



Resolute  **B2B**
DELIVERING MARKETING NEEDS

Our Vision & Mission

Delivering Marketing Needs

Resolute means “Determined” our motto being **Agile, Adaptive, and Savvy**. Resolute B2B INC provides **lead generation and digital marketing services to clients globally** and is part of a much larger group named “**Resolute Group of companies**” that was founded in 1998. Resolute B2B INC has successfully helped companies with tailor-made marketing solutions, thus becoming an extended arm for their marketing and sales teams. Having worked on all types of campaigns, across multiple channels to identify top, mid, and bottom-funnel leads, we always make “our partners success our mission”.

Vision

To accelerate growth through result-oriented digital marketing and lead generation solutions.

Mission

To build long-term business partnerships with both, our human capital as well as our business partners based on **Trust, Quality, Loyalty and Transparency**.



Resolute B2B

Our Ethics and Values



We believe in keeping the bar high when it comes to ethics. You can expect a very honest and transparent transaction with us.



Our people are our primary asset hence we do everything possible to keep them happy for them to perform their best



We believe in building relations and not acquiring accounts, so serving our clients and delivering what's best for our customers is our prime mantra.



We are always learning and deploy the industry best techniques and technology which enhances our work be it database & production.

“When Your Success
is Our Mission”





B2B Lead Gen Services

Delivering Marketing Needs



Data enrichment

Append & verify datasets



Webinar registrations

Increased attendees for webinars



ABM campaign

Contact decision-makers in your target account list



Appointment generation

Video conferencing, in-person & call backs



BANT campaign

Insights into Budget, Authority, Need & Time



Email Marketing

Delivering email content direct to inbox at an engaging time based on audience historic data for MQL/HQL

Paid campaigns, Google Ads, LinkedIn Ads and Social Media Campaigns

Our Monthly Lead Generation Capability

Delivering Marketing Needs

Resolute B2B has excelled in delivering leads across the demand funnel . Our highly trained sales personnel make sure that your brand is represented in best light and quality leads are captured by sticking to well designed processes resulting in High ROI for our Customers.



Is our average lead acceptance rate across all campaigns that we deliver.

7500

Content Syndication

Disseminating white papers, guides and e-books (content) across buyers' journey

450

MQL/HQL

Leads generated with profiling custom questions.

110

SQL/BANT

Qualification based on Budget, Authority, Need & Time.

50

Appointment Generations

Scheduled discussed with client sales team.

900

Webinar Attendee

Audience generated for audio visual content.





Digital Marketing

Delivering Marketing Needs

- We have always embraced, digital first methodology.
- Our teams comprise of marketing veterans, technology experts and lead by visionaries which makes our team a best mix and match of experience, talent and passion.
- We boast a serious setup of in-house tools, proprietary software and strategic partnerships that makes us a leading company to provide digital solutions to our clients.



Digital Infrastructure

Delivering Marketing Needs

Online Publishing Platforms

our in-house web technology publishing platforms that syndicates content and blog posts about enterprise software and tools that can benefit any organization.

Email verification

We rely on intelligence tools that helps us to verify and append right email address, hence improving our overall delivery.

Mass Emailing Tool

Our home grown tool helps us to send personalized mailing at high rates delivering our content right in contact's inbox. It has been designed in a way which increases delivery and conversions with deep learning about a contacts engagement.

Data Lifecycle Management

The tools and process that are stringent to track and record engagements decreases data leakage and increases conversions many fold within our target audience.



Harnessing the power of analytics

We rely heavily on data and believe that analytics plays a pivotal role in facilitating favorable client outcomes and shaping success stories.



