

BAO Contact Validation



When it comes to account data, we strive for perfection – live validating every contact we provide to Clients, in real-time.

Online contact databases. List rental companies. Internal, manual updates. Chances are you're using one or more of these methods to maintain and build your contact lists. And the chances are even better that a recent well-crafted lead generation campaign has resulted in bouncebacks, out-of-date phone numbers, or invalid contact names — prompting questions about the validity of your database.

While many third-party contact databases claim to be current, we hear time and time again from organizations who are frustrated about the "lack of good data" and "far from perfect" results. Let's face it, when your contacts aren't current, it's your organization that pays — costing precious marketing and sales dollars for ongoing outreach misses.

At BAO, we've built a business around making sure our Clients are armed with the right information to quickly build their pipeline. When it comes to account data, we strive for perfection — live validating every contact we provide to Clients, in real-time. As a result, you maintain the confidence that your data is real, current, and ready to be used today. You know that you are using the latest and greatest information up to the moment a marketing communications is sent. You know that your staff is armed with the right information to reach the right people, right now.



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BAO Contact Validation

Unmatched, Real-time Validation and Discovery

In order to keep pace with your pipeline goals, you not only need to validate your contact lists, you also need to actively uncover new, relevant contacts. You need to know who's buying your solutions. Who's spearheading project initiatives. Who's making and influencing the decisions. BAO can help.

Our Inside Sales Reps are on the phone all day, every day, mining corporate America and the public sector for the right contacts. The targets that will elicit the best response to your outreach. The individuals who are spot-on targets for your sales and marketing communications.

Getting started is easy. You simply provide us with existing lists or tell us who you want to reach — and, we'll find the needle in the haystack. Want to know who's overseeing wireless initiatives? Virtualization efforts? Data loss protection product deployments? Supply chain optimization? You name it. We get you the names and the contact information for the individuals owning specific IT initiatives, at the companies you want to penetrate.

We maintain the freshest database of 1.7 million contact names at 180,000 companies and public sector organizations. But, before we hand off a list over to you, we validate every contact live — on the phone. And we do it with unrivaled accuracy, delivering up-to-the-minute data, every time.

That's why Clients rely on us to boost the success of their marketing programs, and also drive down costs by ensuring communications reach the right people, the first time.

Get Started Today

For more information about BAO's Lead Qualification services, contact us at (781) 323-7000 or info@baoinc.com.



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About BAO

BAO is the technology industry's premier provider of pipeline-generation services. Clients ranging from the world's largest technology and services companies to smaller innovators rely on BAO to shatter revenue targets, identify and seize buying cycles and new market opportunities, optimize sales operations, and even "save" quarters. With services ranging from market profiling and opportunity identification, to appointment-setting and lead qualification, BAO has filled the sales pipelines of hundreds of technology companies with billions of dollars of opportunities. Founded in 1997, BAO is based in Burlington, Mass., and can be found on the World Wide Web at www.baoinc.com.

