

Corporate Profile



SimplyDIRECT is a leader in built-to-order B2B databases, data hygiene and survey-based lead generation.

SimplyDIRECT custom-builds marketing databases and specializes in lead generation programs that target specific companies. An innovator in Account-Based Marketing, SimplyDIRECT creates super high-accuracy databases of contacts, emails and phone numbers. A pioneer in generating leads using opt-in surveys, often at management levels. Lead generation response rates are guaranteed.

Defining a prospect prior to launching a marketing initiative—and identifying them by name—means that every lead is potentially known in advance. By creating a target database at the outset, companies can concentrate on engaging the best prospects, researching their needs, and introducing a solution.

Products & Services

BUILDING. CLEANING & ENHANCING DATABASES Clients give us their list of accounts or target market specs and SimplyDIRECT will build or refresh specific contacts by role or job title. Our databases are 100% custom built to match our clients' needs.

SURVEY LEADS GUARANTEED SimplyDIRECT designs self opting-in qualifying surveys for each client and guarantees the number of responders. Often response rates are 5% at management levels.

EMAIL AND LEAD NURTURING CAMPAIGNS Using closed-loop response systems, we offer content to specific contacts for them to download, or events for them to attend. System records all activity.

Email Opt-in Solutions SimplyDIRECT offers an integrated opt-in capture methodology to key contacts within a client's target accounts.

Headquarters

Six Clock Tower Place
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West Coast Office

268 Bush Street
No. 2735
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Employees: 32

Founded: 1996

Status: Private

Clients include:

Accenture

BigFix

CA

Fortify

IBM

Infor

Informatica

Novell

SAP

Symantec

VMware

Workday

www.simplydirect.com

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