

Business Brief

EXEGRAPHICALLY ENRICHED LEADS

CHALLENGE

Leads often lack the depth needed to drive effective campaigns. Traditional delivery files provide only contact data and firmographics, forcing marketers into generic nurture flows that fail to resonate.

SOLUTION

GetRev enriches lead delivery files with exegraphic signals—insights into how companies actually operate. This transforms every lead into a high-resolution profile marketers can use to design the next set of relevant, personalized interactions.

PERSONALIZATION EXAMPLE

Accounts high in product design sophistication can be nurtured with advanced content around innovation and workflows. Accounts with lower sophistication can be nurtured with educational content and adoption-focused messaging. This ensures every lead enters a journey aligned with its operational reality.

Name	Company	...	Product Design Sophistication	Cloud Technology Likelihood	Customer Care Investment
Emily Wells	ACME		✓		✓
Mike Smith	Globex			✓	✓
Pat Jones	Initech		✓	✓	

EXAMPLE: ENRICHED LEAD FILE WITH EXEGRAPHIC SIGNALS

IMPACT

- Higher engagement and conversion
- Personalized nurture campaigns at scale
- Efficient automation with dynamic segmentation
- Clear ROI by reducing wasted touches

CALL TO ACTION

Stop treating leads as static records. With exegraphic enrichment, every lead becomes a blueprint for precision personalization.

Learn how GetRev can power your next campaign with exegraphically enriched leads.

