

Sample Report – Lead Generation Dashboard





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Executive Summary (1/2)

Objective:

This report presents a detailed analytical overview aimed at expanding and enriching the universe of potential leads for Client's target market. It leverages extensive market research and competitor analysis, capturing actionable insights from data spanning across multiple industries. The focus is on identifying new opportunities and bolstering relationships with existing stakeholders to support Client's strategic growth objectives.

Key Highlights:



Lead Generation Coverage:

Multiple Channels:

Industry Events: 22
Competitor Events: 28
Email Marketing Campaigns: 50
LinkedIn Outreach Campaigns: 42



Geographical Coverage:

Lead generation activities span across multiple geographies including Australia, Germany, India, UAE, USA, Brazil, Poland, Japan, Spain, Tanzania, South Africa, Netherlands, Mexico, and Turkey.



Total Leads Generated: 12,319

Lead Profile Count:

Industry Events Leads: 2,433
Competitor Events Leads: 9,886
Content Download Leads: 1,478
Email Marketing Leads: 7,391
LinkedIn Outreach Leads: 4,928
New market entrants Leads: 46



Additional demographics:

Lead source, Industry, Company revenue, Employee size, Spend Value (for events), Booth size (for events), Country, Campaign Name, Product Interests, Propensity type



Data source:

Sources: Event Website, LinkedIn, News articles, Industry reports, Spyfu, 10times, Content Management Systems, CRM data, Marketing Automation Tools



Lead Audience Coverage with Targeted Profiles:

Sales Function: 3,866
Marketing Function: 2,051
Business Development Function: 1,468
Senior Profiles (CEO/MD): 4,385



Timeline Coverage: From 2022 to 2024



Executive Summary (2/2)

Dashboard Content:

The dashboard comprises of 3 segments.

- **Filter Options:** Available search criteria's with drop-down menu option and a search box for job titles
- **Summary Box:** Summary boxes displaying key metrics based on selected filters.
- **Infographics:** Highlighting insights within filtered data, ranking from top to bottom based on their significance

Contact Database Content:

Access the contact details section to obtain comprehensive data information corresponding to the applied dashboard filter

Client Account Dashboard Content:

The dashboard comprises of 2 segments.

- **Filtering Options:** Utilize 4 filters with multi-selection options
- **Infographics:** Explore infographics offering insights into top accounts by frequency of engagement and spend value

Understanding the dashboard:

- Provides a user-friendly interface for interactive exploration of the data. It offers filterable views into various data dimensions, such as account engagement, spend profiles, and industry categorization, enabling users to tailor the information to specific strategic inquiries.
- Please note that while every effort has been made to ensure the accuracy and relevance of the data, the dynamic nature of market events may necessitate periodic updates. We encourage users to approach this dashboard as a living document, one that evolves alongside the market it seeks to capture.
- For an optimal experience with this report, users are advised to consult the accompanying user guide, which includes detailed navigation instructions, metric definitions, and contact information for further support.





Lead Dashboard: Top Level View

Lead Source

All

Account Name

All

Company Revenue (USD)

All

Spend Value Range (USD)

All

Geographical Region

All

Job Title

All

Campaign Name

All

Industry

All

Employee Size

All



Click to remove all filters

List of Campaigns

Africa Solar_20240617

Australia Exhibition_20240604

num

Number of Leads Generated

7.601K

of Competitor Campaigns Analyzed

27

Count of Contacts

12.319K

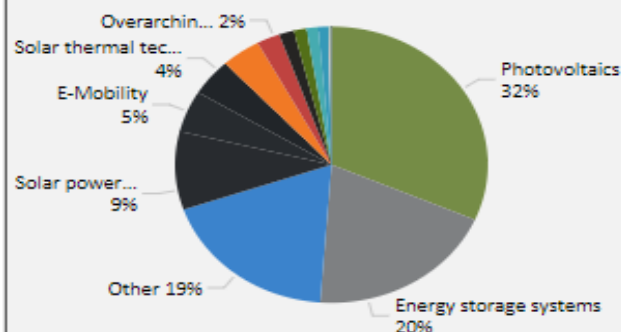
Top Leads by Engagement Score

ACER VOLTAGE	2
ADCO Overseas	2
ADEL SYSTEM Srl	2
Aditya Energy	2
ADS Metal Elektrik lth. lhr. San. ...	2
Adtek Electronics Co., Ltd.	2
Advanced Microturbines Srl	2
AEInnova	2
Aerocompact Europe GmbH	2
AGEVOLT	2
Ai Earthing	2
Al Hilal Publishing and Marketin...	2
Al Yamuna Densons FZE	2
Alcad Batteries ME	2

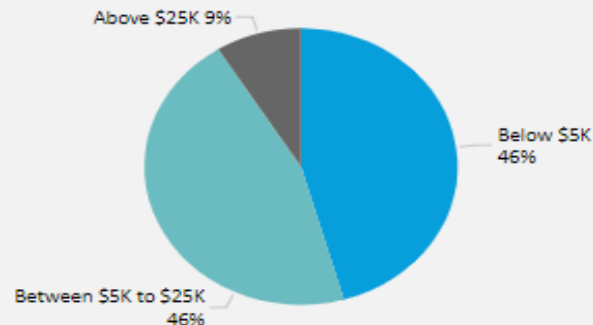
Top Leads by Potential Spend (USD)

Shenzhen Wangyin Exhibition S...	206K
Beijing Heliview International E...	186K
Beijing UH Exhibition Service Co...	186K
SMA Australia Pty	165K
Turkey Pavilion	136K
Array Technologies Inc	124K
GoodWe Australia Pty.Ltd	124K
SolarEdge Technologies (Austral...	124K
Victron Energy BV	124K
AlphaESS	103K
Anker Innovation Limited	103K
Delta Electronics (Australia) Pty ...	103K
Net Zero Environmental Pty Ltd	103K
Schletter Australia Pty Ltd	103K

