

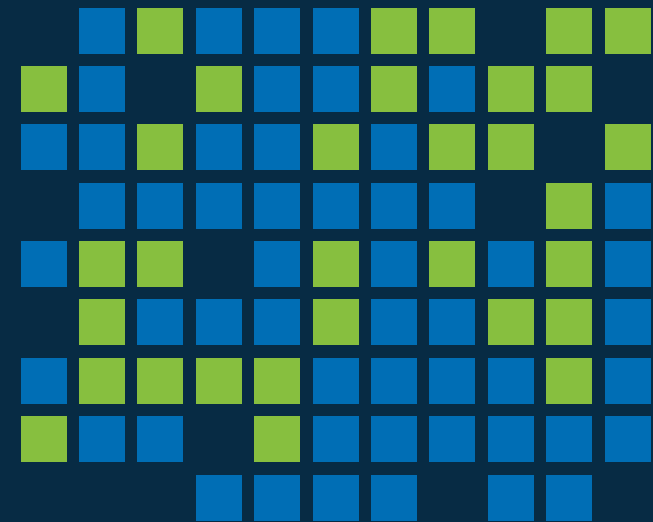


MEDIA KIT • 2026

Delivering Quality Worldwide

*Precision-sourced B2B leads, verified data, and full-funnel demand generation —
delivered with transparency and speed.*

www.promanworldwide.in



Quality Leads Delivered On Time, Every Time

As a pure in-house demand generation partner, **Proman Worldwide** is committed to delivering the highest standard of quality, transparency, and reliability. We work alongside our clients to build content syndication campaigns engineered to convert.

We're your no-nonsense, zero-waste demand generation partner.

34M+

Verified professionals

130+

Countries covered

97%

Data accuracy



Powered by a Global Community

Our owned and operated first-party database spans every major business region.