Google Analytics



SALES NAVIGATOR

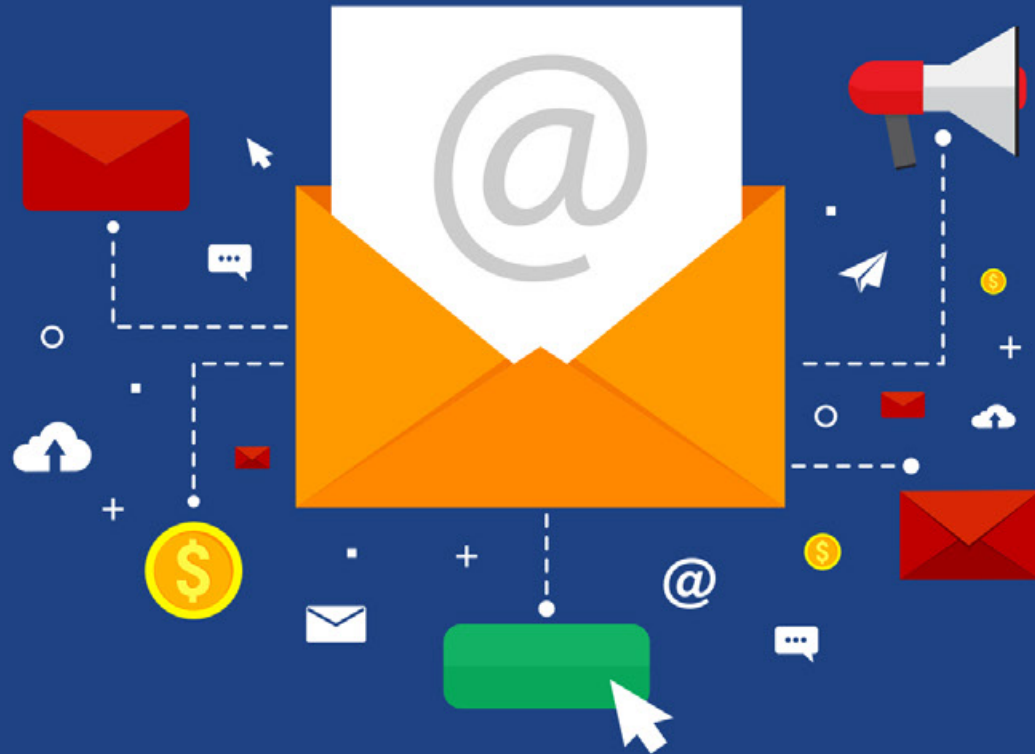


Owler



Email Process

Delivering Marketing Needs



Target Audience Selection

- Account List
- Audience specifications



POC & Creative Development

Personalized Email & Landing Page Copies



Sending Mass Marketing Email

Delivering Email content direct to inbox at an engaging time based on audience historic data



Landing Page Engagement

Serving content in exchange for data for future communications.



QA & Delivery

Verification of Intent & Contact Data



Lead Verification

Delivering Marketing Needs

Contact Data Verification

Verification of

- Email address
- Authority
- Phone & Address

Intent Verification

Decided on nature of engagement, time spent viewing content and historic conversion data.

Activity Verification

Our Intelligence verification tool monitors and logs activity from user device to check for authenticity.

Suppression & Specs

We match contact data against suppression from client's end and inhouse suppression for previous delivery or DNC.

Data Sets

Delivering Marketing Needs

We use our in-house Data sets, generated and verified overtime. Data with intent and previously engaged audiences are used for marketing purposes

We market to audience who have subscribed to receive promotions and marketing on our publishing networks.



We market to accounts identified by clients, often data sets are provided and/or work on target account lists.

We have a capable research team who can identify companies and people that can lead to a positivemarketing ROI.

Our extensive network and strategic partnerships with intent data providers help us to get business contacts seamlessly and securely.

Quality Process

Quality Process to Ensure Accuracy

Scored Lead

Once a lead is scored, it is fetched from a secured central location – accessible only to the quality team.



Why you should choose Resolute B2B

When your success is our mission

Ethical business operations

We set the bar extremely high. Expect nothing but **100%** honesty and transparency from the entire Resolute B2B team.

We invest in people

Our people are our assets. So, we do everything possible to ensure that they are happy and can perform to the best of their abilities.

We build relationships

Our granular approach and attention to detail ensure **100%** satisfaction. Not only do we offer remarkable B2B data intelligence, but we also deliver high quality, timely results.

Adaptive & agile

We continuously upskill and adopt cutting-edge technologies and processes to ensure superior outcomes. Our investment-backed, scalable infrastructure allows us to cater to every client need.

Rich experience

We apply **22+** years of strong industry experience and domain expertise to our work to deliver the best results to our clients.

A name you can trust

Over **90%** of our revenue comprises repeat business because we consistently exceed our clients' expectations.