Leads by Industry Segment



Leads by Spending Range





Lead Dashboard: Contact Information

Auto-selected based on Dashboard Slicer Filters

Lead Source	Campaign Name	Account Name	Website	Account Switchboard	Alternate number	Salutation	Firstname	Surname	Job Title
Webinar	Tokyo Expo_20240617	"K" Line Logistics, Ltd.	https://www.klinelogistics.com	+1 630 250 0337	+1 718 807 3200	Mr	Miyaura	Hisashi	Sales manager
Webinar	Tokyo Expo_20240617	"K" Line Logistics, Ltd.	https://www.klinelogistics.com	+1 630 250 0337	+1 718 807 3200	Ms	Thida	Soe	Manager Sales and Marketing
Webinar	Tokyo Expo_20240617	"K" Line Logistics, Ltd.	https://www.klinelogistics.com	+1 630 250 0337	+1 718 807 3200	Mr	Lewis	Woods	Business Development Manager
Webinar	Tokyo Expo_20240617	"K" Line Logistics, Ltd.	https://www.klinelogistics.com	+1 630 250 0337	+1 718 807 3200	Mr	Mike	Ozeki	President
Webinar	Tokyo Expo_20240617	"K"Line Wind Service, Ltd.	https://www.kline.co.jp	+66 38 490 157	+66 26 328 528	Mr	Sitthikorn	Srion	Chief of Sales Representative
Webinar	Tokyo Expo_20240617	10 Fields Factory Co., Ltd.	https://www.10-ff.ph	+63 2 804 4089	+63 2 8252 6619	Mr	Hiroshi	Ichikawa	Chief Executive Officer
Company Website	Transition Expo_20240624	1Stbeam Srl	http://www.1stbeam.com	+39 02 898 29032		Mr	Alessandro	Gaggio	Chief Executive Officer
Company Website	Transition Expo_20240624	1Stbeam Srl	http://www.1stbeam.com	+39 02 898 29032		Mr	Thomas	Matthaes	Co-Founder. Consultant and Procui
Company Website	Middle East_20240618	2 Gareni Industrie	https://www.2gareni-industrie.com	+33 553 658 040		Mr	Francois	Caillavet	Export Sales Manager -Europe, Afr
Webinar	iees_20240627	2 Gareni Industrie	https://www.2gareni-industrie.com	+33 553 658 040		Mr	Francois	Caillavet	Export Sales Manager -Europe, Afr
Company Website	Middle East_20240618	2 Gareni Industrie	https://www.2gareni-industrie.com	+33 553 658 040		Mr	Pascal	Gareni	Chief Executive Officer
Webinar	iees_20240627	2 Gareni Industrie	https://www.2gareni-industrie.com	+33 553 658 040		Mr	Pascal	Gareni	Chief Executive Officer
Email marketing Campaign	Solutions_20240611	247 Energy	https://www.247.energy	+31 653 900 400		Mr	Jan	Horijon	Business Development Director Fo
Email marketing Campaign	Solutions_20240611	247 Energy	https://www.247.energy	+32 3 331 0000		Mr	James	Troch	Chief Executive Officer
Social Media Campaign	Germany_20240618	2Solar Software	https://www.2solar.nl	+31 384 250 900		Ms	Francesca	Rigamonti	Head of Marketing
Social Media Campaign	Germany_20240618	2Solar Software	https://www.2solar.nl	+31 384 250 900		Mr	Robbert	Van De Worp	Chief Executive Officer
Social Media Campaign	Germany_20240618	2Solar Software	https://www.2solar.nl	+31 384 250 900		Mr	Michel	Doornbos	Head of Sales
LinkedIn Outreach Campaign	RE_20240607	360 Industrial Services	https://www.360industrialservices.c om	+1 602 903 7999		Mr	Tommy	Halsey	Sales Account Manager
LinkedIn Outreach Campaign	RE_20240607	360 Industrial Services	https://www.360industrialservices.c om	+1 602 903 7999		Mr	Kevin	Blackburn	Founder & Managing Partner
Social Media Campaign	Germany_20240618	3E	https://www.3eco.com	+44 1993 220 692		Ms	Barbara	Montenegro	Vice President, Sales & Account M
Social Media Campaign	Germany_20240618	3E	https://www.3eco.com			Mr	Howard	Harvey	Sales manager
Social Media Campaign	Germany_20240618	3E	https://www.3eco.com	+44 1993 220 692		Ms	Tina	Jay	Marketing Manager
Social Media Campaign	Germany_20240618	3E	https://www.3eco.com	+1 760 602 8700	+1 760 476 3984	Mr	Mohamed	Delawar	President
Social Media Campaign	Germany_20240618	3E	https://www.3eco.com	+1 760 602 8700	+1 760 476 3984	Mr	Taylor	Marpet	Director of Sales Development



Key Functionalities of the Company & Contact Database:

- **Organizational Data Integrity:** Comprehensive profiles including firmographics ensure accuracy in targeting and outreach efforts.
- **Direct Contact Accessibility:** Up-to-date contact information facilitates direct communication with industry stakeholders.
- **Lead Engagement Tracking:** Historical data on lead engagement aids in understanding behavior and investment patterns.
- **Practical Lead Insights:** Detailed lead data, including engagement metrics, spend potential, and interaction history, support strategic planning and market analysis

This database functions as a dynamic repository of industry contacts and profiles, enhancing the effectiveness of market strategies through precise and timely information.



Lead Generation Dashboard: Top Level View

Account Name

All

Company Revenue

All

Industry

All

Lead Source

All

Top Accounts

By # of Engagements

Jinko Solar	15
JA Solar	11
LONGi Solar Technology	11
Canadian Solar	9
Huawei	9
Dongguan ZWAYN New Energy	8
Shenzhen ATESS Power Technology	8
Sungrow	8
Sunova Solar Technology	8
Sunsynk	7
Voltronic Power Technology Corporati...	7
Xiamen Mibet New Energy Co., Ltd	7

Top Accounts

by Marketing Spend (USD)

Guangdong Pattern New Energy	\$384K
Guangzhou WHC Solar Technology	\$384K
Jiangyin Haihong New Energy Tech...	\$384K
Ningbo Polycrown Solar Energy Tec...	\$384K
Poweroad (Xiamen) Renewable Ene...	\$384K
Shenzhen Guohui Lighting Equipme...	\$384K
Zhongshan Alltop Lighting	\$384K
LiPower New Energy	\$333K
Shandong Ronma Solar	\$333K
Shenzhen Greenergy Technology Co....	\$333K
Solar N Plus New Energy Technolog...	\$333K
Tongwei Co., Ltd.	\$333K

Integrating financial and participation data:

- Lead Analysis:** The dashboard quantifies lead engagement, displaying a clear breakdown of lead interactions and associated marketing spend.
- Market Coverage:** It reveals the extent of market coverage, identifying key accounts and potential untapped market areas for future campaigns.
- Resource Optimization:** Aligning marketing spend data with company profiles offers a clear view of the market, supporting strategic resource allocation for maximum impact.



