ROVER

	Seed	Growth	Enterprise
SUBSCRIPTIONS STARTING AT $5,000/MO			
Lead Generation Services			
Brand Awareness Impressions	✓	✓	✓
ICP Targeting	✓	✓	✓
Ultimate Content Syndication	✓	✓	✓
Intent Behavior Leads	✓	✓	✓
Conversational Leads	✓	✓	✓
Conversational Abandonment Leads	—	✓	✓
Appointment Scheduled Leads	—	—	✓
Content Services			
Content Creation	—	1 Quarterly Min.	3 Quarterly Min.
Sponsored Special Edition Newsletter	—	—	✓
Webinar Production	—	1 Quarterly Min.	3 Quarterly Min.
Data Intelligence Services			
1st Party Intent Data Points	✓	✓	✓
Conversational Intelligence AI Insights	—	✓	✓
TruSQL AI Lead Scoring	—	✓	✓
3rd Party Pipeline Append & Activation	—	✓	✓
SwitcHR Recommendation Analysis	—	✓	✓
ABM Marketing Dashboards	—	—	✓
Native CRM Application	—	—	✓
Support Services			
CRM & Marketing Platform Integrations	✓	✓	✓
Calendar Scheduling Software Integrations	—	✓	✓
Client Success Team Access	Round Robin	Dedicated Contact	Dedicated Contact
Dedicated Slack Channel	✓	✓	✓
Content Creation Team Access	—	✓	✓

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Lead Generation Services

	Seed	Growth	Enterprise
Brand Awareness Impressions ?	✦	✦	✦
ICP Targeting	✦	✦	✦
Unlimited Content Syndication ?	✦	✦	✦
Intent Behavior Leads ?	✦	✦	✦
Conversational Leads ?	✦	✦	✦
Conversational Abandonment Leads ?	—	✦	✦
Appointment Scheduling Leads	—	—	✦

Brand Awareness Impressions

- Website Ads
- Newsletter Ads
- Social Media Conversational Mentions

Unlimited Content Syndication

- Whitepapers
- Case Studies,
- On Demand Webinars
- Etc...

Intent Behavior Leads

Feed your marketing funnels with hand raisers that have engaged in your syndicated content with additional insight around reading topics of interest and Q&A/survey responses from On Demand Webinars & Live Events.

Conversational Leads

Warm prospects who are already pre-qualified by our internal BDR team and ready to discuss real business problems, transforming cold outreach into informed discussions.

Conversational Abandonment Leads

Identify customers who are shopping around, why they are dissatisfied and learn which competitors they're considering.

Content Services

	Seed	Growth	Enterprise
Content Creation ?	—	1 Quarterly Min.	3 Quarterly Min.
Sponsored Special Edition Newsletter ?	✦	✦	✦
Webinar Production ?	—	1 Quarterly Min.	3 Quarterly Min.

Content Creation

- Whitepapers
- Sponsored Webinars
- Sponsored Articles

Sponsored Special Edition Newsletter

Promotion to our entire engaged enewsletter audience using our editorial template with your authoritative content, demand gen assets and branding ads.

Webinar Production

- Sponsored Turnkey Webinars
- Sponsored Sim Live Webinars

Data Intelligence Services

Data Intelligence Services	Seed	Growth	Enterprise
1st Party Intent Data Points ❓	✦	✦	✦
Conversational Intelligence AI Insights ❓	—	✦	✦
TruSQL AI Lead Scoring ❓	—	✦	✦
3rd Party Pipeline Append & Activation ❓	—	✦	✦
SwitcHR Recommendation Analysis ❓	—	✦	✦
ABM Marketing Dashboards	—	—	✦
Native CRM Application	—	—	✦

1st Party Intent Data Points

Data fields that include:

- Current Software Solution
- Buying Timeframe
- Buying Role
- Demo Interest, and more...

Conversational Intelligence AI Insights

Includes AI conversation generated data like:

- Current Solution Sentiment
- Pain Points
- Feature Needs
- Next Steps for Follow Up, and more....

TruSQL AI Lead Scoring

Proprietary scoring takes your ICP requirements, "best customer" examples, and 1000s of online user reviews and uses our AI recommendation engine to rank best match prospects based on call recording transcripts from ongoing conversations with our community members.

3rd Party Pipeline Append & Activation

Enhance & activate your purchased leads from other vendors with intent data insights and personalized nurturing.

SwitcHR Recommendation Analysis

Includes analysis on the additional software competitors that were recommended.

Support Services

	Seed	Growth	Enterprise
CRM & Marketing Platform Integrations ❓	✦	✦	✦
Calendar Scheduling Software Integration ❓	—	✦	✦
Client Success Team Access	**Round Robin**	**Dedicated Contact**	**Dedicated Contact**
Dedicated Slack Channel	✦	✦	✦
Content Creation Team Access	—	✦	✦

CRM & Marketing Platform Integrations

HubSpot   Marketo   salesforce   sugarcrm

and more...

Calender Scheduling Software Integrations

Calendly   HubSpot

and more...