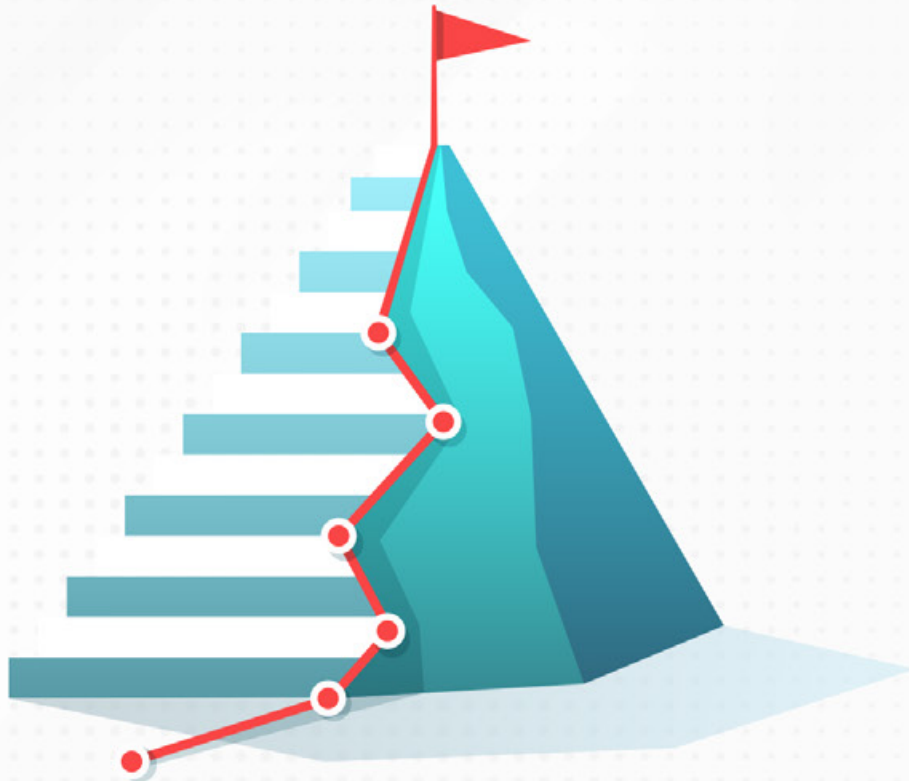
www.b2bresolute.com

info@b2bresolute.com



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Give your business the Resolute B2B edge



Centralized lead storage

Enables a lead to be transparent and prevents lead tampering.



B2B data intelligence

Driving Connection, Conversations and Conversion using data insights.



High quality & delivery

Focus on intent validation and timely delivery on campaigns.



Strong foundation

Drive operations through rich experience and best-in-class technology.



Personalized solutions

Customised plans for each business' unique requirements.



100% call recording

Complete call recording for all telemarketing campaigns.



Compliance



US / CANSPAM

CCPA

The CCPA requires business privacy policies to include information on consumers' privacy rights and how to exercise them: the Right to Know, the Right to Delete, the Right to Opt-Out of Sale and the Right to Non-Discrimination.

CASL

- We comply with anti-spamming standards.
- Our communication adheres to user's privacy and right to be excluded from future promotions.
- Contacts are opt-in and unsubscribe requests are honored.

GDPR

We have set up, and adhere to, the following mandatory provisions for our global marketing.

- Unsubscribe and privacy statement on all marketing communications.
- Forget me mechanism.
- Cookie consent & opt-ins for marketing in EU.
- Appointed DPO for queries related to user data.
- Secure transmission of data and third-party processing.
- Compliant data storage practices.
- Incident management and threat reporting mechanism.

We are a part of the Resolute Group of Companies

The Resolute Group was founded in 1998 and has excellent 22+ year track record of creating successful brands of immense value. Companies within the group provide best-in-class services to customers across the globe who prioritize quality, efficiency and reliability. The Group comprises businesses that specialize in electronics, manufacturing, digital marketing, lead generation, animation and gaming, and more.

Resolute™ Brands

Resolute B2B
DELIVERING MARKETING NEEDS

A global lead generation company with superlative digital marketing capabilities.

ROCKSALT
FUELING IMAGINATION

A leading VFX and gaming studio in India, serving clients worldwide.



Providing top-notch consumer appliances manufacturing services to global OEMs.



LCGC RESOLUTE

Amongst Asia's largest electronics manufacturers with exports to Germany and Canada.



info@b2bresolute.com



+1 (302-664-8181)



www.b2bresolute.com



NSL Arena Tower-1,
3rd Floor, Wing B Building,
NSL SEZ Pvt. Ltd, IDA Uppal,
Hyderabad, Telangana- 500039



USA: USA 124
Broadkill Raod, Milton,
Delaware, US, 19968

THANK
YOU