



SUCCESS STORY: INTEGRATING WANTED ANALYTICS APPS INTO THE SALES PROCESS

▶ CLIENT SITUATION

A leading online job board came to WANTED looking for a new source of targeted sales leads and a means for putting comprehensive and in-depth research on target companies in front of its sales teams. Sales representatives needed to access intelligence on their prospects' hiring needs and advertising activity in their particular sales territories to generate more productive and efficient sales calls and a faster sales cycle.

▶ WANTED SOLUTION

WANTED enabled the Client to set up numerous data filters in order to create a list of sales leads that would allow the client's sales teams to focus their efforts on their most targeted and potentially valuable opportunities. To ensure that these leads contained the most accurate and comprehensive information available, WANTED's Account Data Hygiene process merged over 250,000 records with a third party master data file. The result was an extremely focused set of leads for each sales representative's territory.

The Client decided that our Hiring Demand Dashboard App, part of the WANTED Analytics Apps platform, would become the primary tool in each sales representative's arsenal. The Hiring Demand Dashboard App is a web-based dashboard that provides users with insight into the hiring activities of individual companies. WANTED trained the Client's internal sales training team to use the Dashboard App, who then themselves trained more than 100 sales representatives. Within six months, the Client became the largest user of our Hiring Demand Dashboard App, conducting nearly 10,000 searches of individual company data every week.

The Client was able to achieve this level of usage because it requires its sales representatives to research every prospect in the Dashboard App before conducting a sales call, and its sales managers constantly monitor staff usage. Members of the Client's sales staff attend WANTED's training webinars every week, and the Client has designated "Champions" who field staff questions regarding their use of the Hiring Demand Dashboard App.

▶ WANTED ACCOUNT DATA HYGIENE™

WANTED uses sophisticated data cleansing and matching technology to eliminate duplicate records within client account files. Additionally, the WANTED Account Data Hygiene™ process matches a client's records to a third party Business Data file, such as those supplied by Dun & Bradstreet, infoUSA, Acxiom or others. The resulting file is a "clean" list of all customers that conforms to a standardized set of records within the client's overall market.



▶ ACCOUNT DATA HYGIENE

WANTED uses proprietary data cleansing and matching technology to eliminate duplicate records within client account files. The resulting file is a "clean" list of all customers that conforms to a standardized set of records within the client's overall market.

For more information, and to view more success stories, please visit our website at www.wantedtech.com.

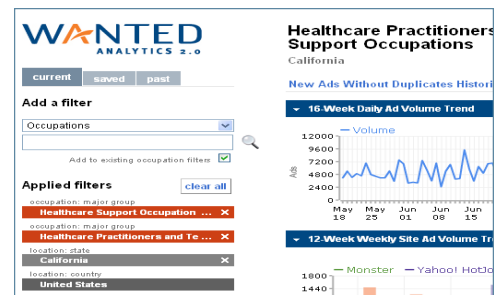
▶ WANTED ANALYTICS APPS

WANTED maintains a massive online data warehouse containing information about the online job advertising behavior of hundreds of thousands of companies. WANTED Analytics Apps use customized data collection software and automated information processing to gather and organize the data that appears on online job boards.

Subscribers can search for companies posting jobs online within a geography, occupation or on a particular job board. Users can then analyze the total number of jobs posted by a company and drill down to view the text of individual job postings.

A sales rep using WANTED Analytics Apps can make a more knowledgeable sales presentation after reviewing a company's total advertising activity. The sales rep can focus on the strengths of their own offering relative to competitors' offerings after reviewing the competing media that the company is also using. This leads to higher close rates and higher average sales volume per customer.

Part of WANTED's Sales Productivity Suite, WANTED Analytics Apps give you on-demand access to account-level competitive intelligence. WANTED Web Leads™ give sales representatives highly-targeted lists of opportunities, while Sales Lead Scores™ rank your leads to let you focus on the most targeted and potentially valuable opportunities. Finally, CRM integration pushes it all right to your sales professionals.



A critical part of WANTED's Sales Productivity Suite, WANTED Analytics Apps give you on-demand access to account-level competitive intelligence.



▶ WANTED's CRM Integration pushes WANTED Web Leads™ and Scored Sales Leads™ right to your sales professionals.

▶ WANTED'S SOLUTIONS FOR MEDIA

Knowing exactly where you stand in your market, with on-demand access to company-level research and prioritized leads based on timely and accurate data creates a powerful customer acquisition and retention platform. Your managers can better allocate scarce resources. Your sales representatives approach prospects or up-sell current customers armed with actionable intelligence on their spending and current needs. Your sales cycles are shorter, and your quotas are achieved faster. Contact WANTED for more information about WANTED Analytics Apps and our other products and services for Media.

"I created a Transportation Industry Special Section for a customer, realizing they had over 700 openings that came up through WANTED reports. They purchased 6 full pages inside the section to recruit for most of their openings and also purchased full distribution within our daily newspaper."

– Tara L. Zuelke, Recruitment Sales Executive, Gannett WI Newspapers - Sales Center, Green Bay