Account Name
All

Annual Revenue Size (USD)
All

Product Interests
All

Industry
All

Employee Size
All

Role/Position
All

Engaged with Campaign
All

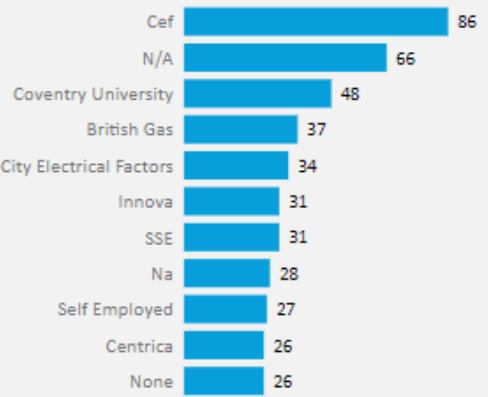
Lead Distance Range (Miles)
All

Country
United Kingdom

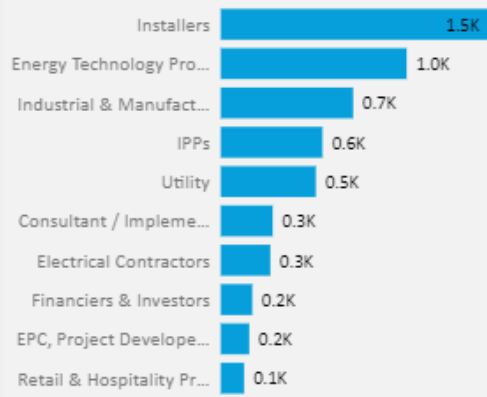
Total Number of Companies
9.194K

Total Number of People
14.897K

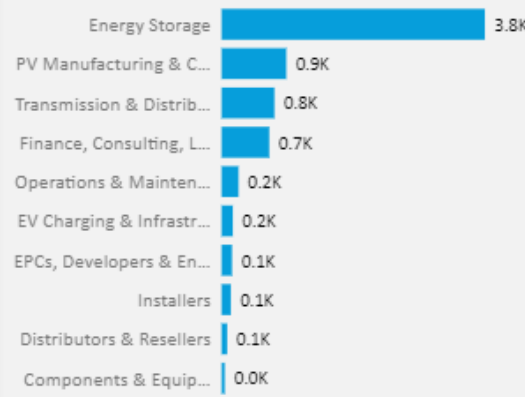
Top Accounts



Top Industries



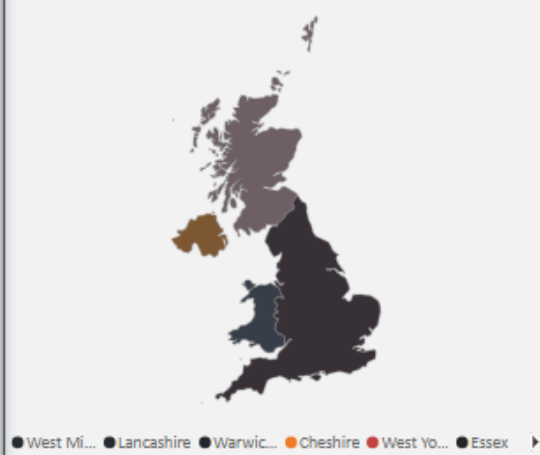
Top Content or Product Interests



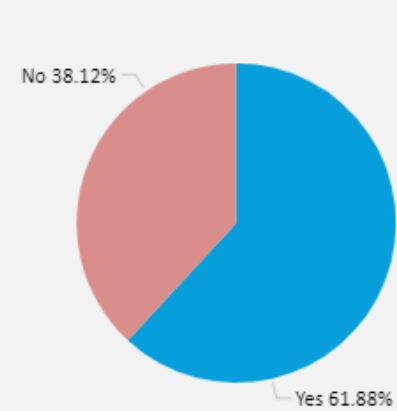
Job Function

Job Function	Count
account (commerical one)	286
Business Development	657
C-Level	2113
Commercial	278
Consultant	435
Contracts	33
Designer	103
Electrician	508
Engineer / Engineering	840
Engineer(ing)	1

Geographical Distribution of Leads



Engagement Rate



Click to remove all filters

Propensity Analysis

Industry
Propensity Type
All

Engagement % against Marketed Data
All

Conversion % of Lead Data
All

Job Role
Propensity Type
All

Engagement % by Job Role
All

Conversion % by Job Role
All

Industry and Job Role
Propensity Type
All

Engagement % by Industry and Job R...
All

Conversion % by Industry and Job Role
All



Lead Engagement Dashboard: Map

Account Name

All

Annual Revenue (USD)

All

Product Interests

All

Industry

All

Employee Size

All

Country

United Kingdom

Role/Position

All

Lead Distance Range (Miles)

All

Sum of Count of Marketed, Sum of Count of Attendess, Average of Attendee Score and Average of Distance in Miles(of City) by City and City

City ● Birmingham ● Solihull ● Coventry ● Belfast ● Kenilworth ● Tamworth ● Leamington Spa ● West Bromwich ● Warwick ● Halesowen ● Redditch ● Walsall ● Bromsgrove ● Wolverhampt... ● Rugby ● Leicester ● Kidderminster ● Stafford ● Worcester ▶





Lead Engagement Dashboard: Propensity Score v/s Miles Trend

Industry

All



Role/Function

All



Company Revenue (USD)