34M+

Unique business professionals

130+

Countries with regional compliance
consideration

10M+

North America

7M+

EMEA

7.5M+

APAC

3.5M+

LATAM

3M+

UK

3M+

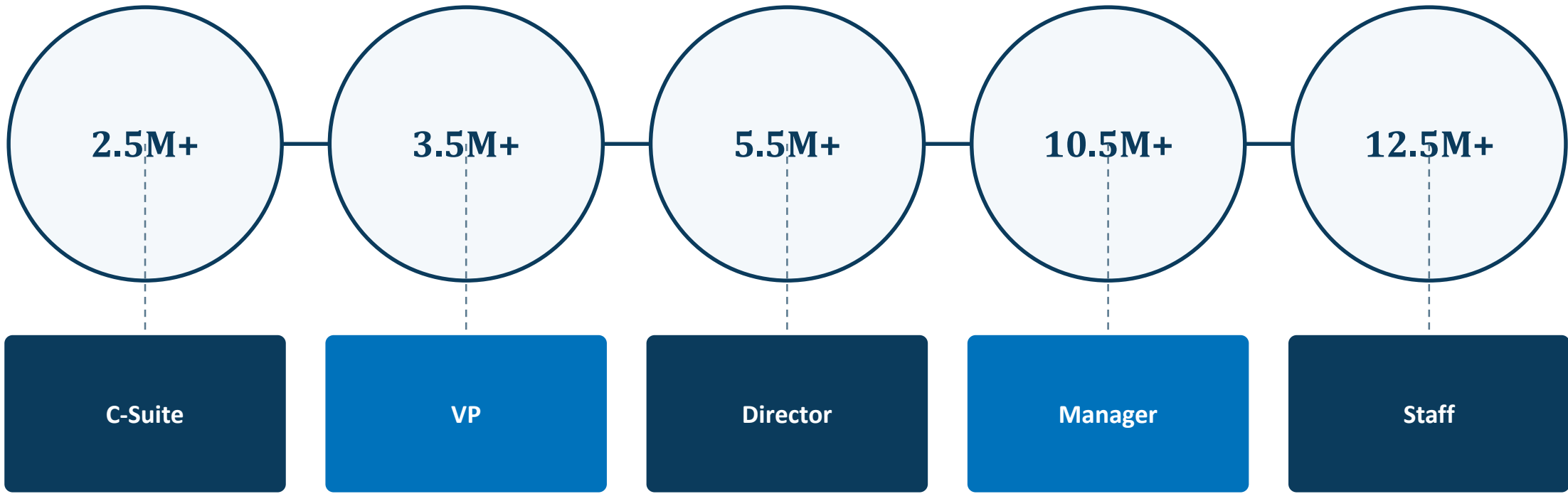
ANZ



Data Demographics

Decision-makers access and buying committees

Job Levels



Data Demographics

Decision-makers access and buying committees

Job Functions



7M+

IT



8M+

Marketing & Sales



4M+

Operations



5M+

Finance



3.5M+

Human Resources



6.5M+

Others

Lead Quality, Built on Transparency

Our owned-and-operated data is our advantage. No partner networks means full sourcing transparency and unrivalled lead integrity.



Reliability

No chasing down leads. Campaigns are delivered on time and at pace, every time.



Consistency

Because we own the means of production, your first lead is delivered at the same quality as your 10,000th.



Compliance

We take privacy seriously. Owning our database keeps us in control of global and regional compliance standards.

**100% of Leads
Managed by
Proman
Worldwide**

Three-Month Quarantine



All data sits in a quarantine period for three months before it ever enters a campaign — to confirm accuracy, compliance, and intent.



Data is engaged, cleaned, and explicitly opt-in to receive communication from us and our clients, then monitored and profiled for intent.



Data is verified and enriched across LinkedIn and third-party tele-verification, and every lead is kept unique to its campaign for six months.

Generating Unique, High-Level Intent

How our technology works

Maximizes ROI with intent-driven targeting.

Identifies individuals within target accounts with the highest levels of intent and relevance — before lead generation even begins.



NLP for Asset Insights

Detects keywords and topic sub-structure directly from your content assets.



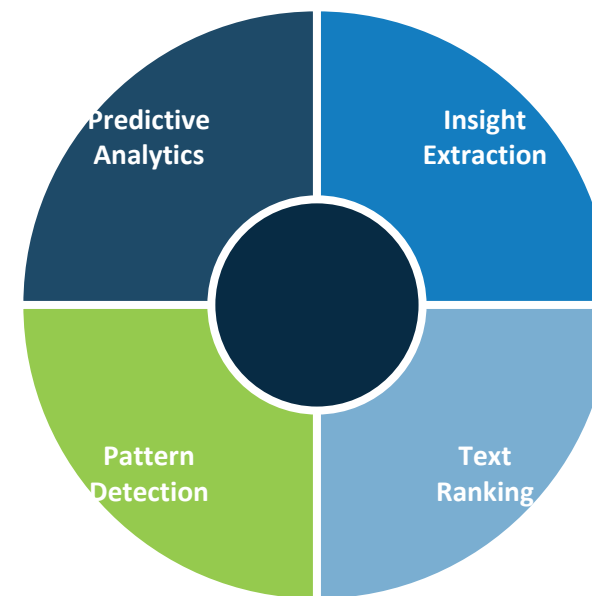
AI Engagement Analysis

Maps consumption patterns to identify who is most likely to engage and influence purchase decisions.



Pinpointed Engagement

Identifies individuals actively engaging with aligned content across thousands of publications.



97%

accuracy in identifying highly relevant prospects

Our Solutions: Driving Results That Matter

Powered by our 34M+ business-professional database, we build best-fit programs that engage your target audience wherever they are in the buying journey.



Single Touch

One engagement with our subscribers generates the lead via a single content delivery.



Multi Touch

Multiple touches — the same or varying content — take the subscriber on a journey that optimizes engagement recall.



ABM

With a defined target account list, every lead delivered is matched against your ICP.



Intent Data

Intent signals identify active prospects and keep your list current by flagging outdated contacts.



Webinars

Attract your ideal audience and drive qualified registrations, with strategic follow-up for stronger attendance.



