

BUYING COMMITTEE



Sales and marketing teams are frequently challenged to **connect with decision makers**. However, buying decisions are rarely made in a vacuum. For every final decision maker, there is a supporting cast of stakeholders and influencers, each of whom plays an important role in the purchase journey.

Connecting with and nurturing relationships with these stakeholders can be the difference between won or lost business.



INFUSEmedia's **Buying Committee** solution gives you direct access to the stakeholders and influencers involved in the decision-making process. This strategy drives accelerated engagement and connects directly to their respective purchasing interests.

This solution incorporates cutting-edge **AI technology**, analysis of **company firmographics** and our database of **138+ million decision makers**, and delivers a peerless level of targeted outreach.

AS PART OF THIS CAMPAIGN, YOU WILL RECEIVE:

LEAD DATA ON DECISION MAKERS

- Downloaded your content
- Opted in
- Exposed to your brand

CONTACT DATA ON BUYING COMMITTEE

- Had not downloaded your content
- Not opted in
- May not be exposed to your brand

We generate one lead, then supply contact details of the stakeholders likely to be on the Buying Committee for your product.

CLOSE DEALS FASTER.

Our Buying Committee solution will help you reach decision-makers and influencers, so that you can build relationships sooner.



“INFUSE has such a large and varied database that can service campaigns with really niche audiences. We trialed an ABM content syndication program this year and it was a complete success. With lead generation campaigns, lead quality is always going to be an important KPI - this is where INFUSE excels.”

— **Rory F.**, Account Director,
marketing agency client based in the UK

WANT TO LEARN MORE ABOUT HOW OUR DEMAND SOLUTIONS CAN HELP YOUR ORGANIZATION?

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COMPETITIVE DISPLACEMENT

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