All



Product Interests

All



Employee Size

All

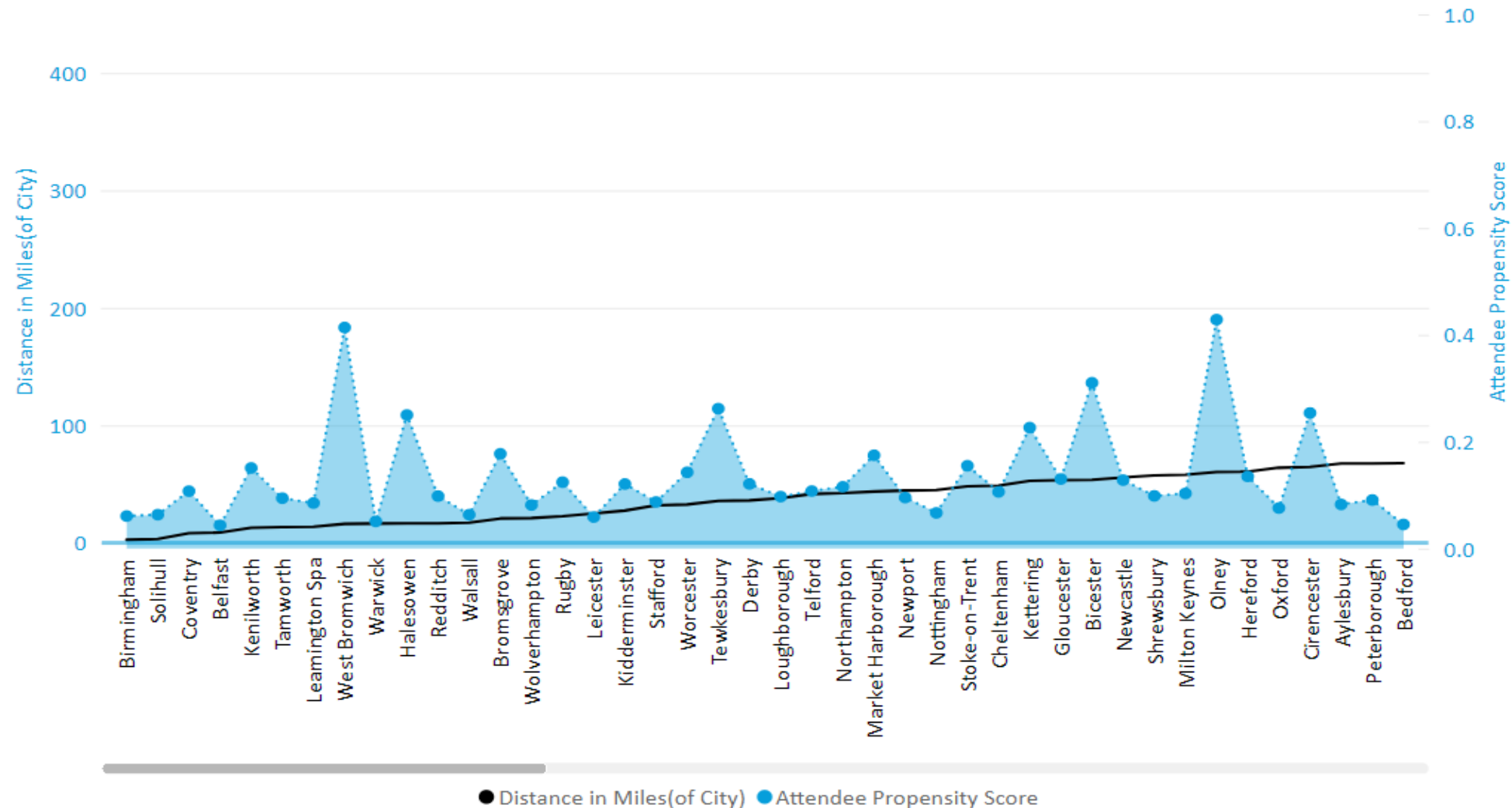


Lead Distance Range (Miles)

All



Distance in Miles(of City), Attendee Propensity Score and Sum of Count of Marketed by City



● Distance in Miles(of City) ● Attendee Propensity Score



Lead Engagement Dashboard: Contact Information

Auto-selected based on Dashboard Slicer Filters

Account Name	Account Website	Account Switchboard	Alternate number	Salutation	Firstname	Surname	Mobile Number	Email	
Arcadis	https://www.arcadis.com	+44 20 7833 6662	+44 20 7812 2000	Mr	Andy	Smith		andy.smith@arcadis.com	34 Yor
Arcadis	https://www.arcadis.com	+44 2078 122 000		Mr	Daniel	Evans		daniel.evans@arcadis.com	80 Fen
Arcadis	https://www.arcadis.com	+44 2078 122 000		Mr	Danny	Parr			80 Fen
Arcadis	https://www.arcadis.com	+44 2078 122 000		Mr	Hamza	Latif			80 Fen
Arcadis	https://www.arcadis.com	+44 2078 122 000		Mr	Simon	Swan	+44 7810 850099	simon.swan@arcadis.com	80 Fen
Arch technology solutions	https://www.archtecsol.com	+44 745 501 8960		Mr	Richard	Brotherton	+44 7455 018960	richard@archtecsol.com	17 Mo
Arch1				Mr	Riz Ahmed				
Archard Talent Ltd	https://www.archardtalent.co.uk	+44 77 4392 8956		Mr	Darren	Hall		darren@archardtalent.co.uk	58 Cre
Arcus FM	https://www.arcusfm.com	+44 1708 462 944		Mr	Andrew	MacBride			Enterp
Arcvera Renewables	https://www.arcvera.com/	+44 7539 839 393		Mr	Brij	Modi	+919409543284	brij.modi@arcvera.com	11 Cru
Arden Self Storage	https://www.ardenselfstorage.co.uk/	+44 1675 442 827			Philip	Cookes			Friday
Ardent Consulting Engineers	https://www.ardent-ce.co.uk/	+44 20 7680 4088		Mr	Lee	Dursley		ldursley@ardent-ce.co.uk	The Ha
Ardent Management	https://www.teamardent.com	+44 20 3693 2500		Mr	Martin	Williams	+447787525250	martinwilliams@ardent-management.com	c/o Th
Ardent Management	https://www.teamardent.com	+44 20 3693 2500		Mr	Peter	Gibbard	+447917341614	petergibbard@ardent-management.com	c/o Th
Ardeo Search	https://www.ardeosearch.com/	+44 20 8037 2308		Mr	Jony	Shepherd		jony.shepherd@ardeosearch.com	70 We
Ardeo Search	https://www.ardeosearch.com/	+44 20 8037 2308		Mr	Simon	Cairns		simon.cairns@ardeosearch.com	70 We
Ardmair Point Ltd	https://www.ardmair.com/	+44 1854 612 054	+44 7814 260 514	Mr	Pete	Fraser		pete@ardmair.com	Ardma
Arelpe Ltd	https://www.arelpe.co.uk	+44 7555 362 595		Ms	Bilgi	Dugan		bilgi@arelpe.co.uk	186 Sl
AR-Energy	https://www.ar-energy.co.uk	+44 79 1266 5941			Tom	Lee			Flat 2 I
Arenko	https://www.arenko.group/	+44 2072 437 101		Mr	Darren	Toner	+447469450745	dt@arenko.group	13 Bol
ARES Global Development	https://www.aresglobaldev.co/	+44 2071 534 600		Mr	Billy	Castillo		billy.castillo@aresglobaldev.co	71-75
ARES Global Development	https://www.aresglobaldev.co/	+44 2071 534 600		Mr	M			m@aresglobaldev.co	71-75
Ares Powe	https://www.arespower.co.uk/	+44 1270 914 672			Patrick	Bainbridge			Station
Ares Powe	https://www.arespower.co.uk/	+44 1270 914 672		Mr	Billy	Russell	+447482900856	billy.russell@arespower.com	Station
Ares Powe	https://www.arespower.co.uk/	+44 1270 914 672		Mr	Rob	Heath		robert.heath@arespower.com	Station
Ares Power					Mike	Jacques			
Ares Power	https://www.arespower.co.uk	+44 1270 914 672			Nathan	Morris			Unit 2, Park S
Ares Power	https://www.arespower.co.uk	+44 1270 914 672		Mr	Mike	Jacques			Unit 2, Park S
Ares Power	https://www.arespower.co.uk	+44 1270 914 672		Mr	Ryan	King		ryan.king@arespower.com	Unit 2, Park S
Ares Power	https://www.arespower.co.uk/	+44 12 7091 4672		Mr	Tom	Butcher		tom_butcher1990@live.co.uk	Unit 2
Argentex Plc	https://www.argentex.com	+44 20 3772 0300		Mr	Edmund	Wintour			25 Arg
Argentex Plc	https://www.argentex.com	+44 20 3772 0300		Ms	Alexa	Rowlands			25 Arg



