

# Rhetorik – the leading EMEA leads database and global data hygiene services for IT and communications vendors

## Rhetorik for Data

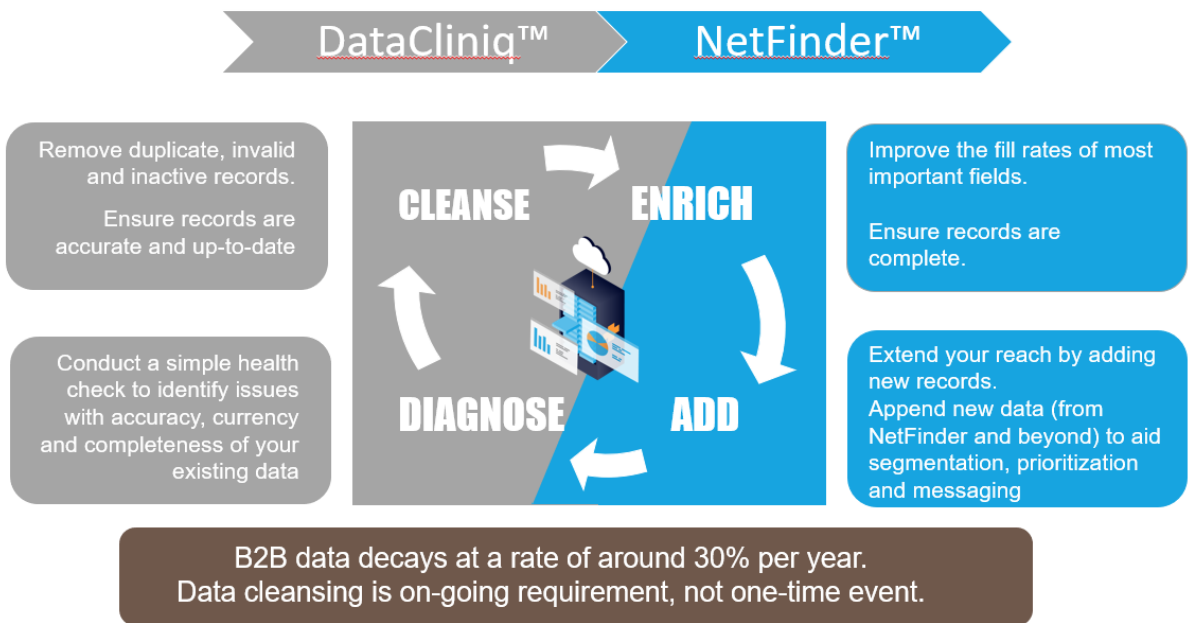
**DataCliniq™** – maintain, enrich and enhance your data to reduce costs, boost sales & marketing impact and comply with data protection laws

**Diagnose** – identify invalid fields and inaccurate records

**Cleanse** – replace invalid fields and remove inactive records.

**Enrich** – improve the fill rates of most important data fields, such as firmographics, technographics and contacts data.

**Add** – Extend your reach by adding new data records. Append contextual data to aid segmentation, prioritization and messaging



**NetFinder+™** – account and contact intelligence (firmographics, technographics and enterprise technology decision-maker contacts)

**Geography** – across Europe, Asia Pacific and North America

**Technology** – unique database tracking 15K+ enterprise technology products and solutions, across 150+ categories.

**Contacts** – technology decision makers, influencers and users across the business.

## Integrates with



# Rhetorik for Insights

**ROCKET™** – Rhetorik’s proprietary ABM role targeting tool maps the Technology decision-making process to People (technology decision makers, users and influencers) in any industry and company size.

**Assess** the readiness and receptiveness of a given company towards your technology.

**Surface** and activate previously unknown or unused contacts.

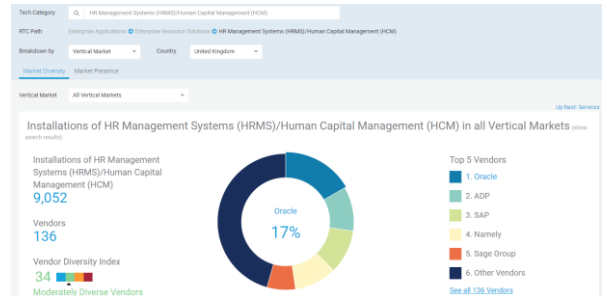
**Personalise** messaging & channel selection

**NetFinder+** – Analyse markets with technology intelligence to:

**Identify** opportunities and gain a competitive advantage.

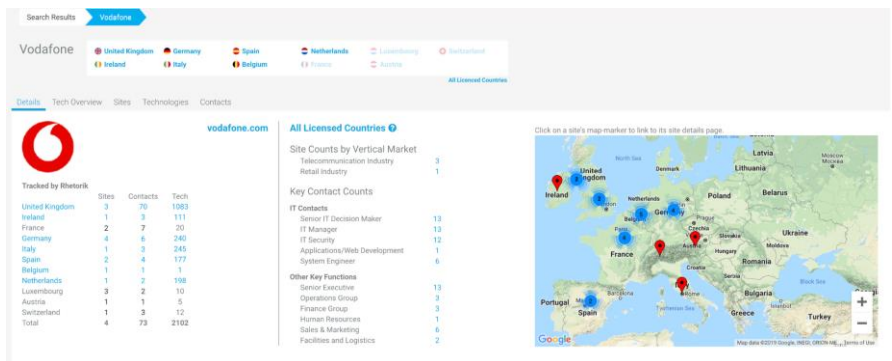
**Refine** your ideal customer profile and generate more leads

**Prioritize** prospects to target, qualify, and close deals faster.



# Rhetorik for Action

**NetFinder+** – identify your next best customer and use NetFinder to help you engage the right person with the right message at the right time



**AMP™** – the data-driven demand generation service. AMP up your marketing with Rhetorik’s data-driven Action Marketing Programs.

# About Rhetorik

Rhetorik is the leading EMEA leads and market intelligence company to the IT, technology and communications industry, and offers global data hygiene services to some of the world’s biggest enterprises.



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