



Spark

Seed

Growth

Enterprise

SUBSCRIPTIONS STARTING AT \$3,000/MO

	Spark	Seed	Growth	Enterprise
Lead Generation Services				
Brand Awareness Impressions	+	+	+	+
ICP Targeting	+	+	+	+
Ultimate Content Syndication	+	+	+	+
Digital Engagement Prospects	Up to 1,200 Unique Prospects Yearly	Up to 2,500 Unique Prospects Yearly	Up to 5,000 Unique Prospects Yearly	+
Conversational Prospects	Only Overlapping Digital Prospects	Only Overlapping Digital Prospects	+	+
Conversational Abandonment Prospects	—	—	+	+
Appointment Scheduled Prospects	—	—	—	+
Content Services				
Content Creation	1 Quarterly	2 Quarterly	3 Quarterly	+
Sponsored Special Edition Newsletter	1 Quarterly	2 Quarterly	3 Quarterly	+
Webinar	4 Yearly	6 Yearly	8 Yearly	+
Data Intelligence Services				
1st Party Intent Data Points	Limited	+	+	+
Conversational Intelligence AI Insights	—	+	+	+
TruSQL AI Lead Scoring	—	+	+	+
3rd Party Pipeline Append & Activation	—	—	+	+
SwitchHR Recommendation Analysis	—	—	+	+
ABM Marketing Dashboards	—	—	—	+
Native CRM Application	—	—	—	+
Support Services				
CRM & Marketing Platform Integrations	+	+	+	+
Calendar Scheduling Software Integrations	—	—	+	+
Client Success Team Access	Round Robin	Round Robin	Dedicated Contact	Dedicated Contact
Dedicated Slack Channel	+	+	+	+
Content Creation Team Access	—	—	+	+

Lead Generation Services

	Spark	Seed	Growth	Enterprise
Brand Awareness Impressions [?]	+	+	+	+
ICP Targeting	+	+	+	+
Unlimited Content Syndication [?]	+	+	+	+
Digital Engagement Prospects [?]	Up to 1,200 Unique Prospects Yearly	Up to 2,500 Unique Prospects Yearly	Up to 5,000 Unique Prospects Yearly	+
Conversational Prospects [?]	Only Overlapping Digital Prospects	Only Overlapping Digital Prospects	+	+
Conversational Abandonment Prospects [?]	—	—	+	+
Appointment Scheduling Prospects	—	—	—	+

Brand Awareness Impressions

- Website Ads
- Newsletter Ads
- Social Media Conversational Mentions

Unlimited Content Syndication

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

Overlapping Digital Prospects

Are contacts who have engaged with your digital campaigns that we have also had conversations with, granting you access to premium insights like prospect pain points, software feature needs, current solution, etc.

Conversational Prospects

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 Prospects

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

Content Services

	Spark	Seed	Growth	Enterprise
Content Creation ?	1 Quarterly	2 Quarterly	3 Quarterly	+
Sponsored Special Edition Newsletter ?	1 Quarterly	2 Quarterly	3 Quarterly	+
Webinar ?	4 Yearly	6 Yearly	8 Yearly	+

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 Webinars
- Sponsored Sim Live Webinars

Data Intelligence Services

	Spark	Seed	Growth	Enterprise
1st Party Intent Data Points ?	Limited	+	+	+
Conversational Intelligence AI Insights ?	—	+	+	+
TruSQL AI Scoring ?	—	+	+	+
3rd Party Pipeline Append & Activation ?	—	—	+	+
SwitchHR 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 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.

SwitchHR Recommendation Analysis

Includes analysis on the additional software competitors that were recommended.

Support Services

	Spark	Seed	Growth	Enterprise
CRM & Marketing Platform Integrations [?]	+	+	+	+
Calendar Scheduling Software Integration [?]	—	—	+	+
Client Success Team Access	Round Robin	Round Robin	Dedicated Contact	Dedicated Contact
Dedicated Slack Channel	+	+	+	+
Content Creation Team Access	—	—	+	+

CRM & Marketing Platform Integrations









and more...

Calendar Scheduling Software Integrations





and more...