Direct Dial

Campaigns delivering leads with verified direct-dial numbers attached — available as a standalone offering.



Tech Targeting

First-party technographic profiles let you target based on tools in use, including competitor tech.



Data Append

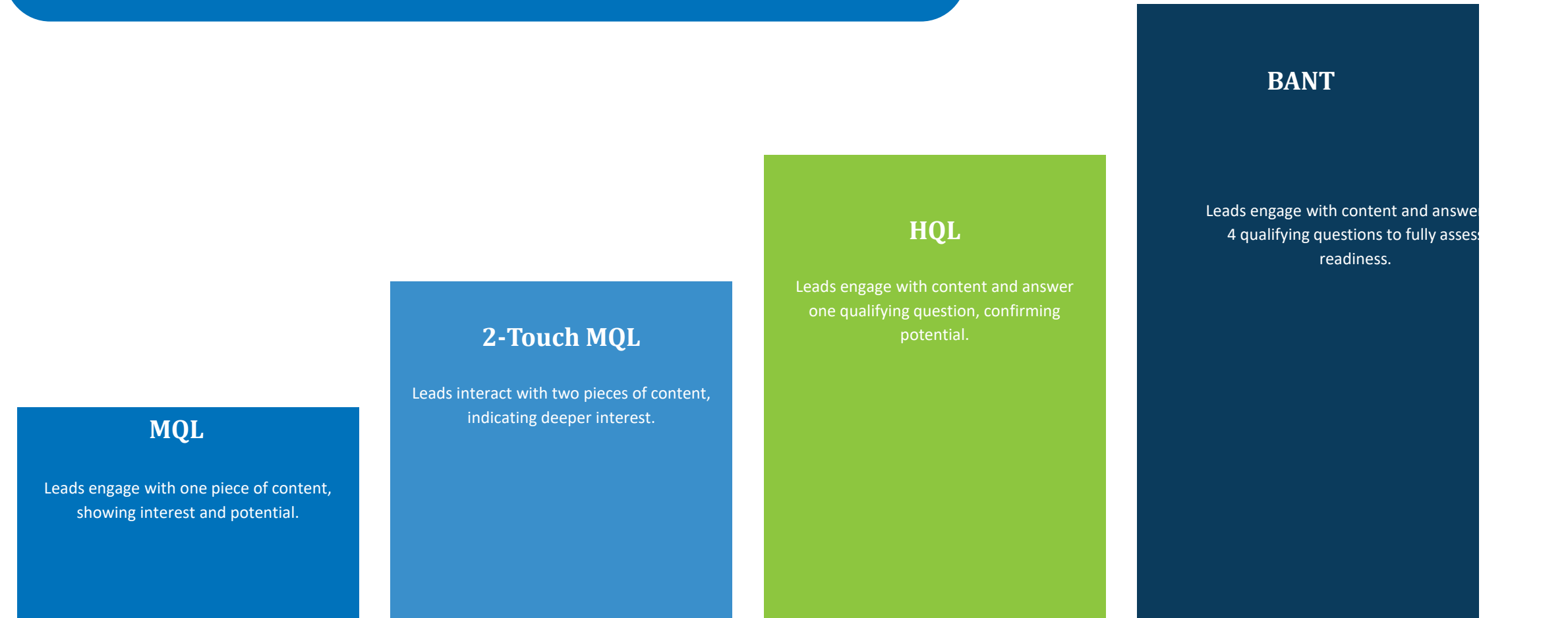
Enhance your existing database with accurate, up-to-date records for sharper targeting.



BANT

Custom qualifying questions plus profiled data surface Budget, Authority, Need, and Timeframe.

Our Solutions: Lead Qualification Tiers



Increasing qualification depth →

CASCADE

The Next Evolution of Content Syndication

CASCADE is our advanced, multi-touch content syndication program — built to deliver high-quality MQLs while surfacing customer-journey insights that accelerate conversions.



