

COMPETITIVE REPORT

	INFUSE	Competitor 1	Competitor 2	Competitor 3
Content Strategy, Development				
Content Creation	✓		✓	
Research Content			✓	
Marketing Channels				
Direct Mail	✓			
Display/Banner	✓	✓	✓	
Email	✓	✓	✓	✓
Events	✓		✓	
Microsites	✓		✓	
Native Ads	✓		✓	
Outbound Telemarketing	✓	✓	✓	✓
Paid Social	✓			✓
Programmatic	✓			
Retargeting	✓			
Two-Touch Leads	✓			
Webinars	✓		✓	
Deliverables				
ABM	✓	✓	✓	✓
Appointments	✓		✓	✓
HQL/BANT	✓	✓	✓	✓
MQLs/SQLs	✓	✓	✓	✓
Nurturing	✓			
Data Services				
Intent Data	✓	✓	✓	
Technographic Data	✓	✓		
Target Approaches				
Intent Targeting	✓	✓	✓	
Lookalikes	✓			✓
Psychographics	✓			
Traditional Firmographics	✓	✓	✓	
Other				
Integrations	✓	✓	✓	✓
Proprietary Publications	✓			
Technology Platform	✓		✓	✓

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