

BuzzBoard's Multi-Threaded Contact Sourcing

Unlike for large enterprises, data on small to medium-sized business often falls short on visibility and strength, making it harder for B2SMB sellers to find their best prospects and corresponding contacts. And several data vendors treat large and small companies with the same algorithmic brush and workflows, resulting in a severe deficiency in the quality and availability of SMB data.

Even so, an ocean of random contact data might fail to elevate your sales and demand generation efforts—in truth, traditional contact-based tricks can squeeze your revenue potential down if you build your prospecting database based on an inaccurate and incomplete view of your Total Addressable Market (TAM).

BuzzBoard's account-first approach to B2SMB data delivers improved ROI by identifying, segmenting, and scoring SMB accounts with AI-driven techniques. This winning strategy helps you build your database with accounts that match your ICP, subsequently feeding in **verified contact data to assist you in achieving your highest revenue potential.**

BuzzBoard's AI-driven B2SMB account intelligence engine is tuned specifically to SMB needs, triggers, and behaviors.

BuzzBoard helps in building your database with SMB accounts that match your ICP, subsequently feeding in verified contact data to assist your business attain the highest revenue potential.

With access to over 20 million SMBs in the US alone, we help you build your ICP by using hundreds of data signals from each SMB in combination with our algorithms. We then match your ideal customer profile with real accounts and contacts.

Quality Contact Data That Belong in Your TAM

Invest in verified, complete, and updated contact data that belongs in your TAM — streamline sales efforts as well as run effective campaigns with superior confidence.

**Accounts First...
then Contacts**

Market analysis reports reflect that **64% of ZoomInfo users have low to no-confidence in their SMB data!** Companies selling SMB-focused solutions are left with CRM and marketing automation platforms filled with an average of 250,000 records that are mostly incomplete and inaccurate—directly impacting revenue in the hyper-personalized, digital-first selling environment.

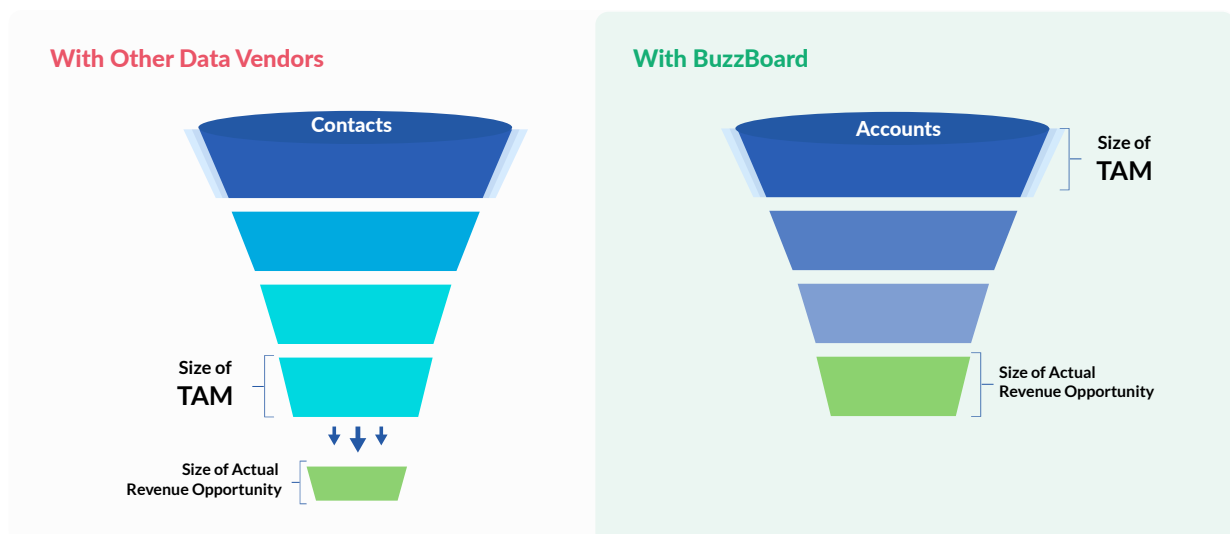
Your business ends up missing TAM Accounts while you continue to pay for irrelevant contacts.

BuzzBoard’s philosophy for TAM is rooted in the account-first approach. We help you build a highly accurate, bottoms-up, total addressable market and then overlay it with the most accurate and complete

contacts for your SMB prospecting! The result is that every outreach in your GTM motion is more relevant and more actionable for your buyers. It lets you reduce spend, as you **pay only for a fully enriched and accurate TAM.**

Our proprietary SMB signal stack and category classification system unlocks deep account intelligence on over 30+ million SMBs, with over 6,400 signals per SMB.

