



# Five Campaign, Data and Lead Integrity Strategies to Generate Better Demand Gen Results and Happy Customers

Account Media's Demand with Confidence Delivery Approach



Lead integrity, data accuracy and privacy compliance are table stakes for any demand or media partner we do business with. Our external brand reputation and internal credibility are on the line with every touch we have with our target audiences. And our internal team simply will not follow up with any leads that do not have complete and accurate contact and account information.

**Heather Berggren**

Senior Director, Strategy, Planning & Operations and Chief of Staff to the CMO  
Cisco Secure

# Know Your Demand Gen Provider's Lead Integrity Process and Commitment

With the rise of lead gen as a B2B requirement, hundreds of “data companies” turned “demand gen companies” have popped up to capitalise on what eMarketer predicts to be a \$5 billion-plus lead gen market in 2022. This group has created a mixed reputation for brand trust, lead quality and data accuracy. They pay lip service to lead integrity but don't adhere to strict data quality and privacy standards. They think numbers, not human engagement. Spamming email, scraping websites, phone-slamming telemarketing techniques and use of passive auto form-fill sites are red flags for your marketing services business. These techniques are not only unethical, but they're also non-compliant. That's why regional data privacy and industry compliance regulations such as GDPR, CASL and CCPA are in place to protect B2B

## Set and Deliver High Standards for Lead Integrity and Data Quality

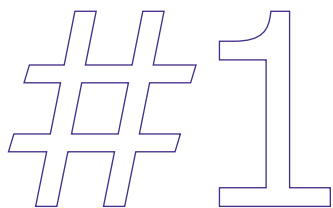
Enough with substandard data integrity, quality and privacy standards. Let's focus on what we at Account Media have learned and developed under our “Demand with Confidence” approach for you and your clients.

As a publisher and demand gen provider, lead integrity and quality are integral to everything we do for you. We take it seriously that your brand, client relationships and future revenue are on the line. Both your B2B marketing customers and your sales teams expect high-quality standards. Leads that merely meet your marketing customers' lead criteria aren't enough. Rather, marketers' non-negotiable expectations of demand gen partners are that B2B pros are authentically created, contact and company data is verified, and essential demographic, firmographic and engagement information is added to ensure more impactful follow-up and conversion.

At Account Media, we have developed and optimised five brand, data and lead quality assurances we use as part of every buyer and customer engagement. These integrity checks are infused into our campaign process and are part of our “Demand with Confidence” commitment to our publishing partners and their customers.

Let's walk through these integrity strategies that ensure high campaign integrity, lead quality and data compliance standards, which in turn create happy customers and trusted relationships.

# Integrity Strategy



## Intelligent, Accurate Campaign Criteria and Targeting Is Where Quality Starts

For precision targeting and impact, it's critical to test and continuously optimise how you define your ideal customer profile (titles, roles, industries, company size, etc.) to ensure the best fit for your solutions. This may sound obvious, but many times you need to tighten up or expand your target audience pool to achieve the campaign engagement and results you're looking for. This can include, for example, narrowing the number of industry segments or broadening the titles and roles to engage the entire buying committee. Techniques such as identifying keywords and optimising target account lists during the planning process also improve campaign results.

By working closely with the Account Media program team – each member replete with B2B market and audience expertise – you can be sure that your campaign is set up for success. No doubt, quality outcomes start with quality targeting definitions and alignment with the right audience and content.

**MQL Profile**

First Name: Cheri      Last Name: Williams

Title: Chief Operating Officer

Email: c.williams@company.com

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Company Size: 500      Location: California, United States      Industry: Internet Software & Services

# Integrity Strategy

## #2

### Brand Integrity Is Infused in Every Step of the Campaign Process to Both Elevate and Protect Your Brand

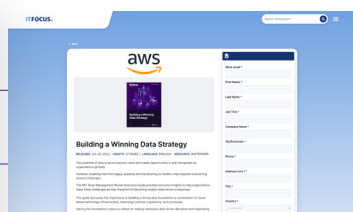
In the urgency to reach ever-increasing lead goals, it's easy to disregard brand integrity and how your brand is represented in every touch point throughout the demand campaign process. Yes, the right logo treatment and the appropriate color palette should be checked. But often overlooked elements include the tone of voice in your outreach, the appropriate communications channels deployed and the precision targeting used in the effort. Every touch matters.

At Account Media, we ensure brand safety and review content for authentic tone and voice in outreach communications, follow-up and lead capture for every buyer engagement. We also avoid big email blasts in order to achieve precision targeting. For instance, an email to 50,000 prospective B2B professionals to try and engage 100 leads over one month doesn't make sense. It certainly doesn't build trust. In fact, it may push away B2B pros and any future opportunity or relationship you're trying to create.

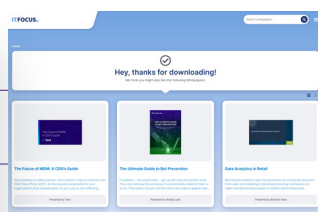
Additionally, Account Media invests in native language, co-branded websites and pages to drive authentic engagement that delivers your clients' ideal customer profile (ICP) and target accounts. These are essential brand integrity requirements for impactful demand gen.



