



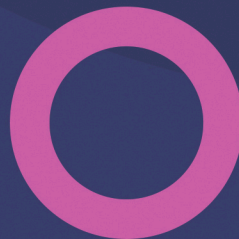
N.RICH



Sign up for **FREE** ABM diagnostics



n.rich/free

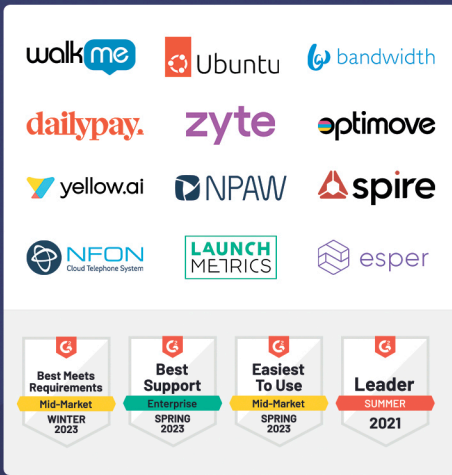


Drive Quality Pipeline With ABM Ads & Intent Data

Product Overview:

N.Rich is a go-to-market platform that enables you to find, score, and activate in-market accounts with buyer intent data and programmatic advertising.

Trusted by over 100 brands



Best Meets Requirements (Mid-Market, WINTER 2023)
Best Support (Enterprise, SPRING 2023)
Easiest To Use (Mid-Market, SPRING 2023)
Leader (SUMMER 2021)



Results are really good. We generated €13 million in created pipeline and roughly €1.3 million in closed sales influenced by ABM campaigns run through N.Rich. And the beauty of it is it can be automatically scaled and direct our SDR, marketing, and sales efforts.



Samuli Ahola,
Director of digital sales and marketing, Virta Ltd.

Top Use Cases

01

Define Your ICP

Sales | Marketing | Operations

Use the velocity-based scoring of your CRM opportunities to identify accounts with the highest probability to buy.

02

Prioritize Account Lists

Sales | Marketing | Operations

Prioritize lower hanging fruits for sales and marketing with intent- and engagement-based scoring.

03

Find new hot prospects

Sales | BDR

Identify and proactively follow up with accounts that show "anonymous" buying activity (on your website or with your ads) with timely emails or phone calls.

04

Paid media ROI optimization

Marketing

Use your paid budgets more effectively with programmatic account-based targeting and multi-touch pipeline attribution.

05

ABM campaigns

Marketing | Sales | Operations

Reach your target accounts across millions of websites and all major B2B channels (Google, LinkedIn) with display and native ads managed in one place.

06

Boost outreach efficiency

Sales | BDR

Prioritize accounts with higher propensity to convert, using dynamic scoring, intent and engagement data pushed to CRM.

CUSTOMER SUCCESS STORY:

Virta Ltd. increased outbound account-to-opportunity conversion by 10X

Before N.Rich

- ✗ No proper ICP definition
- ✗ Unclear lead prioritization
- ✗ Lack of visibility into digital marketing impact on revenue

With N.Rich

- ✓ Clearly defined ICP
- ✓ ICP and intent-led scoring increased BDR account-to-opportunity conversion by 10
- ✓ €1.3 million in closed sales attributed to ABM advertising



<https://n.rich>