A Bloated Top-of-Funnel With Irrelevant Contact Data is Costing You MONEY, Time, and Resources



BuzzBoard's Multi-Threaded Approach for an Unparalleled Fill Rate

BuzzBoard follows a multi-threaded approach to ensure it is able to source and curate for you relevant and accurate contacts for your TAM accounts to bring you an unparalleled fill rate.

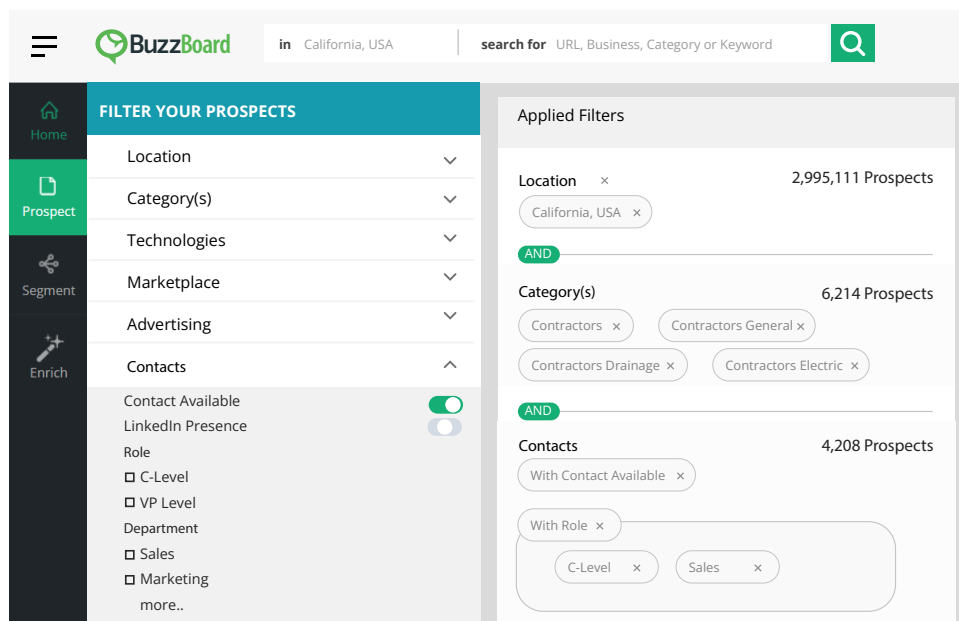
BuzzBoard uses the URL of TAM accounts to look for contacts within its own database.

BuzzBoard's contacts search engine first looks for relevant contacts within its own database. The contacts in the BuzzBoard database are categorized based on department, titles and seniority allowing us to stay precise with your requirements. BuzzBoard's contact database is kept accurate at all times using an extensive data hygiene process.

Multi-source contact aggregation.

BuzzBoard becomes your single-point aggregator for your target account and contact needs. we verify the contacts thus sourced as an extra check to ensure only valid and accurate contacts reach you.

Users of our **Demand** and **Insights** platforms have access to contact sourcing from directly within the application. Integration with Salesforce and other CRM Platforms make the data available there.



When all else fails, we source hand-curated, human-verified contacts for your identified accounts.

In our commitment to get you the best fill rate for your SMB TAM accounts, our expert team of data scientists and researchers manually hunts down contact information for the hard-to-get accounts that you want to reach.

Validated Business Benefits of BuzzBoard's Multi-Threaded Contact-Sourcing Strategy

- **You Pay Nothing Extra**

Our multi-threaded contact sourcing strategy costs you nothing extra—your credit consumption per valid and verified contact stays the same no matter what.

While other data providers want to nickel and dime you for every little piece of data, regardless of whether or not you get a useful record back, elevating your data play within your GTM function requires experimentation before you reach a steady state. With BuzzBoard, you start as small as you like.

- **Stronger Match Rates**




Account identification is often a challenge when dealing with an SMB database, resulting in sub-optimal enrichment and fill rate. BuzzBoard's B2SMB account intelligence engine assures a higher fill rate by correctly identifying the business accounts in your TAM and matching them to their respective contact data to bring you the most optimal fill rate.

- **A Single Data Vendor for All Your SMB Data Needs**

Acquiring SMB contacts from multiple data suppliers can lead to unnecessary expenses as well as adds to risk of duplicate data. Our multi-threaded approach ensures that your business skips the hassle by maintaining one account with a single data vendor who provides you all the extensive account and contact data.

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