

AUTOMATA



NEXT GEN LEAD GEN

CONTACT US

A 229 Berkeley Street, Suite 201 Boston, MA 02116

W Automata-Solutions.com

P (617) 398-0082



AUTOMATA

SOFTWARE AT YOUR SERVICE

Your antidote to corporate marketing solutions.

We are independent and vendor-neutral lead generation and sales experts, offering end-to-end solutions for SMBs in technology, consumer goods and travel.

Our proprietary data science methodology is a revolutionary approach to lead gen and list pulls. And we do all the heavy lifting – from ICP analysis and vision-setting to account/individual targeting to asset creation and appointment setting.



About Automata

Headquartered in Boston, Automata offers prescriptive solutions to lead generation and sales processes through its proprietary data science methodology. To serve SMB customers in the technology, consumer goods and travel industries, Automata developed Software at Your Service – an end-to-end, white-glove sales and campaign management process. Find out more at Automata-Solutions.com.



**In business to increase your revenue –
not your workload.**

The last thing any of us need is another platform to learn, train on, manage, optimize and put our own neck on the line for. It's just too much for any leader or team to absorb. And it misses the greater point – that in order to succeed, we need to connect with people. Not data points.

At Automata, we offer a **vett ed and proprietary process** to get you appointments with the exact individuals you want appointments with – no matter if they're stalled opportunities in your funnel, prospects hanging out in your CRM, or net new professionals you haven't ever targeted before.

Our offerings are:

- Custom-built to augment your strategy – to your specifics
- 100% CAN-SPAM compliant
- Tailored and thoughtful and real – and deliver the results to prove it

It works. And we keep our costs low – and our packages available on a quarterly basis – because we know you'll agree. And be back for more.

Clients Include:

NaviSite®



Microsoft
Azure

Canon

CANON SOLUTIONS AMERICA

STEPS IN THE PROCESS

With predictive marketing SaaS solutions, the burden is on you and your team to make good use of the data they spit out. This is not the case with Automata. We provide a **highly tailored and targeted solution** to ensure you hit your lead gen quotas – and then some. Curious about the process? Read on.



First, we analyze your internal sales data within our platform to uncover trends across your closed won customers and closed lost prospects.



Next, we hone in on your true ICP using these trends as well as other sales indicators, including point-in-time tech stack, corporate activity and customized triggers based on your input.



Third, we identify companies that are structured correctly and are undergoing the pain points that have driven closed won customers to you in the past.



Fourth, we match these companies against our internal database to generate full information sets, including what/whys, similarity scores and propensity to buy rankings as well as individual leads.



Last, and probably most important, we develop a fully integrated email and call outreach campaign to set sales-ready appointments.

NEXT GEN LEAD GEN

Using Technology to Put People First

Our proprietary, end-to-end lead gen solution analyzes your data, our data and public data to determine not just who is ready to buy your product or service, but to set sales appointments with those people.

Not just predictive, proactive.

PRICING IS SET ON A QUARTERLY BASIS

 BRONZE	 SILVER	 GOLD
800 processed leads	2,000 processed leads	4,000 processed leads
<hr/>	<hr/>	<hr/>
\$20,000 (\$25 CPL)	\$40,000 (\$20 CPL)	\$60,000 (\$15 CPL)

ADDITIONAL SERVICES

The beauty of Next Gen Lead Gen is that it's fully customizable. Looking for someone to audit your opportunities and prioritize your funnel? We can do that. Looking for someone to ID a new ICP and run down leads for a launch? We can do that too.

Test us out. We're happy to develop a proof of concept for your specific use case. And if you come up with something we can't do, well then we might just have to hire you.



CONTACT US

A 229 Berkeley Street, Suite 201 Boston, MA 02116

W Automata-Solutions.com

P (617) 398-0082