



BANT+

Go Beyond BANT with Exclusive Lead and Account Insights

S2W Media's BANT+ Campaigns Help You Target at the Right Time with the Right Message

BANT+ for Marketing

BANT+ goes beyond your typical BANT lead. These campaigns are custom built with the S2W Media team to generate interested leads for your products and solutions and provide you with the insight you need to push them effectively and efficiently through the marketing funnel.

- Understand the full buying group
- Gain visibility into target account pain points
- Get clarity on decision drivers
- Target based on known budget timelines
- Fill your marketing funnel with forecastable sales pipeline

BANT+ for Sales

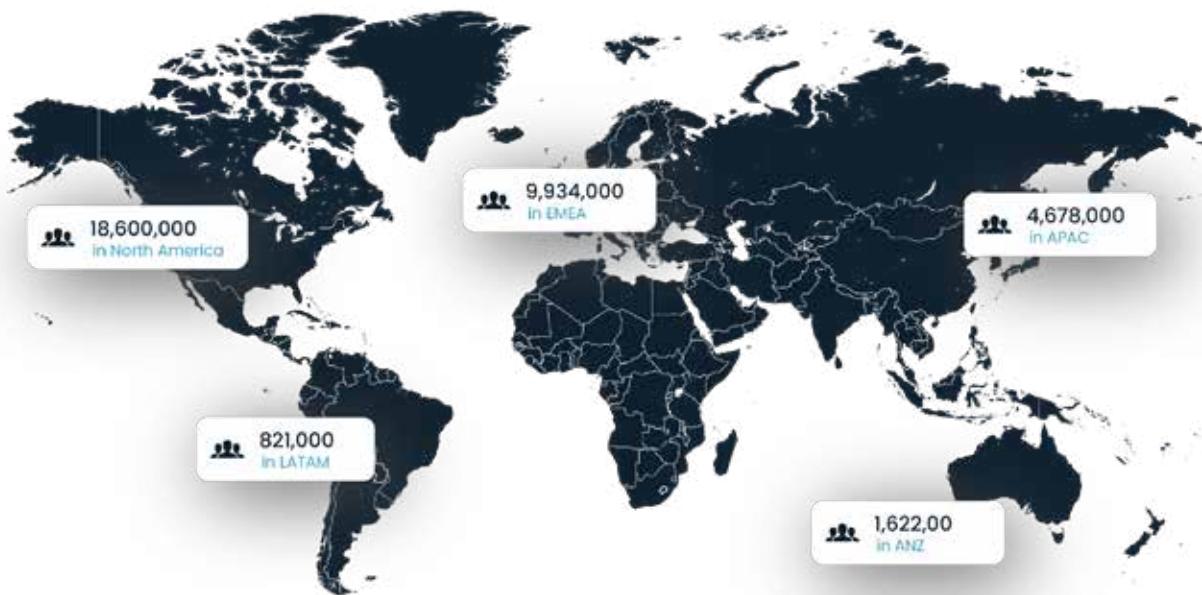
Imagine meeting a decision maker for the first time and providing them with the perfect pitch. With BANT+ deep lead insights this could be your reality. Go beyond BANT to gain the inside knowledge you need to sell with the right message at the right time.

- Position your products as the solution to their known pain points
- Know who at the target account will be in the buying group
- Come prepared with decision driver information
- Reach out when the timing is exactly right
- Fill your sales pipeline with high propensity buyers

Better Leads with Deeper Lead Insights Make Your Pipeline Stronger. Get Them with BANT+

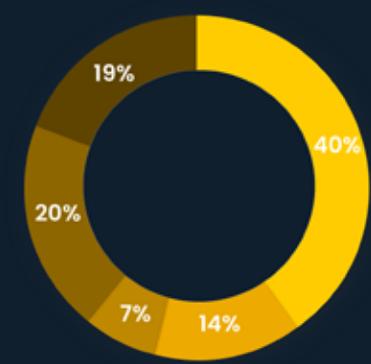
- Professional SDRs based in the UK & LATAM
- Discovery process to understand your solutions and BANT criteria
- Custom call scripting built with you
- Multi-touch email/telephone outreach with asset promotion
- Full target lead insights for faster sales
- Lead are notified on your outreach timeline

Reach Your Lead Generation and Revenue Goals with S2W Media's 1st Party Audience of B2B Buyers

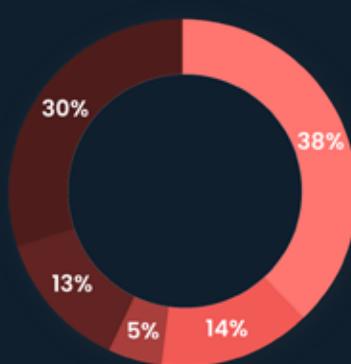


Target Only The B2B Buyers You Need

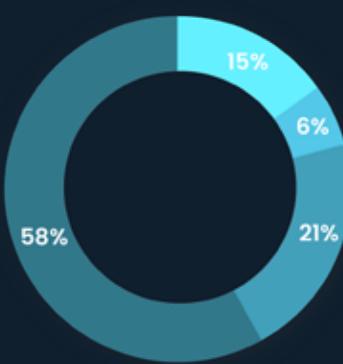
Company Revenue



Company Size



Contact Seniority



- \$5M - \$99M
- \$100M - \$499M
- \$500M - \$999M
- \$1B - \$9.9B
- \$10B+

- 1 - 99
- 100 - 499
- 500 - 999
- 1,000 - 4,999
- 5,000+

- C-Level
- VP
- Manager
- Director