Projections & strategy going forward – By Ranking Industry and Function for High-Propensity Lead Profiles 1/3

1 Conduct a market sizing & segmentation study

2 Build 'Propensity to buy' model based on data fields

3 Tag all data with 'Propensity to buy' Tiers

4 Develop High Propensity-driven Target ICP

Ranking	Industry	Function	Market Universe	Estimated contact to build	Estimated Attendees	Number of records to acquire one Attendees	Cumulative count		Anticipated Attendee Conversion %	Cost of data build (0.75 GBP per contact)	Cost per registration
							Estimated Data to build	Estimated contacts to attend			
1	Installers	Operations	1300	260	171	2	260	171	65.90%	£195.00	£1.14
2	Installers	Commercial	49	10	6	2	270	178	65.75%	£7.35	£1.14
3	IPPs	Procurement	227	45	30	2	315	207	65.30%	£34.05	£1.15
4	IPPs	Business Development	377	75	49	2	391	256	65.00%	£56.55	£1.15
5	Energy Technology Provider	Procurement	240	48	31	2	439	287	64.60%	£36.00	£1.16
6	Installers	Project	1700	340	218	2	779	505	64.10%	£255.00	£1.17
7	Installers	C-level	1620	324	206	2	1103	711	63.50%	£243.00	£1.18
8	Installers	Engineering	4000	800	506	2	1903	1217	63.25%	£600.00	£1.19
9	Installers	Consultant	746	149	94	2	2052	1311	62.80%	£111.90	£1.19
10	IPPs	Commercial	14	3	2	2	2055	1313	62.50%	£2.10	£1.20
11	Retail & Hospitality Property	Operations	9500	1900	1140	2	3955	2453	60.00%	£1,425.00	£1.25
12	IPPs	Engineering	6500	1300	770	2	5255	3223	59.26%	£975.00	£1.27
13	IPPs	C-level	373	75	44	2	5329	3267	58.82%	£55.95	£1.28
14	Installers	Business Development	272	54	32	2	5384	3299	58.70%	£40.80	£1.28
15	Installers	Sales	611	122	66	2	5506	3365	54.22%	£91.65	£1.38
16	IPPs	Installer	138	28	15	2	5533	3380	53.85%	£20.70	£1.39
17	IPPs	Project	2000	400	213	2	5933	3592	53.13%	£300.00	£1.41
18	Mining	Consultant	969	194	97	2	6127	3689	50.00%	£145.35	£1.50
19	Retail & Hospitality Property	Commercial	26	5	3	2	6132	3692	50.00%	£3.90	£1.50
20	Industrial & Manufacturing	Technology	4500	900	450	2	7032	4142	50.00%	£675.00	£1.50
21	Mining	Operations	812	162	81	2	7195	4223	50.00%	£121.80	£1.50
22	Mining	Marketing	318	64	32	2	7258	4255	50.00%	£47.70	£1.50
23	Commercial Property	Business Development	117	23	12	2	7282	4267	50.00%	£17.55	£1.50
24	Retail & Hospitality Property	Business Development	2000	400	200	2	7682	4467	50.00%	£300.00	£1.50
25	Commercial Property	Sales	299	60	30	2	7742	4496	50.00%	£44.85	£1.50



Projections & strategy going forward – By Ranking Industry and Function for High-Propensity Lead Profiles 2/3

1 Conduct a market sizing & segmentation study

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4 Develop High Propensity-driven Target ICP

Ranking	Industry	Function	Market Universe	Estimated contact to build	Estimated Attendees	Number of records to acquire one Attendees	Cumulative count		Anticipated Attendee Conversion %	Cost of data build (0.75 GBP per contact)	Cost per registration
							Estimated Data to build	Estimated contacts to attend			
26	IPPs	Marketing	192	38	19	2	7780	4516	50.00%	£28.80	£1.50
27	Industrial & Manufacturing	Electrician	13000	2600	1204	2	10380	5719	46.30%	£1,950.00	£1.62
28	IPPs	Operations	1000	200	90	2	10580	5809	45.00%	£150.00	£1.67
29	Utility	Electrician	1000	200	89	2	10780	5898	44.44%	£150.00	£1.69
30	Installers	Electrician	406	81	36	2	10861	5934	44.44%	£60.90	£1.69
31	Energy Technology Provider	Commercial	98	20	9	2	10881	5943	44.12%	£14.70	£1.70
32	Energy Technology Provider	Project	3021	604	265	2	11485	6208	43.88%	£453.15	£1.71
33	Industrial & Manufacturing	Project	43000	8600	3660	2	20085	9868	42.55%	£6,450.00	£1.76
34	Industrial & Manufacturing	Commercial	193	39	16	2	20124	9883	40.91%	£28.95	£1.83
35	Installers	Installer	108	22	9	2	20145	9892	40.48%	£16.20	£1.85
36	Energy Technology Provider	Engineering	6513	1303	523	2	21448	10416	40.18%	£976.95	£1.87
37	Commercial Property	Electrician	57	11	5	3	21459	10420	40.00%	£8.55	£1.88
38	Financiers & Investors	Procurement	2000	400	160	3	21859	10580	40.00%	£300.00	£1.88
39	IPPs	Sales	657	131	53	3	21991	10633	40.00%	£98.55	£1.88
40	Energy Technology Provider	Business Development	1018	204	80	3	22194	10713	39.29%	£152.70	£1.91
41	Retail & Hospitality Property	C-level	2000	400	156	3	22594	10868	38.89%	£300.00	£1.93
42	Retail & Hospitality Property	Sales	13000	2600	1011	3	25194	11879	38.89%	£1,950.00	£1.93
43	Financiers & Investors	Installer	37	7	3	3	25202	11882	36.36%	£5.55	£2.06
44	Installers	Product / Production	300	60	22	3	25262	11904	36.36%	£45.00	£2.06
45	Commercial Property	Engineering	66	13	5	3	25275	11909	36.36%	£9.90	£2.06
46	Industrial & Manufacturing	Installer	1500	300	109	3	25575	12018	36.36%	£225.00	£2.06
47	IPPs	Electrician	308	62	22	3	25636	12040	35.71%	£46.20	£2.10
48	Industrial & Manufacturing	C-level	19000	3800	1340	3	29436	13379	35.26%	£2,850.00	£2.13
49	Industrial & Manufacturing	Engineering	230000	46000	15546	3	75436	28926	33.80%	£34,500.00	£2.22
50	Municipalities / Local government	Project	2500	500	167	3	75936	29092	33.33%	£375.00	£2.25
51	Residential Property	Business Development	96	19	6	3	75956	29099	33.33%	£14.40	£2.25
52	Installers	Technology	1100	220	73	3	76176	29172	33.33%	£165.00	£2.25
53	Retail & Hospitality Property	Electrician	94	19	6	3	76194	29178	33.33%	£14.10	£2.25



