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BUSINESS
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E D I T I O N

MOHAMMAD TAREEQ,
CEO



VALASYS MEDIA

Empowering marketers with powerful insights

**PIONEERING BUSINESS INTELLIGENCE FOR
MARKETING & LEAD GENERATION**

\$15





The annual listing of 10 companies that are at the forefront of providing Business intelligence BI solutions and transforming businesses

C O V E R S T O R Y



PIONEERING BUSINESS INTELLIGENCE FOR MARKETING & LEAD GENERATION

By Joe Phillip

Late Steve Jobs once said, *“Get closer to your customers. So close that you tell them what they need before they realize it themselves.”*

Business intelligence plays a crucial role in optimizing your marketing and lead generation endeavors and has been increasingly adopted by most businesses since 2020.

According to research by Gartner, the global business intelligence market will grow to \$33.3 billion by 2025. The top three business intelligence trends are data visualization, data quality management, and self-service business intelligence (BI). Valasys Media, a well-acclaimed B2B Media Publisher, pioneers the process of collecting, storing, and analyzing the data produced by a company’s activities,

CIO TOP 10
**BUSINESS
INTELLIGENCE**
APPLICATIONS SOLUTION PROVIDERS - 2021

MOHAMMAD TAREEQ,
CEO

“
WE HAVE A 90 PERCENT
SUCCESS RECORD IN STEERING
THE CUSTOMERS TO THE RIGHT
PROSPECTS
”

and leverages its business intelligence solutions for marketing and lead generation. By collecting, storing, and analyzing the data produced by the activities of their clients, Valasys Media helps the B2B sales and marketing teams effectively identify prospects and reach out to them at the right time with a personalized approach.

Valasys Media enables their B2B clients to “achieve more with less,” time, money, and attention and helps them harness the power of data-driven decision-making to accelerate their business endeavors.

According to Forbes, self-service business intelligence is vital for about 60 percent of research and development departments.

terms is the description of the type of company a marketer is willing to sell to.

Business Intelligence and analytics tools play a crucial role in executing a well-strategized and effective Ideal Customer Profiling (ICP). An ICP differs depending upon the strategic drivers of an organization and 48 percent of the sales and marketing leaders feel their CRM fails to meet the requirements as expected. For leveraging a more customized approach to their business intelligence solutions, the marketers need an Ideal Customer Profile (ICP) to begin with which can be achieved by leveraging the modern business intelligence solutions as provided by Valasys Media.

This is where Valasys Media takes a center stage.

Established in 2014, Valasys Media delivers high-quality, and cost-effective marketing & sales-ready tools that optimize your team’s endeavors for optimizing the value of your sales pipelines. Valasys Media leverages the power of intent data, data intelligence, and business intelligence to assist their clients with better decision-making, improved customer relationships, and data-driven decision-making.

With unparalleled expertise and a proactive, prescriptive approach to identify significant customer challenges at each buying stage, Valasys Media helps arm sellers with tools to overcome each

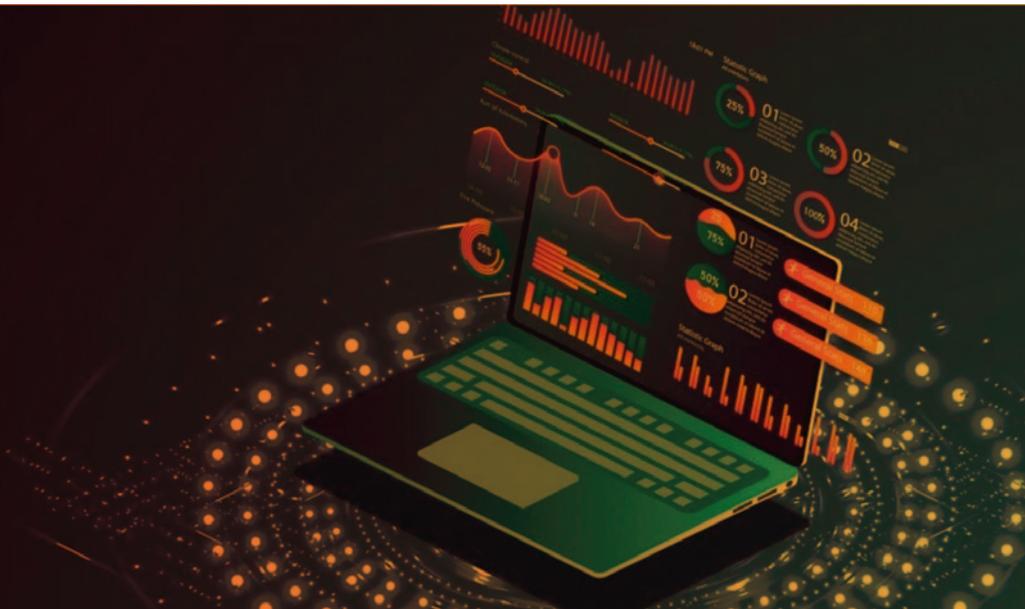
challenge and steers them through efficient decision making.

The company also deploys multi-channel attribution models to help clients improve their web discoverability & brand equity to attract, engage, convert & retain the maximum number of prospects. However, what makes Valasys Media unique is its approach to creating ICPs, empowering customers to achieve predictable and scalable growth.

Targeting the Right Customers via Business Intelligence

One of the most important advantages of business intelligence (BI) solutions is that it takes both present & historical data into account and helps companies make excel with their ideal customer profiling (ICP) endeavors.

