

Marketers' Answers TO OKR GAPS

How S2W Media closes the gap between your objectives and your results.

Every OKR gap has an S2W answer. Here are six.

6 OKR GAPS & THE S2W ANSWER

OKR GAP Generate qualified pipeline

Gap: Low MQL-to-SQL conversion, sales rejecting leads

S2W ANSWER Content Syndication

First-party, opted-in leads from verified B2B decision-makers.

OKR GAP Reach in-market buyers

Gap: Wasted spend on cold audiences, no intent visibility

S2W ANSWER Intent-Based Targeting

Real-time buyer intent signals to engage high-converting prospects.

02

OKR GAP Scale without more headcount

Gap: Team bandwidth maxed, can't run enough campaigns

S2W ANSWER Campaign Management & SDR-as-a-Service

Dedicated UK-based teams handle execution and outreach end-to-end.

03

OKR GAP Improve lead quality

Gap: Leads don't meet BANT, high disqualification rates

S2W ANSWER Advanced Qualification (BANT/BANT+)

Every prospect vetted to sales-ready standard. 98% data accuracy.

04

OKR GAP Expand into new regions

Gap: No multi-region infrastructure, compliance concerns

S2W ANSWER Programmatic Lead Gen & Global Reach

Localised campaigns across EMEA, APAC, and NA. Fully compliant.

05

OKR GAP Prove marketing ROI

Gap: Can't tie spend to revenue, opaque vendor reporting

S2W ANSWER In-House Ops & Transparent Reporting

Full campaign-level visibility. Zero outsourcing. Direct communication.

06

WHY S2W MEDIA DELIVERS

Custom-Built Programs

No templates, no shortcuts — just bespoke demand programs.

First-Party Consent

Every contact opted-in with campaign-specific consent.

100% In-House

Creative, QC, and reporting all managed internally.

Global Reach

EMEA, APAC, North America — localised and compliant.

Compliance First

GDPR, CCPA, TCPA — safe, confident outreach.

98%

Data Accuracy

100%

First-Party Data

0%

Outsourcing

GDPR

Fully Compliant

Close Your OKR Gaps
with S2W Media

s2wmedia.com/how-we-help-you

ISO 27001:2022 | SOC 2 Type 2 | GDPR & CCPA Compliant