

## OppAlerts from DiscoverOrg

### Fast Facts

- ▶ 30 million rows of data processed every day
- ▶ 250 Online B2B publishers sharing cookie and consumption data
- ▶ 1500+ content categories
- ▶ Backed by 100+ DiscoverOrg Researchers
- ▶ Direct contact and surveys used to validate project status
- ▶ Top 100 lists created for 7 major topics each week
- ▶ 20,000 enterprise to SMB companies tracked



## OppAlerts from DiscoverOrg Deliver Real-Time Insight from Online Activity

By analyzing over 30 million rows of 180 million unique cookies every day, DiscoverOrg's OppAlerts takes data from over 250 B2B Publishers and delivers true opportunities that are taking place at thousands of accounts.

Our big data engine identifies increased consumption of technology related articles, whitepapers, case studies, and analyst briefings, and couples that with hundreds of thousands of job postings, surveys and direct contact with IT Decision Makers to uncover opportunities at the beginning of the buying cycle.

Opportunity data is then tied together with DiscoverOrg's leading contact, org chart, and technology install base data to give users a full view of the account as well as multiple points of entry into that account.

### *Harness the Power of Big Data with OppAlerts*

#### ⇒ SEE BEHIND THE CURTAINS

*Know what technology buyers are researching every day*

Imagine knowing that your top prospect recently increased consumption of Flash Storage related articles by 300% (or any of our other technology topics). OppAlerts couples this type of consumption data with surveys and direct phone calls into these organizations to determine when spending is happening within the largest buyers of technology in the world.

#### **Empower DiscoverOrg Data with Purchase Intent**

OppAlerts couples increased consumption findings and direct contact with IT decision makers to uncover opportunities at the beginning of the buying cycle enabling you to get involved from the very start.

#### ⇒ SALES READY PREDICTIVE INTELLIGENCE

*Be ready for the sale with a full view of your targeted account*

Armed with your OppAlerts data, DiscoverOrg's leading contact, org chart, and technology install base data, users gain comprehensive, actionable intelligence into their targeted account as well as multiple points of entry into that account.

# From Content Consumption to Verified Sales Opportunities





# Top Segments available in OppAlerts from DiscoverOrg

## OppAlerts from DiscoverOrg

### See for yourself

Learn more about how DiscoverOrg OppAlerts can put your sales and marketing efforts in front of opportunities ahead of the competition.

Contact Us: [info@discoverorg.com](mailto:info@discoverorg.com)

### Learn More

Follow our blog, attend our free sales effectiveness webinars, or follow us on our social media channels.

[www.discoverorg.com](http://www.discoverorg.com)  
800-914-1220



#### Big Data / Business Intelligence

- ▶ Data Warehouse
- ▶ Hadoop
- ▶ MongoDB
- ▶ Data Visualization
- ▶ Information Management
- ▶ Data Mining
- ▶ and dozens more

#### Business Applications

- ▶ Enterprise Resource Planning (ERP)
- ▶ Financial Systems
- ▶ HRIS
- ▶ CRM Software
- ▶ Web Applications
- ▶ Enterprise Applications
- ▶ and dozens more

#### Data Center

- ▶ Hardware
- ▶ Servers
- ▶ Virtualization
- ▶ Energy
- ▶ Cloud
- ▶ Hardware
- ▶ and dozens more

#### Information Security

- ▶ Cybersecurity
- ▶ Identity Management
- ▶ Data Loss Prevention
- ▶ Security Monitoring
- ▶ Application Security
- ▶ Vulnerability Management
- ▶ and dozens more

#### Networking

- ▶ Network Hardware
- ▶ High Availability
- ▶ Network Hardware
- ▶ Gigabit Networking
- ▶ Network Management
- ▶ and dozens more

#### Mobility / Telecom

- ▶ Unified Communications
- ▶ Video Conferencing
- ▶ Mobile Device Management
- ▶ Enterprise Mobility
- ▶ Bring Your Own Device
- ▶ Mobile Security
- ▶ and dozens more

#### Storage

- ▶ Box/Dropbox/Google Drive
- ▶ Flash Storage
- ▶ Storage Hardware
- ▶ Business Continuity
- ▶ Data Loss
- ▶ Network Attached Storage
- ▶ and dozens more

Minimize research time. Engage high potential prospects. Pump up your pipeline.

### About DiscoverOrg

DiscoverOrg is the leading sales and marketing intelligence tool used by top vendors, staffing companies, and consultants targeting IT, marketing, and finance departments of Fortune Ranked, Mid-Market, and SMB companies in North America and Europe. Offered in the form of a constantly refreshed database, DiscoverOrg specializes in mapping out the Org Charts of over 19,000 companies complete with verified email addresses, direct dial phone numbers, reporting structure, project updates, and technology install base. Visit [www.discoverorg.com](http://www.discoverorg.com) for more information.

