



Yoan **One** Solutions Difference

2025 Media Kit





Why Yoan One

✓ Digital Only

While telemarketing (TM) can deliver volume, it often lacks in engagement. We leverage fully digital strategies to generate leads, reducing friction and driving higher conversion rates.

✓ Zero Outsourcing

By keeping the entire process in-house, YS leverages proprietary first-party intent data and content performance insights to enhance value and optimize lead conversion.

✓ Actionable Data

Validated and relevant data sets, giving your teams confidence to follow up and engage with your ideal prospects after they've opted in.



Global Reach



80+ Million First Party Contact

- 📍 North America : 33.5 Million
- 📍 EMEA : 25.8 Million
- 📍 APAC : 16.8 Million
- 📍 Latin America : 6.9 Million

What We Do

Content Syndication

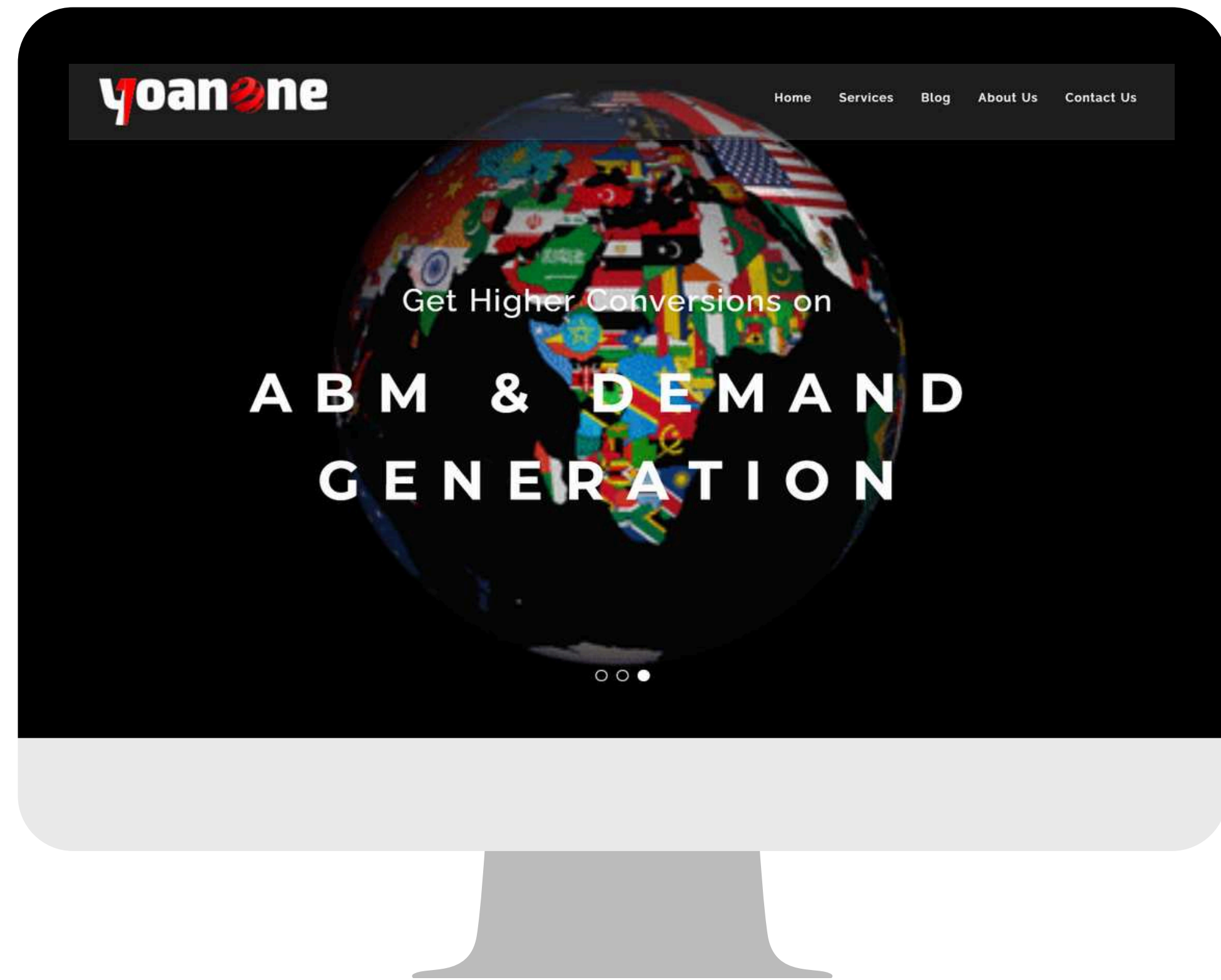
Delivering the right information to decision-makers is a crucial step in the sales process. We engage your target audience by using our network to share your whitepapers, case studies, research, polls, blogs, and videos, which generates leads.