The CEO of Valasys Media, Mohammad Tareeq accentuates, “Even though the accessibility and availability of ICP have led to customers creating their own account-based marketing (ABM), oftentimes, they do not know whom to reach out to. So the



The traditional lead generation endeavors are focused on prospects who’re in the final stage of the sales cycle and who indicate an immediate desire to purchase a product or service. Today, with the rise of digital platforms, companies can tell whether a customer is remotely interested in a particular product or service. With the proliferation of digital platforms and the rise of online marketing, data-driven visualization, analysis, and insights of things are increasingly becoming crucial factors for businesses to drive traffic, attract prospects through several referral channels and accelerate conversions. Furthermore, concentrating on niche-specific prospects requires a clear execution plan that addresses the multiple components of lead generation, marketing & sales for higher conversion rates. This is where the business intelligence solutions by Valasys Media come in handy, helping marketers fuel their lead generation endeavors. The most important prerequisite to executing a successful sales and marketing campaign is the Ideal Customer Profile (ICP) which in simple

list they have created falls short of the companies they want to target.”

For instance, an e-commerce giant like Amazon is a cloud-first company, a business pioneer, and a retail company at the same time. It can be misleading and taxing to profile a company like Amazon that has branched out into multiple industries. This increases the probability of a company reaching out to the wrong industry the conglomerate caters to.

The BI-integrated CRM solution by Valasys Media does the complete mapping of the ICP profile. The B2B marketing & sales solution provider reviews the project list that the customer has developed and the firms that they have been targeting. The company consequently boasts a success rate of 90 percent in steering the customers to the right prospects.

Most sales outsourcing companies offer one salesperson to work with, who is the single point of contact for everything from generating leads to campaign creation, making calls, and closing the deal. Though these things might seem to work on paper, in reality, no salesperson is an expert in all areas.

Tareeq elucidates, “In addition to offering a CRM solution, our expert resource team at every step of the pipeline helps clients run the complete campaign and generate those sales qualified leads.”

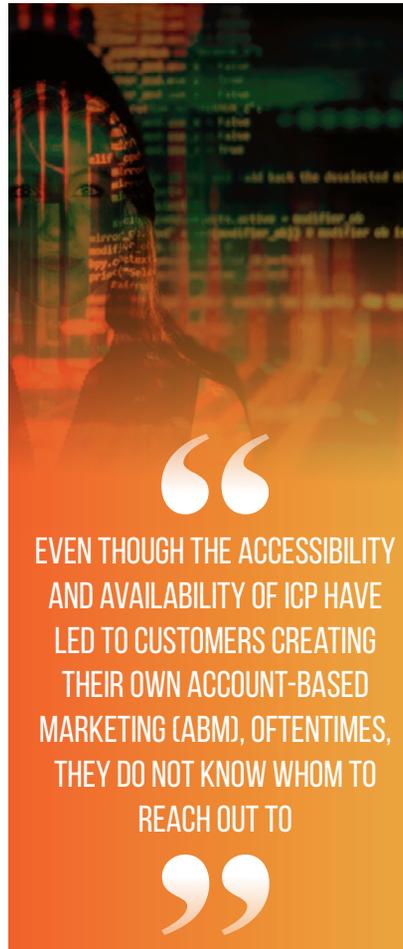
Effective and Battle-Tested!

Being a pioneer B2B media publisher and owing to its diversified B2B marketing solutions, Valasys Media boasts a prolific clientele in IT giants like IBM, HP, Dell, and Adobe, assisting them in integrating all of the lead and demand generation programs.

In one of the instances, Valasys Media helped a client successfully bolster their website traffic by a significant margin. The lack of high-quality leads has been a major roadblock to website traffic and this leads marketers to cut back on their sales. Valasys Media has

planned and executed targeting & retargeting campaigns based on the prospects demographic, firmographic, and technographic data using their in-house marketing automation software across channels like LinkedIn, Twitter, and Facebook. Valasys Media also employs BANT-based sales techniques to separate hot leads from time-wasters through a series of questions.

BANT is the right formula to determine whether it is the right time to sell to a prospect based on their Budget, Authority, Need, and Timing.



The strategic execution of the data-driven services allows clients to optimize the pricing page and other conversion drivers such as the “get a quote” form. This allows the clients to boost conversions from an array of different platforms as well as facilitates

them to drive brand awareness to bring in tremendous results. The clients witnessed an average surge of 150 percent in their overall organic traffic on their website which translated into an 18X return on investment.

The hike in the traffic was achieved through the monitoring of a total number of leads, tweaking social media targeting strategies, along AB (split) testing of the landing pages to optimize the number of qualified leads. The success of designing and executing the solution strategy has carried the client-partnership for five years now.

Envisioning the Road Ahead

Valasys Media has been growing at a rapid pace and has been signing new clients every quarter. The company is headquartered in New Jersey and has offices in Dubai and Pune. In the coming years, the company is focused on collecting a comprehensive database to reach out to people on their direct contact numbers. The pandemic-induced option of indefinite remotization of work has given rise to people redirecting all their business phone calls to their cell phones.

“We have data scientists perform the database fetching of the direct phone numbers and have integrated with many phone companies to validate the direct phone numbers gathered. This involves consenting people on receiving email marketing or follow-up calls or the like on their cell phones. With the percentage of people opting to receive business calls in their cell phones going from 20 to 40 percent, we are focused on building a strong direct contacts database,” explains Tareeq.

“Expansion is definitely on our radar and we also plan to have more delivery centers so that we can properly channelize our resources as and when needed,” accentuates Tareeq. He also reiterated that he would like to expand his team and incorporate more research analysts and data scientists by the year 2022. **CA**

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