

BAO OPPORTUNITY IDENTIFICATION (OPPID™)

Your Best Prospects, Identified by the Exact Account Insights
and Buyer Signals that Matter to Your Organization

There's a lot of prospect data out there designed to identify qualified prospects. Unfortunately, information that is customized to your sales and marketing efforts, actionable, and live-validated by phone is a lot harder to come by.

As a result, you have data points, but you don't have a clear picture of your target market, where the real opportunities are, and how best to capture them. BAO's [Opportunity Identification \(OppID™\) service](#) delivers your best prospects, identified by the exact account insights and buyer signals that matter to your organization.

It's highly customized intelligence that enables you to fuel sales and marketing success, whether you're looking to execute account-based marketing programs, identify the competition's vulnerable accounts, or generate leads to enable a sales or businesses development team.

THE NUMBERS DON'T LIE

21

years in the industry

243,900+

OppIDs completed to date

44,200+

Account-based marketing insights identified

WHAT YOU GAIN

BAO's OppID™ provides you an in-depth, real-time, segmented view of your market with intelligence that gives your sales and marketing efforts a competitive edge.

You get account-based insights like:



TRIGGER EVENTS

such as contract expirations



COMPETITORS INSTALLED

and satisfaction with that solution



TECHNOLOGY STACK

and the make-up of the organization's IT infrastructure



PAINS AND CHALLENGES

that led the prospect to consider a new solution



WHO WILL OWN/ INFLUENCE THE DEAL

and when buyers are planning to make a purchase



Best-in-class marketing and sales leaders know that custom insights are a powerful tool for driving better results. We always encourage our clients to invest in finding the most specific insights possible about their target buyers, because the more customized the insights, the greater the competitive advantage they provide. In the end, the more you know about those you are trying to influence—their technology landscape, initiatives, pains and challenges—the more equipped you will be to drive better opportunities.

— Alisa Grocock, Research Director at Forrester

HOW IT WORKS

01

STRATEGY

We work with you to define the list of accounts you want to target, and then develop a custom profile designed to capture specific account-by-account intelligence that's relevant to your business.

02

ACCOUNT-BASED RESEARCH

Then our team of highly experienced and professional Market Research Specialists (MRS) goes to work, calling into the organizations and conducting live interviews with key influencers and decision-makers.

03

SEGMENTATION AND DELIVERY

With every OppID™ engagement you get an in-depth, real-time, segmented view of your market. And it's fast. You get this critical insight in days or weeks, not months.

VALUABLE INTELLIGENCE FOR SALES AND MARKETING

Empower competitive displacement

Be at the right place, at the right time, with the right message to unseat the competition.

Fuel account-based marketing (ABM)

Understand details of target accounts to craft highly customized messages and programs.

Improve lead nurturing

Place longer-term opportunities in relevant nurture streams with better targeted messaging.

Generate qualified leads

Give your sales development teams leads with real revenue potential.

Inform content marketing

Develop content based on the topics your target market cares most about and the questions they need answered.

OPPID™ DELIVERS CUSTOM, RELEVANT, AND TIMELY INSIGHTS

BAO's OppID™ goes beyond simply identifying active initiatives. We provide you with actionable intelligence about your prospects, including insight into the current state of their IT

infrastructure, specific trigger events like contract expirations, the pains and challenges they are experiencing, the competitive products that are installed, and who will own the deal.

It's insight that enables you to strategically execute account-based marketing programs to unique segments, increasing your ability to win deals.

With OppID™, you get data that's:

CUSTOM

gathered specifically for your solutions and value propositions

LIVE-CONFIRMED

via phone so it's current, not pulled from a stale database

DETAILED

and unavailable to your competitors

INFORMATIVE

with context about the prospect's needs, environment, and buying process

SEGMENTED

so you can prioritize sales and marketing efforts more effectively

ACTIONABLE

to arm reps with valuable insight to have highly targeted sales conversations