

MARKETING DATASET

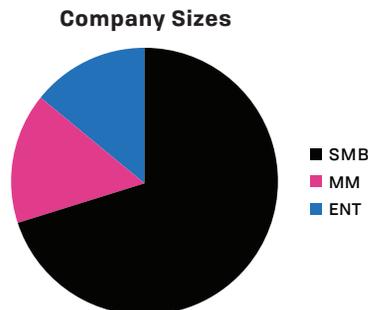
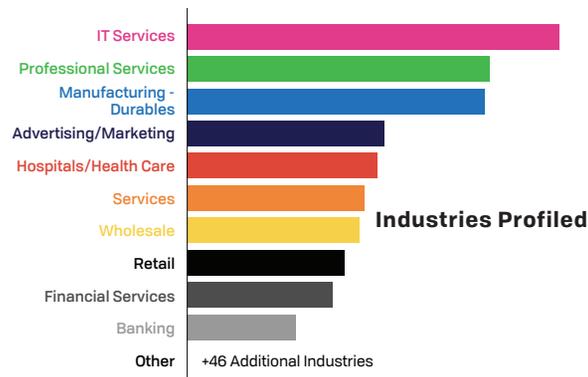
The Most Accurate Intelligence for Prospecting to Marketing Decision-Makers

Thanks to burgeoning budgets and an increasingly late-stage, buyer-initiated buying cycle, Marketing has become a tech-buying powerhouse like no other. With 5000 MarTech solutions competing for that sweet, sweet Marketing budget, the pool is crowded. Getting a slice of the pie is more difficult than ever. Competition is fierce. And to break in, you need personalized content and smart strategy fueled by the most accurate data on the market. (That's us: 95%. You know it.)

DiscoverOrg Marketing dataset gives you a great 360-degree view into the inner sanctum of the Marketing team. If specific job functions, martech responsibilities and tech stack, current projects, and reporting structure insights sound good - you're right. It's what you need to stand out from the pack, and push your solution across the finish line.

Top Marketing Job Functions Profiled

- Marketing Operations
- Strategic Communications
- Product Marketing
- Digital Marketing/ eCommerce
- Social Media / Content Marketing
- Chief Marketing Officer
- Analytics / Insights
- Demand Generation
- Customer Experience
- Event Marketing
- Field Marketing
- Lead Generation
- Project Management
- Technical Marketing
- Search Engine Optimization (SEO)
- Chief Communications Officer



#1

in Direct Dial Phone Numbers & verified Emails

95%

Accuracy on contact data, guaranteed

EACH 90 DAYS

Verified by the DiscoverOrg Squad

100%

Org Charts on Every Account

MARKETING DATASET

DiscoverOrg is for growthbound organizations. Unlike other data providers, we offer a foundation of deep, accurate and constantly verified prospecting data, so marketing and sales teams can take the quickest route to hit their next growth goal.

Powerful Connectors, Native Applications, and APIs ensure all of DiscoverOrg's data is seamlessly integrated into your workflow, so you team can stop wasting time and work faster towards a bigger, better pipeline.

CRM



Marketing Automation



Sales Acceleration



Applicant Tracking



1,000+

Sales Projects and Leadership moves published monthly

80,000+

Sales Departments Fully Profiled

580,000+

Sales Employee-technology pairings

Marketing Org Charts

Instantly identify decision-makers and key stakeholders by responsibility while expanding reach within your target accounts to build consensus for your solution.

DEMAND MORE FROM YOUR DATA!



Company & Contact Profiles

Access detailed company and contact profiles with direct dial phone numbers, verified email addresses, budgets, and rich actionable intelligence.



Targeted Searches and List Building

Easily build targeted lists for marketing and prospecting campaigns. Return companies, contacts, and scoops that meet your criteria all in one search.



Technology Profiles

Target accounts with competing or complementary solutions and technologies related to your offering.



Scoops

Be first to know of leadership changes, projects, acquisitions, and more with our exclusive scoops gathered by the DiscoverOrg Squad.



OppAlerts

Powered by Bombora's Company Surge™, OppAlerts' predictive intelligence alerts you to high levels of content consumption on relevant topics by employees at your target accounts.



AccountView

Discover the attributes of your best customers in this interactive dashboard and use them to find similar companies.