Actionable customer-journey insight with every lead



Elevated brand awareness while building demand



Identify in-market buyers now, anticipate future ones



Sharper performance insight across content, brand, and sales



Refined ABM targeting for stronger results



Leads captured across every stage of the buyer's journey in one campaign

Guaranteed Quality, Every Campaign



LinkedIn-Verified

Every lead we generate is verified against LinkedIn to confirm up-to-date accuracy.



Genuine First-Party Intent

Every lead is verified for buying intent across multiple channels before delivery.



Direct Dials

We generate direct dials on 80% of leads on average, with direct-dial-only campaigns available.



97% Accurate Data

Our lead rejection rate sits at just 3% — one of the lowest in the industry.

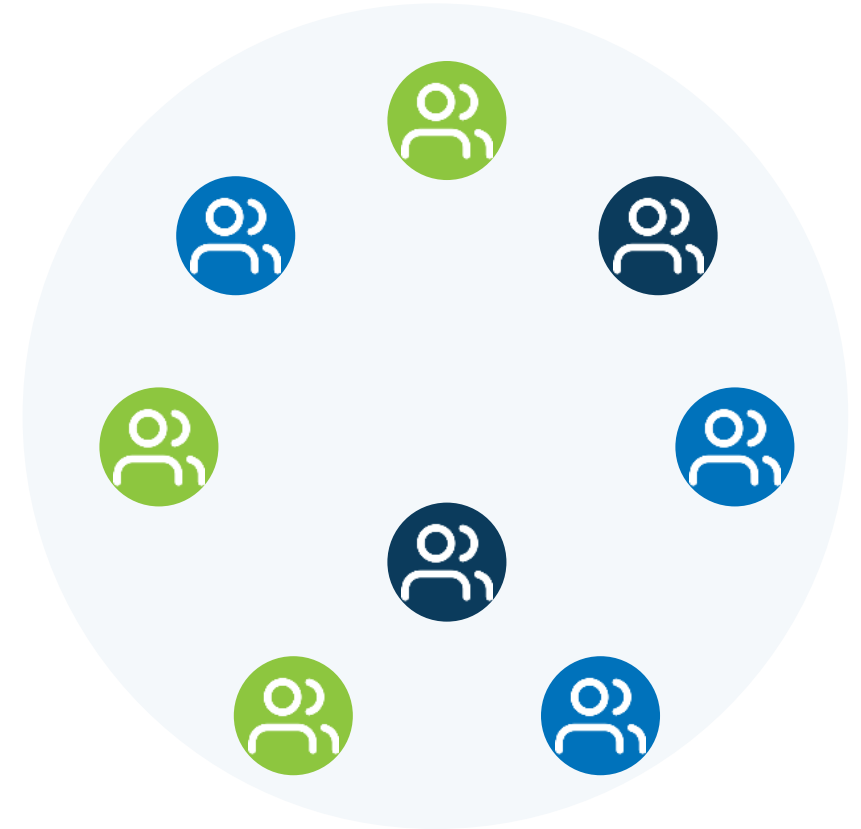
Customer Journey



Engagement for the Right Audience

As with every campaign, this activity sits on our outreach brand, **Proman Intentify**, which promotes B2B thought leadership to business professionals based on their preferences, behaviours, engagement, and activity.

Every engagement is underpinned by our AI. Our ability to align a client's products, services, and content with the best-suited business leaders is not only accurate, but constantly evolving with the market in real time.



Industries We Serve

Consumer Services

Media & Entertainment

Telecommunications

Food & Agriculture

Transportation & Storage

Pharmaceuticals

Mining

Wholesale Distribution

Government

Software & Internet

Manufacturing

Automotive

Insurance

Hospitality

Legal Services

Aerospace & Defence

Environmental Services

Logistics & Supply Chain

Retail

Computers & Electronics

Education

Human Resources

Real Estate & Construction

Healthcare & Biotechnology

Training & Coaching

Consumer Goods

Fashion & Apparel

Engineering Services

Marketing & Advertising

Sports & Fitness

Public Sector



Thank You

Let's build a demand generation program engineered around your pipeline.

Contact Us

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www.promanworldwide.in