Projections & strategy going forward – By Ranking Industry and Function for High-Propensity Lead Profiles 3/3

Ranking	Industry	Function	Market Universe	Estimated contact to build	Estimated Attendees	Number of records to acquire one Attendees	Cumulative count		Anticipated Attendee Conversion %	Cost of data build (0.75 GBP per contact)	Cost per registration
							Estimated Data to build	Estimated contacts to attend			
54	Retail & Hospitality Property	Product / Production	934	187	62	3	76381	29241	33.33%	£140.10	£2.25
55	Mining	Business Development	378	76	25	3	76457	29266	33.33%	£56.70	£2.25
56	Energy Technology Provider	Technology	169	34	11	3	76491	29277	33.33%	£25.35	£2.25
57	Tech & Data Centres	Electrician	21	4	1	3	76495	29279	33.33%	£3.15	£2.25
58	Utility	Procurement	1000	200	67	3	76695	29345	33.33%	£150.00	£2.25
59	Industrial & Manufacturing	Operations	42000	8400	2724	3	85095	32070	32.43%	£6,300.00	£2.31
60	Utility	Installer	519	104	33	3	85199	32103	31.82%	£77.85	£2.36
61	Transport & Transport Infrastructure	Business Development	5500	1100	338	3	86299	32441	30.77%	£825.00	£2.44
62	IPPs	Consultant	832	166	50	3	86465	32491	30.00%	£124.80	£2.50
63	Industrial & Manufacturing	Business Development	24000	4800	1424	3	91265	33915	29.67%	£3,600.00	£2.53
64	EPC, Project Developer & Consulting Engineer	Electrician	2400	480	141	3	91745	34056	29.37%	£360.00	£2.55
65	Commercial Property	C-level	227	45	13	3	91790	34069	29.17%	£34.05	£2.57
66	Commercial Property	Project	174	35	10	4	91825	34079	28.57%	£26.10	£2.63
67	Residential Property	C-level	207	41	12	4	91867	34091	28.57%	£31.05	£2.63
68	Industrial & Manufacturing	Sales	150000	30000	8509	4	121867	42600	28.36%	£22,500.00	£2.64
69	Utility	C-level	1000	200	56	4	122067	42656	28.21%	£150.00	£2.66
70	Industrial & Manufacturing	Consultant	35000	7000	1931	4	129067	44587	27.59%	£5,250.00	£2.72
71	Installers	Marketing	299	60	16	4	129126	44603	26.32%	£44.85	£2.85
72	Retail & Hospitality Property	Project	1500	300	75	4	129426	44678	25.00%	£225.00	£3.00
73	Commercial Property	Procurement	16	3	1	4	129430	44679	25.00%	£2.40	£3.00
74	Commercial Property	Consultant	650	130	33	4	129560	44711	25.00%	£97.50	£3.00
75	Industrial & Manufacturing	Procurement	8000	1600	393	4	131160	45104	24.56%	£1,200.00	£3.05
76	EPC, Project Developer & Consulting Engineer	C-level	4500	900	216	4	132060	45321	24.04%	£675.00	£3.12
77	Energy Technology Provider	Operations	2016	403	95	4	132463	45416	23.53%	£302.40	£3.19
78	Installers	Procurement	139	28	6	4	132491	45422	22.92%	£20.85	£3.27
79	Distributor / Reseller	Consultant	60	12	3	5	132503	45425	22.22%	£9.00	£3.38
80	Energy Technology Provider	Consultant	2558	512	113	5	133014	45537	22.00%	£383.70	£3.41
81	Utility	Business Development	2000	400	87	5	133414	45624	21.64%	£300.00	£3.47
Total			667071	133414	45624						





Analytics to understand high-propensity segments

Objective: To project potential conversion based on existing market conversions

Determining High Propensity Segments

1 Conduct a market sizing & segmentation study

2 Build 'Propensity to buy' model based on data fields

3 Tag all data with 'Propensity to buy' Tiers

4 Develop High Propensity-driven Target ICP

Industry	Marketed data #	Attendees	% of Attendee against Marketed data	Conversion % based on weightage of attendee data relative to the weightage of marketed data
Installers	1290	721	55.9%	408.4%
IPPs	621	296	47.7%	348.3%
Retail & Hospitality Property	197	72	36.5%	267.1%
Residential Property	87	31	35.6%	260.4%
Industrial & Manufacturing	3334	1008	30.2%	220.9%
Commercial Property	513	132	25.7%	188.0%
Energy Technology Provider	2150	501	23.3%	170.3%
Mining	159	27	17.0%	124.1%
Municipalities / Local government	67	11	16.4%	120.0%
Utility	3537	533	15.1%	110.1%
Grid & T&D Operators	108	13	12.0%	88.0%
Non-tech Energy Product / Solution Provider	37	4	10.8%	79.0%
Agriculture	173	18	10.4%	76.0%
EPC, Project Developer & Consulting Engineer	6586	649	9.9%	72.0%
Healthcare Facilities	156	15	9.6%	70.3%
Financiers & Investors	2514	222	8.8%	64.5%
Distributor / Reseller	1314	92	7.0%	51.2%
Transport & Transport Infrastructure	1156	73	6.3%	46.1%
Government Facilities	687	28	4.1%	29.8%
Education Facilities	2360	83	3.5%	25.7%
Tech & Data Centres	3016	101	3.3%	24.5%
Water Treatment & Water-Intensive Processes	108	1	0.9%	6.8%
Government & Regulators	3793	17	0.4%	3.3%

High Propensity
Medium Propensity
Lower Propensity

Job function	Marketed data #	Attendees	% of Attendee against Marketed data	Conversion % based on weightage of attendee data relative to the weightage of marketed data
Electrician	534	188	35.2%	279.0%
Installer	275	75	27.3%	216.1%
C-level	1850	420	22.7%	179.9%
Business Development	1833	306	16.7%	132.3%
Sales	3723	529	14.2%	112.6%
Commercial	973	124	12.7%	101.0%
Consultant	1433	173	12.1%	95.7%
Project	2782	309	11.1%	88.0%
Procurement	716	79	11.0%	87.4%
Operations	1926	200	10.4%	82.3%
Finance	383	38	9.9%	78.6%
Engineering	4379	385	8.8%	69.7%
Product / Production	780	65	8.3%	66.0%
Technology	351	23	6.6%	51.9%
Marketing	1884	92	4.9%	38.7%



Market Size & Segmentation

Objective: To establish the total addressable market for the Solar segment in United Kingdom as per the function deduced from the existing data

