



PROGRESSBAY, INC
TRUST.COMMIT.DELIVER

COMPANY PROFILE



We define your prospects,
**our process is as simple as
sending an email.**



ProgressBay is a full-service Sales & Marketing firm which caters to both National and International markets. We are a competent team of Innovative & Creative Marketers, Sales & IT Professionals with abilities to the best. Our capabilities begin with a set of the whole new diverse scope of services handcrafted through innovative marketing strategies which make brands reach their target audience.

We specialize in helping companies to realize their full potential in order to increase their sales and improve their profitability. As leading edge marketing professionals, we understand the need to implement all the new digital marketing capabilities. It is a great opportunity to build brand value, increase revenues and cut down on marketing expenses. At ProgressBay, we understand the need to build the future marketing based on the trends in on-line marketing.

At ProgressBay, our technically competent professionals assist you with the crucial steps of on-line strategy formulations which serve you to recognize your business objectives.

We bring the future marketing trends to present:

Since the traditional media is fast becoming redundant, the shift to on-line gets focused on to the targeted audience and is truly measurable, helping the companies to focus onto build long term relationships.

We help you to identify the best-suited programs for your business, to ensure every field from our list will give the maximum outreach. Our research professionals conduct practical reviews to recognize your business goals, reach and identify your key performance areas. Through detailed market analysis and extensive audit of your business environments, we reconstruct a business plan which gives successes to your brand.

ProgressBay's in-house intellectual platform on which we craft marketing plan indicates on how quickly we can develop your objectives as per your requirement without overloading the budget.



Our core team of professionals helps you to identify the key business opportunities, and conduct research in the niche areas that needed attention of your brand.



Solutions

- **List Acquisition**
- **Append Services**
- **Data Hygiene**
- **Email Campaign**

Industries

- **Agriculture, Forestry, Fishing**
- **Mining**
- **Construction**
- **Manufacturing**
- **Transportation & Public Utilities**
- **Wholesale Trade**
- **Retail Trade**
- **Finance, Insurance, Real Estate**
- **Services**

List Acquisition

We assist organizations to acquire specific business list to communicate with their target audience by providing Contact Name, Business Name, Job Title, Mailing Address, telephone number, fax number, company's information, SIC codes, Employee size, Revenue size, Industry type and contact person deliverable email address.



Companies can choose from the following selects

- **Vertical Market (SIC)**
- **Company Size by Employee**
- **Company Size by Sales Revenue**
- **Fortune 1000 Companies**
- **Job Function, Title & Seniority Level**
- **Geographic Location**
- **Append Services**
- **Data Hygiene**
- **Email Campaign**

Managed Lists/Custom Lists

Our proprietary lists offer maximum accuracy, freshness and relevance to deliver high rates of return; rapid order fulfillment lets you get the data you need, when you need it.

- **We can assist you in acquiring a database of your target audience from across the globe**
- **We can customize the Data by Industry, Title, Revenue, Geography and SIC Codes**
- **We can customize the database to a great extent than the traditional filters**
- **Maintain, update and acquire database to meet your day to day marketing initiatives**

Appending

We work with Company's internal master database and add any kind of missing data like Business Emails, Contact Name, Business Name, Job Title, Mailing Address, Telephone & Fax Number, SIC codes, Employee & Revenue size and Industry.

**Email
Appending**

**Phone
Appending**

**Fax
Appending**

**Address
Appending**

**Custom
Appending**

**Additional
Appending**

This service helps in keeping Company's internal master database current and accurate and also helps in retaining the existing clients and prospects. Our customized appending solutions include:

Email Appending :

Missing email addresses

Multiple Contacts Appending :

Multiple contacts for the existing list of business records

Decision Makers Appending :

Decision makers for existing list of companies with business emails

Target Appending :

Contacts based on job title specification

Data Appending :

Information other than email i.e... Contact Name, Business Name, Job Title, Mailing Address, Telephone Number, Fax Number, SIC Codes, Employee & Revenue size and Industry

Data Hygiene & Data Validation

Reverse Email Appending

Data Guarantees:

Every record on the list will be verified prior to delivery.

List will be delivered in an excel spreadsheet via email.

Unlimited Usage License.

Delivery:

List will be delivered in 4-8 business days.



Email Bounce Back policy states

We do not crowd source the data, our data is compiled ethically.

As it's a multi-channel list you can use it for email, tele and direct mail marketing.

With our manual email verification process we guarantee up to 85% email deliverability with all our data projects.

Once the list is sold it becomes your perpetual property and you can use the list as per your marketing objectives.

Every record on the list will be verified prior to delivery, as in this time frame we re-verify the database to ensure highest quality and meet the promised guarantees.



Email Marketing

We can assist throughout the process of setting up emails campaigns and various newsletters to engage with your target audience. We will undertake the entire campaign management right from design, planning and position of the campaign. With this, you can track down details about like Leads, Clicks, Email Response's, Unsubscriptions and Opens. All we need is the right content for your eCampaign and we handle the entire operations.

Welcome Emails & Dedicated Emails

Product/Service Launch Emails

Reorder Emails & Reengagement Emails

Catalog and Video Emails

Invitation and Survey Emails

Anniversary & Thank-You Emails

Newsletter Emails

Sales / Promotions Emails

Cross-Sell Recommendation Emails

Event Emails

Website Affinity Trigger Emails

Lead-Nurturing Emails





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