OF A PROSPECTIVE
DATA HIVE

SEE THEIR COMBINED STRENGTH HERE!



HIVE STRUCTURE



DATA

HONEY STORAGE



REVENUE CAPACITY

HONEYBEES



TARGETED PROSPECTS

THE QUEEN



BUYER PERSONA

FOR EACH BUYER PERSONA



LIST TARGET DISTRIBUTION RATIO

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