1

Conduct a market sizing & segmentation study

2

Build 'Propensity to buy' model based on data fields

3

Tag all data with 'Propensity to buy' Tiers

4

Develop High Propensity-driven Target ICP

Industry	Total UK Universe	Job Function														
		C-Level	Sales	Engineering	Business Development	Project	Technology	Operations	Electrician	Consultant	Installer	Commercial	Marketing	Procurement	Product / Production	Finance
Agriculture	8491	581	2500	1000	304	459	52	650	39	1000	13	14	712	100	712	355
Commercial Property	1863	227	299	13	117	174	11	120	10	650	10	13	105	3	12	99
Distributor / Reseller	918	61	386	80	64	36	11	54	12	60	10	15	56	17	31	25
Education Facilities	108295	8000	8000	11000	5000	12000	4500	9000	271	25000	28	27	12000	969	3500	9000
Energy Technology Provider	22419	1074	3038	6513	1018	3021	169	2016	354	2558	256	7	620	240	734	801
EPC, Project Developer & Consulting Engineer	266342	4500	16000	100000	8000	70000	801	19000	2400	20000	3000	141	6500	3000	4000	9000
Financiers & Investors	315443	23000	37000	30000	17000	23000	9000	33000	200	60000	37	206	18000	2000	23000	40000
Government & Regulators	1749	170	87	189	57	178	63	137	13	500	7	9	67	24	91	157
Government Facilities	145265	8500	6500	22000	5000	27000	4000	14000	624	29000	89	52	7500	3500	3500	14000
Grid & T&D Operators	2560	27	89	1500	26	411	18	101	169	82	9	11	26	21	38	32
Healthcare Facilities	142897	9000	8000	8000	4000	18000	1500	13000	324	62000	47	26	5500	2000	3000	8500
Industrial & Manufacturing	694193	19000	150000	230000	24000	43000	4500	42000	13000	35000	1500	193	33000	8000	71000	20000
Installers	13114	1620	611	4000	272	1700	1100	1300	406	746	108	5	299	71	300	576
IPPs	13289	373	657	6500	377	2000	90	1000	308	832	138	14	192	227	297	284
Mining	10037	736	1500	3000	378	532	103	812	244	969	10	13	318	146	848	428
Municipalities / Local government	9125	581	78	583	312	2500	155	912	6	2000	9	13	235	593	148	1000
Non-tech Energy Product / Solution Provider	944	48	76	235	39	165	6	57	47	50	133	12	24	28	13	11
Residential Property	1902	207	655	16	96	116	14	166	11	415	10	12	89	15	18	62
Retail & Hospitality Property	43832	2000	13000	2000	2000	1500	312	9500	94	4000	18	26	5500	448	934	2500
Tech & Data Centres	1365	62	94	733	32	119	38	56	5	107	7	9	14	13	57	19
Transport & Transport Infrastructure	135582	4500	18000	36000	5500	11000	1000	31000	720	10000	296	66	4000	2500	5500	5500
Utility	61064	1000	5000	26000	2000	9500	503	6000	1000	4000	519	42	1000	1000	1500	2000
Water Treatment & Water-Intensive Processes	1479	39	178	489	92	106	5	170	12	293	10	9	22	12	25	17
Total universe of lookalike profiles	2002168	85306	271748	489851	75684	226517	27951	184051	20269	259262	6264	935	95779	24927	119258	114366



Potential addressable universe with tagging as per the Ranking

- 1 Conduct a market sizing & segmentation study
- 2 Build 'Propensity to buy' model based on data fields
- 3 Tag all data with 'Propensity to buy' Tiers
- 4 Develop High Propensity-driven Target ICP

Industry	Electrician		Consultant		Installer		Commercial		Marketing		Procurement		Product / Production		Finance	
	Marketed data Coverage %	Universe	Marketed data Coverage %	Universe	Marketed data Coverage %	Universe	Marketed data Coverage %	Universe	Marketed data Coverage %	Universe	Marketed data Coverage %	Universe	Marketed data Coverage %	Universe	Marketed data Coverage %	Universe
Agriculture	-	39	0.9%	1000	-	13	15.9%	69	1.4%	712	11.0%	100	2.5%	712	3.4%	355
Commercial Property	11.1%	81	1.8%	650	17.6%	136	14.7%	75	10.1%	189	7.3%	193	16.7%	102	12.1%	99
Distributor / Reseller	6.2%	292	5.4%	240	0.0%	10	6.7%	375	6.4%	296	9.6%	374	6.9%	332	5.0%	261
Education Facilities	7.0%	271	0.1%	25000	3.6%	28	9.6%	197	0.5%	12000	0.6%	969	0.3%	3500	0.1%	9000
Energy Technology Provider	14.7%	354	2.0%	2558	19.1%	256	21.7%	157	9.2%	620	7.9%	240	3.1%	734	1.6%	801
EPC, Project Developer & Consulting Engineer	5.3%	2400	0.7%	20000	0.9%	3000	18.4%	941	2.1%	6500	5.1%	3000	1.1%	4000	0.3%	9000
Financiers & Investors	2.5%	200	0.1%	60000	8.0%	137	13.3%	406	1.4%	18000	0.3%	2000	0.1%	23000	0.1%	40000
Government & Regulators	15.4%	13	5.4%	500	14.3%	7	15.7%	159	11.9%	67	16.6%	589	3.3%	91	13.2%	257
Government Facilities	-	624	-	29000	-	89	2.9%	552	0.1%	7500	0.5%	3500	0.1%	3500	0.1%	14000
Grid & T&D Operators	-	169	8.5%	82	10.5%	19	9.1%	11	19.2%	26	4.8%	21	5.3%	38	3.1%	32
Healthcare Facilities	0.3%	324	-	62000	-	47	3.8%	26	-	5500	0.2%	2000	-	3000	-	8500
Industrial & Manufacturing	0.4%	13000	0.1%	35000	1.5%	1500	6.3%	693	0.5%	33000	0.4%	8000	0.1%	71000	0.1%	20000
Installers	15.5%	406	3.4%	746	20.2%	208	17.3%	75	12.7%	299	16.5%	91	3.7%	300	0.7%	576
IPPs	4.5%	308	1.2%	832	9.4%	138	14.8%	54	3.1%	192	3.5%	227	0.3%	297	2.1%	284
Mining	0.4%	244	0.2%	969	-	10	12.1%	33	1.9%	318	4.8%	146	0.2%	848	0.2%	428
Municipalities / Local government	-	6	-	2000	-	9	-	13	-	235	-	593	-	148	-	1000
Non-tech Energy Product / Solution Provider	-	47	2.0%	50	-	133	-	12	-	24	-	28	-	13	-	11
Residential Property	18.2%	11	-	415	-	10	9.1%	22	-	89	6.7%	15	-	18	-	62
Retail & Hospitality Property	3.2%	94	-	4000	-	18	7.7%	26	0.1%	5500	0.9%	448	0.3%	934	-	2500
Tech & Data Centres	10.9%	55	9.3%	1237	14.3%	77	18.5%	189	12.1%	1817	10.6%	113	18.1%	657	13.4%	119
Transport & Transport Infrastructure	-	720	0.2%	10000	-	296	15.4%	266	0.5%	4000	0.8%	2500	0.3%	5500	0.4%	5500
Utility	2.7%	1000	1.8%	4000	4.2%	519	12.1%	642	7.7%	1000	2.7%	1000	1.5%	1500	1.2%	2000
Water Treatment & Water-Intensive Processes	-	12	1.0%	293	-	10	7.6%	79	13.6%	22	-	12	8.0%	25	11.8%	17

