



database consultants australia

IncNet Marketbase

smarter data
faster



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IncNet Marketbase is an online IT data platform that allows you to easily manage your B2B sales and marketing programme. Whether you're looking for leads or prospects for sales & marketing, to enrich your existing data or you're looking to understand the size of your addressable market, with IncNet Marketbase you have real-time IT data at your finger-tips.

REAL DATA, REAL PEOPLE, REAL-TIME

We specialise in quality IT data targeting Australia and New Zealand. We understand the importance of data quality, which is why we invest in our own in-house team of researchers'.

Our dedicated team personally tele verify in excess of 2500 records daily to ensure you always have the most accurate data at your finger-tips. Our online platform refreshes data in real-time to ensure you get the right person, at the right company when you need them.



INTELLIGENT INTERFACE

Our platform's intuitive drag and drop interface allows users to seamlessly mine data, facilitating complex data searches for the non-technically minded. As IT data specialists we use technographics to profile target accounts based on their technology stack. With an intimate understanding of technology installed, you can be more precise in your targeting, ensuring the right message reaches the right accounts, leading to faster conversion and close rates. Technographic data is also useful to inform content marketing strategies, increasing engagement by ensuring the right content is in front of the right people and companies or to better prioritise sales prospecting lists, targeting only those companies with compatible technology.

SEAMLESS SALESFORCE INTEGRATION

Effortlessly enrich your data and build your pipeline directly in Salesforce. Increase your knowledge of your existing accounts, increase your data quality and create new leads in real-time. With Salesforce integration, sales and marketing productivity increases as the requirement for manual data entry dramatically decreases.

OUR EXPERIENCE IS YOUR ADVANTAGE

We are experts in up-to-date IT data. Our local knowledge together with our commitment to data quality is what sets us apart. With over 300 unique data points our extensive IT database has assisted our many clients to more successfully and accurately target prospects and better inform their sales and marketing strategies.

Request a demo today and let us show you how to instantly build your pipeline



Contact us today

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