



Sales + Marketing Intelligence.

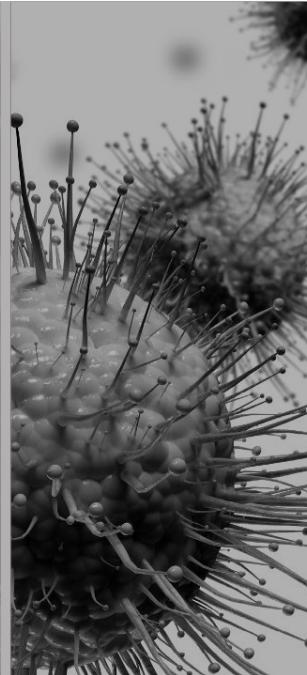
## Two years of acquisitions to create the most powerful Sales and Marketing Intelligence tool.





# Building a partnership for growth.

# ➤ Government has never been more essential.



## ➤ Winning in the public sector is complex.

1

Massive  
differentiation  
between the  
Federal, Defense +  
SLED markets.

2

A fragmented  
audience that is  
difficult to reach.

3

Giant opportunistic  
market of non-RFP  
purchases.

4

RFPs require  
pre-issue sales and  
marketing activity +  
legacy vendors win  
most of the time.

## ➤ But the opportunity is worth it, and will continue to grow.

### Federal.

**\$1.8**  
Trillion



**2M+**  
Employees

**455+**  
Agencies



### State + Local.

**\$3.2**  
Trillion



**19M+**  
Employees

**90+** Distinct  
Agencies



### Defense.

**\$732**  
Billion<sup>(2020)</sup>



**2.2M+**  
Employees

**24+** Distinct  
Agencies



## ➤ A new model is reshaping the market.

### Legacy model.



Relationship Based



In-Person Meetings



Reactive to Market



Broad Based Approach



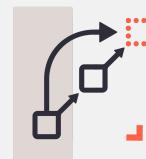
### Evolved model.



Opportunity Based



Digital Interaction Based



Proactive to Market



Strategic / Targeted  
Approach

➤ Yet the stakes have never been higher.

**20%**

increase in companies vying  
for contracts.

**11%**

decrease in companies  
awarded.

**90%**

of the contracts go to the  
first company at the table.

Imagine if you could be just 10% more effective in your sales process...

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GOVTRIBE



# ➤ The most powerful go-to market platform in government.

Offering End-to-End Solutions by Market (SLG/Federal/Defense)

	Pre-RFP Intent Data	RFP Data	Contact Data	Insights	Brands	Decision Influence
State + Local	✓	✓	✓	✓	✓	✓
Federal	✓	✓	✓	✓	✓	✓
Defense	✓	✓	✓	✓	✓	✓



Insights driven by the largest database of 3.9M government decision makers with the most trusted journalism brands at the heart.