Email Campaign



Landing Page



Content Download

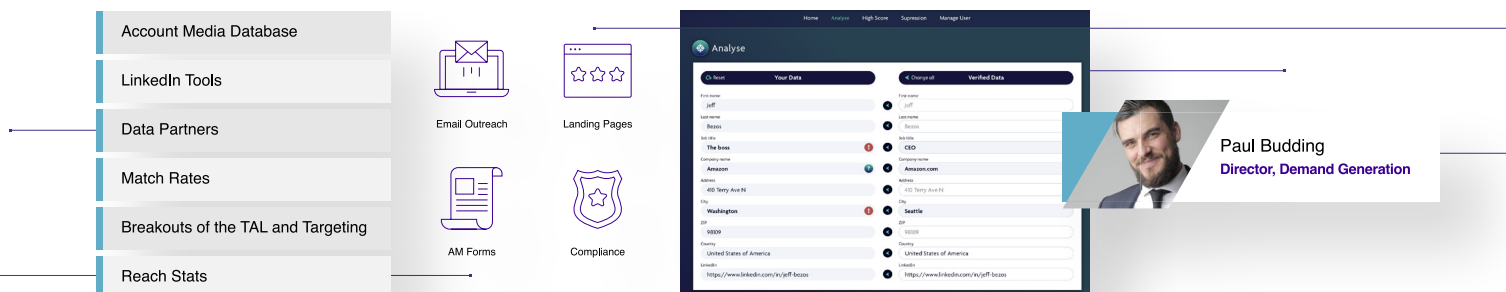
# Integrity Strategy

# #3

## Lead Validation and Verification Ensures Data Accuracy and Better Follow-Up Engagement

With the right audience defined, precision targeting in motion and strong outreach in place, it's time to focus on lead integrity and data accuracy. Today both data-driven technology and human processes should be combined to ensure lead validation and accuracy.

At Account Media our standard is to integrate data validation and compliance checks into our demand process. Every lead is validated, verified and checked for data accuracy to match your clients' requirements. The process includes email, phone number, title and company accuracy validation. We don't want to see you embarrassed by any issues with your clients' lead campaigns. Nor should you be spending your time on lead returns or dealing with unhappy clients either.



# Integrity Strategy

## #4

### Data Privacy and Compliance Standards Build Trust with Prospects and Let Your Legal Team Sleep Soundly Each Night

Industry compliance guidelines are in place for a reason: to protect the privacy of your customers' prospects (buyers), your customers and your organisation. We operate on rigid, verified compliance with data privacy standards, including GDPR, CASL and CCPA, so both your customers and all legal teams can be worry-free.

The key is not just meeting compliance standards but respecting your customers' prospects' privacy and being very transparent about it. Before demand generation campaign outreach is started, Account Media uses authentic opt-in and opt-out communications processes so prospects are in control of their information. This level of touch gives B2B professionals confidence and increases their engagement for content. As part of this process, B2B professionals also receive notifications about how their data is processed each month and are given an opportunity to opt out. The bottom line is every lead is double verified for compliance, and an accessible compliance audit trail is available to all parties.



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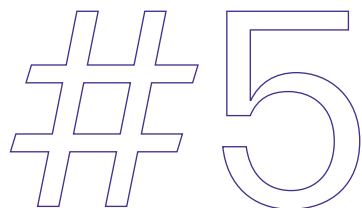
Single  
Opt-In

Double  
Opt-In





## Integrity Strategy



### Data Enhancement and Lead Intelligence with Every Lead Generates More Informed Leads for Your Clients

Demand gen means much more than generating leads. It's also about prospect engagement, lead conversion, conversations and opportunities. Having prospect and account intelligence that can be used throughout the process informs your clients' outreach, content topics and follow-up.

The Account Media process ensures every lead is enhanced with intelligence captured during the engagement process. The team invests and uses data sources such as LinkedIn, People.ai, Clearbit, Dun & Bradstreet and People Data Labs to provide a full picture of each prospect and account. This level of intel empowers you as a publisher or demand gen provider to showcase the power of your solutions. In summary, the richer the data and the more intelligence you and your customers are equipped with, the more your clients have to use in the lead follow-up process that drives better lead conversions.

**bombora**



Clearbit

**crunchbase**

**pipl**



People Data Labs

**Linkedin**

dun & bradstreet



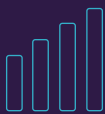
## Final Thoughts on Campaign and Lead Integrity

Don't ever settle. Brand safety, lead integrity and data quality all are essential ingredients when selecting a demand gen partner and designing campaigns. But not all demand gen providers have trusted data and lead integrity processes and standards. At Account Media, we have made integrity integral throughout the entire demand gen process. We know your business, our business and each of our reputations are counting on it.

## This is Demand with Confidence powered by Account Media

Let's talk about improving your lead integrity, data quality and campaign delivery process. Drop a note to [matthew@accountmedia.com](mailto:matthew@accountmedia.com)

Account Media Ensures Publishers and Demand Providers can:



Generate Sales  
Leads



Meet Demand  
Delivery Commitments  
to Your Clients



Build, Don't Burn Your  
Opt-in Audience and  
Database



Account Media partners exclusively with publishers, media organisations and demand marketplaces to maximize their revenue potential by providing scalable and precision demand services.

Every day we invest in earning the trust of B2B professionals who are working in industries across global, regional and local markets. With trusted audience relationships, we can develop and deliver programs that deliver high-quality leads and campaigns for you and your clients. We manage easy-to-access, content-rich websites and contextual pages to provide value to both B2B communities and the brands trying to connect with them. Backed by an integrated, streamlined process that includes data verification and enhancement, a lead distribution system that delivers quality leads and the trust of opt-in audiences, we work at the speed of your and your customers' businesses.

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