- High Propensity
- Medium Propensity
- Lower Propensity



Potential addressable universe with tagging as per the Ranking

1

Conduct a market sizing & segmentation study

2

Build 'Propensity to buy' model based on data fields

3

Tag all data with 'Propensity to buy' Tiers

4

Develop High Propensity-driven Target ICP

Industry	Total UK Universe	C-Level	Sales	Engineering	Business Development	Project	Technology	Operations	Electrician	Consultant	Installer	Commercial	Marketing	Procurement	Product / Production	Finance	Universe of prospects with ranking above the median	Universe of prospects with ranking below the median
Industrial & Manufacturing	694193	19000	150000	230000	24000	43000	4500	42000	13000	35000	1500	193	33000	8000	71000	20000	588693	104000
Retail & Hospitality Property	43832	2000	13000	2000	2000	1500	312	9500	94	4000	18	26	5500	448	934	2500	29054	2000
Energy Technology Provider	22419	1074	3038	6513	1018	3021	169	2016	354	2558	256	7	620	240	734	801	16343	6076
IPPs	13289	373	657	6500	377	2000	90	1000	308	832	138	14	192	227	297	284	12902	297
Installers	13114	1620	611	4000	272	1700	1100	1300	406	746	108	5	299	71	300	576	12538	-
EPC, Project Developer & Consulting Engineer	266342	4500	16000	100000	8000	70000	801	19000	2400	20000	3000	141	6500	3000	4000	9000	6900	259442
Utility	61064	1000	5000	26000	2000	9500	503	6000	1000	4000	519	42	1000	1000	1500	2000	5519	55545
Transport & Transport Infrastructure	135582	4500	18000	36000	5500	11000	1000	31000	720	10000	296	66	4000	2500	5500	5500	5500	89566
Municipalities / Local government	9125	581	78	583	312	2500	155	912	6	2000	9	13	235	593	148	1000	2500	-
Mining	10037	736	1500	3000	378	532	103	812	244	969	10	13	318	146	848	428	2477	5768
Financiers & Investors	315443	23000	37000	30000	17000	23000	9000	33000	200	60000	37	206	18000	2000	23000	40000	2037	290406
Commercial Property	1863	227	299	13	117	174	11	120	10	650	10	13	105	3	12	99	1493	219
Residential Property	1902	207	655	16	96	116	14	166	11	415	10	12	89	15	18	62	303	655
Distributor / Reseller	918	61	386	80	64	36	11	54	12	60	10	15	56	17	31	25	60	825
Tech & Data Centres	1365	62	94	733	32	119	38	56	5	107	7	9	14	13	57	19	5	1290
Healthcare Facilities	142897	9000	8000	8000	4000	18000	1500	13000	324	62000	47	26	5500	2000	3000	8500	-	-
Non-tech Energy Product / Solution Provider	944	48	76	235	39	165	6	57	47	50	133	12	24	28	13	11	-	-
Water Treatment & Water-Intensive Processes	1479	39	178	489	92	106	5	170	12	293	10	9	22	12	25	17	-	-
Agriculture	8491	581	2500	1000	304	459	52	650	39	1000	13	14	712	100	712	355	-	-
Education Facilities	108295	8000	8000	11000	5000	12000	4500	9000	271	25000	28	27	12000	969	3500	9000	-	-
Government & Regulators	1749	170	87	189	57	178	63	137	13	500	7	9	67	24	91	157	-	170
Government Facilities	145265	8500	6500	22000	5000	27000	4000	14000	624	29000	89	52	7500	3500	3500	14000	-	49000
Grid & T&D Operators	2560	27	89	1500	26	411	18	101	169	82	9	11	26	21	38	32	-	1527
Total universe of lookalike profiles	2002168	85306	271748	489851	75684	226517	27951	184051	20269	259262	6264	935	95779	24927	119258	114366	686324	866786

- High Propensity
- Medium Propensity
- Lower Propensity



User Guide

This user guide provides essential information to help you navigate the dashboard effectively and leverage the insights it offers for strategic decision-making.

Getting Started:

- **Accessing the Dashboard:** To access the dashboard, follow the link provided
- **Navigation:** Use the tabs on the left-hand side of the dashboard to navigate between different views, such as the Dashboard, Contact Database, and Lead Analysis Dashboard.

Interacting with the Dashboard

- **Filters:** Utilize dropdown filters to refine the data by Lead Source, Account Name, Company Revenue, Industry, and more. This will help you focus on the information that is most pertinent to your current analysis
- **Navigation:** Use the tabs at the top of the dashboard to navigate between different views, such as the Dashboard, Contact Database, and Lead Analysis Dashboard.

Understanding the Data

- **List of Leads:** This section provides a snapshot of the selected filter criteria, including the number of leads and their qualification status.
- **Top Leads:** Here you'll find a ranking of leads based on various criteria such as the number of interactions and engagement level.
- **Company Size Analysis:** A pie chart offers insights into the distribution of leads by company size, enabling you to understand the scale of potential clients

Analytical Features

- **Engagement Analysis:** Deep-dive into lead engagement patterns to identify the most promising leads and gauge market trends.
- **Lead Count:** View the total number of leads available for outreach, segmented by role and industry.

Reporting Issues or Suggestions:

For immediate assistance, please contact our Principal Consultant, Pratima Shetty, directly at pratima.shetty@cognition-solutions.com



THANK YOU

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Private & Confidential Information of
Cheers Interactive (India) Private
Limited dba Cognition Solutions



cognition-solutions.com

North America

55 Madison Ave, Suite 400
Morristown, NJ 07960
USA
T: +1 212 835 1590

Europe

328-334 Graadt van
Roggenweg 4th Floor,
Utrecht, 3531 AH
Netherlands
T: +31 30 298 2108

United Kingdom

5 Chancery Lane
London EC4A 1BL
United Kingdom
T: +44 207 406 7548

Asia Pacific

Millennium Business Park
Sector 3, Building # 4,
Mahape
Navi Mumbai 400 710
India
T: +91 22 6772 5700