Federal  
1.8M+

**G** Government  
Executive

FCW

**N** Nextgov

Washington  
Technology

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State + Local  
525K+

ROUTE  FIFTY

GCN

CITY&  
STATE

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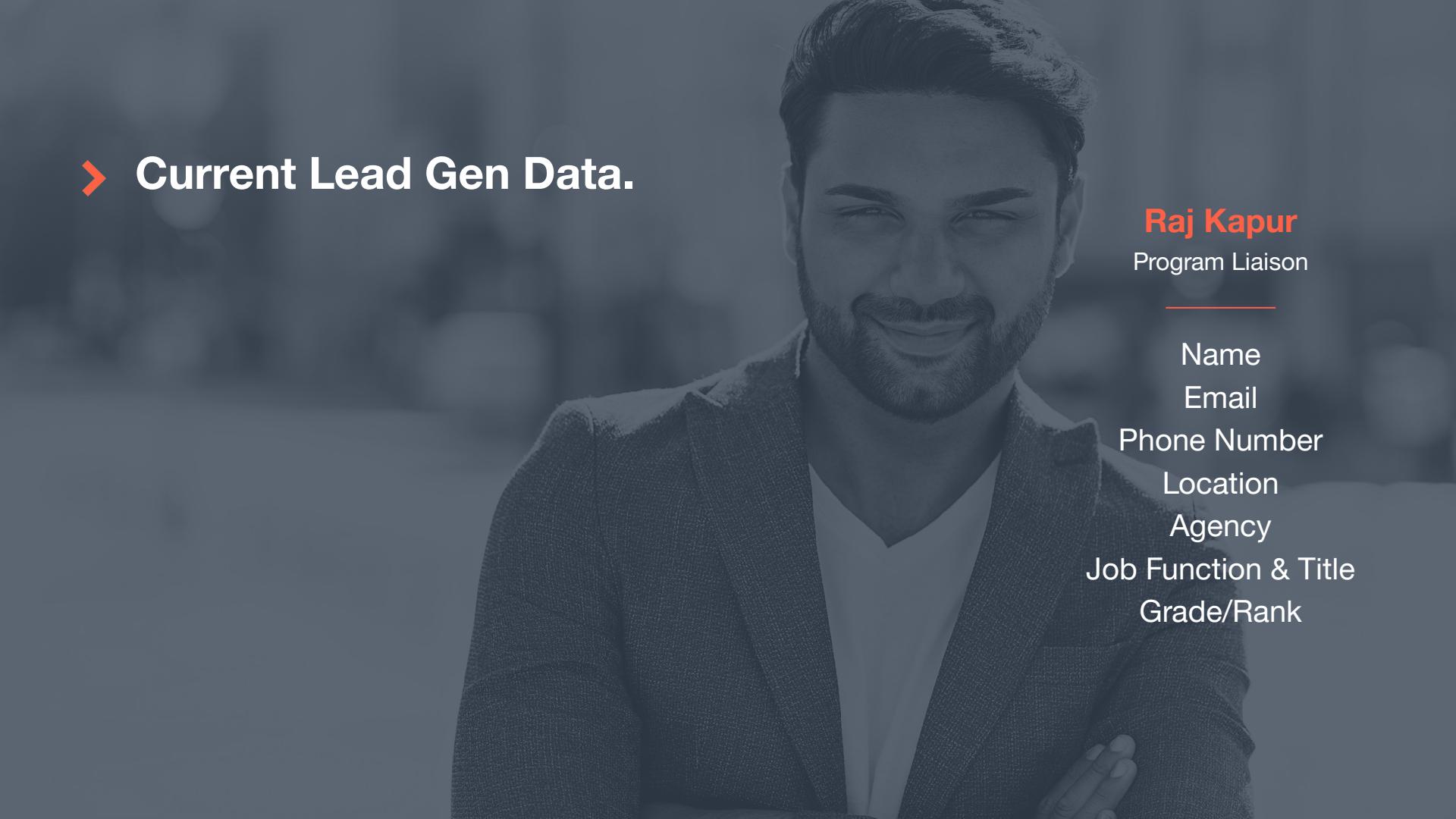
Defense  
960K+

**D** Defense One

Defense  
Systems



# The Future of Lead Generation.



## ➤ Current Lead Gen Data.

**Raj Kapur**

Program Liaison

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Name

Email

Phone Number

Location

Agency

Job Function & Title

Grade/Rank



## ➤ The Result: Superior Lead Intelligence.

### Prospect Intelligence

- Content preferences
- Top interests
- Event attendance
- Active RFP opportunities
- Awards they're managing
- Decision history
- Vendor preference

### Agency Intelligence

- Decision team map
- Current installed base
- Program budgets
- Trending topics
- Lookalike buyers

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## ➤ Intelligence delivers significant results.



**Increase**  
number of active  
opportunities.



**Improve**  
percentage  
win rate.



**Raise**  
average deal  
value.



**Reduce**  
average sales  
cycle.