



# Capability Statement

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## About Our Company

Acadia delivers high-value sales opportunities to drive growth for B2B organizations. Our enterprise clients rely on us to:

- Generate new sales opportunities quickly and efficiently
- Partner effectively with internal sales and marketing teams
- Enrich and replace inaccurate sales and marketing data
- Recover overlooked sales opportunities

## Experts In

- Navigating complex sales cycles to develop a sales pipeline
- Tracking and analyzing metrics to optimize results
- Providing detailed business intelligence which drives strategy

## How We Do It

Acadia has developed a comprehensive process that targets high-value opportunities for our clients. This includes an Acadia team that executes the plan by capturing sales ready leads, updating and adding new contact data, collecting business intelligence and analyzing results to quantify ROI. This results in new key accounts, with an average ROI of 5:1.

## Testimonials

*Acadia was retained by a Fortune 500 global software/SaaS organization to design a demand generation program.*

*Acadia's role was that of "New Logo Hunter." In this program, Acadia combined several services including list and data augmentation, sales pipeline development, and summary analytics. As a result of this program, Acadia produced \$1.4M in immediate marketing qualified leads and \$3.2M in potential long-term opportunities.*

*- Director of America's Marketing -  
Pitney Bowes*

## Awards

*Fastest Growing Company in the Dayton Region in 2008 and 2009*

*Rookie Business of the Year for 2009*



Margery Murphy  
President

*50 Most Influential Sales Lead Management Professionals List*

*SLMA Top 20 Women to Watch*

## Services

### INBOUND:

Marketing automation  
Content generation  
Marketing analytics

### OUTBOUND:

Sales communication  
Sales pipeline development  
List & data augmentation

### OMNIBOUND®:

Blending inbound and  
outbound best practices

## Company Designations

### NAICS Codes:

541613 – Marketing Consulting Services

561422 – Telemarketing Bureaus

541910 – Market Research & Public Opinion Polling

### Duns Number:

93014262

### WBENC Number:

2005117299



pitney bowes