Performance Media

Accelerate and increase conversion via display and email by driving the right people, at the right companies to engage with additional content hosted on your owned properties.

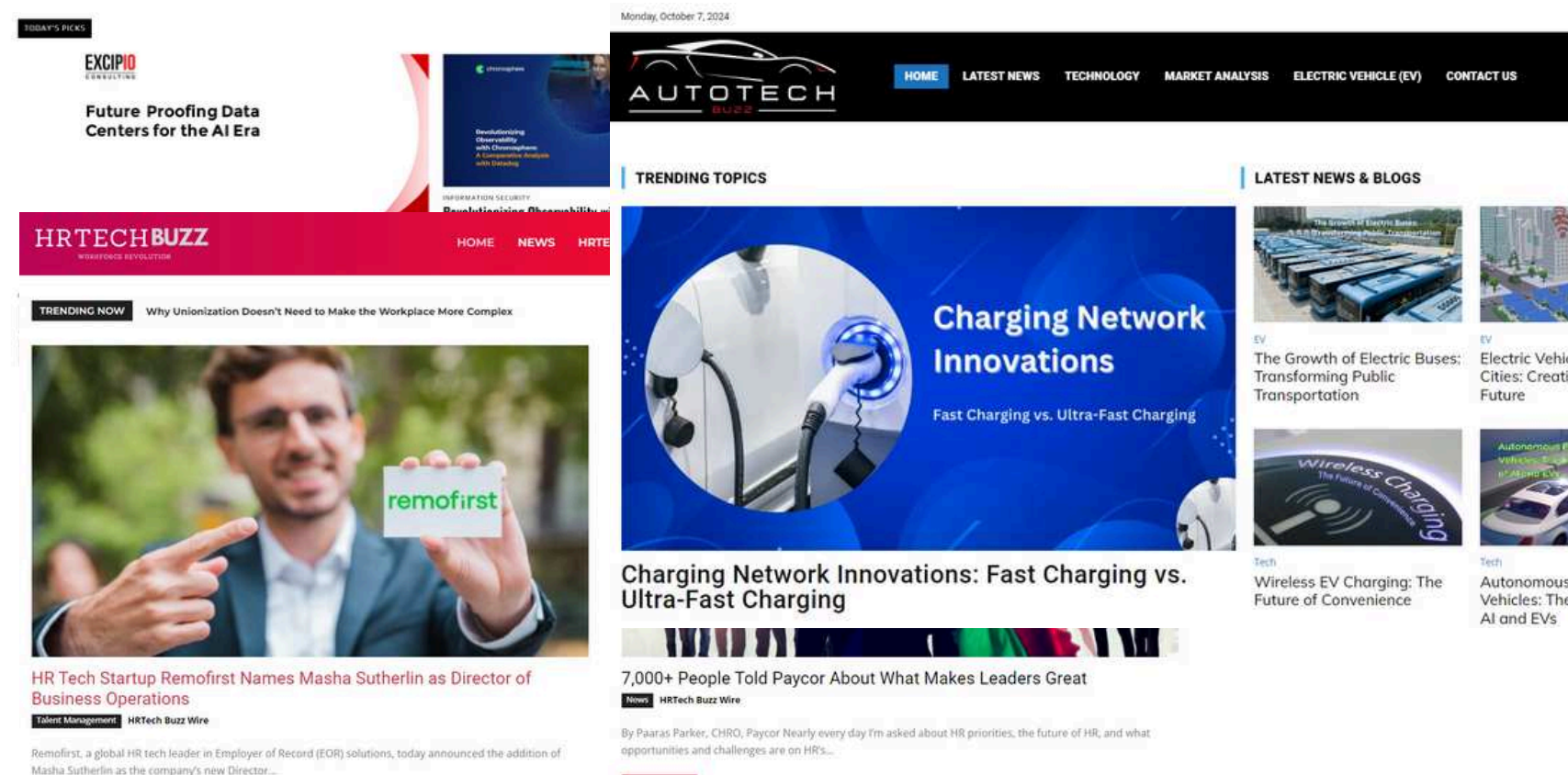
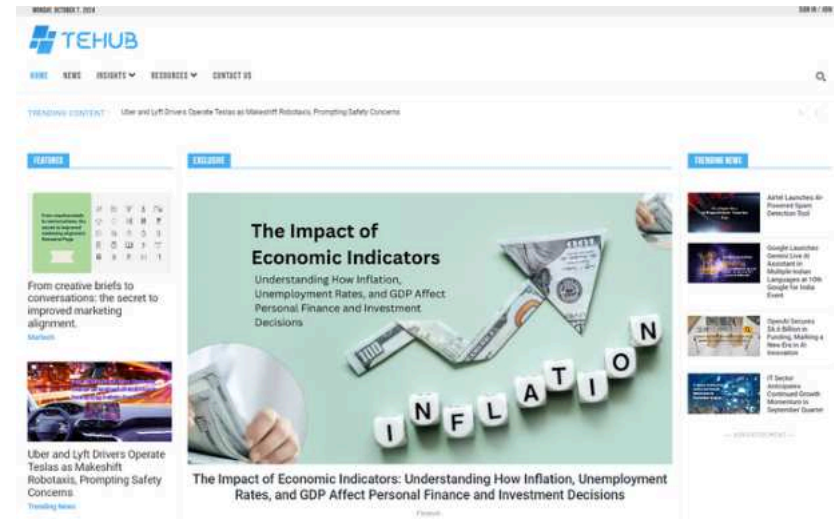
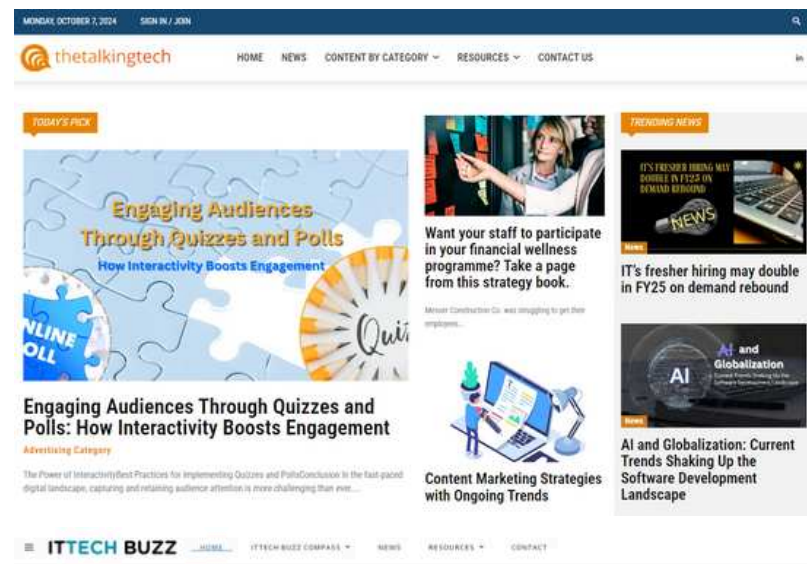
Lead Management

Management It ensures efficient follow-up, prioritizes high-quality leads, and maximizes sales opportunities by aligning marketing and sales efforts.



Persona Publisher **Properties**

Targeted and relevant content designed to boost conversions with minimal friction. Reach the right audience, at the right companies, exactly when they are ready to engage and opt-in for more.



◀◀ thetalkingtech.com

tehuh.net ▶▶

◀◀ ittech-buzz.com

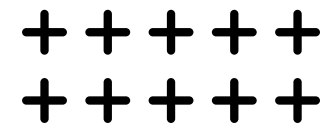
hrtech-buzz.com ▶▶

◀◀ martech-buzz.com

fintech-buzz.com ▶▶

◀◀ healthtech-buzz.com

autotech-buzz.com ▶▶



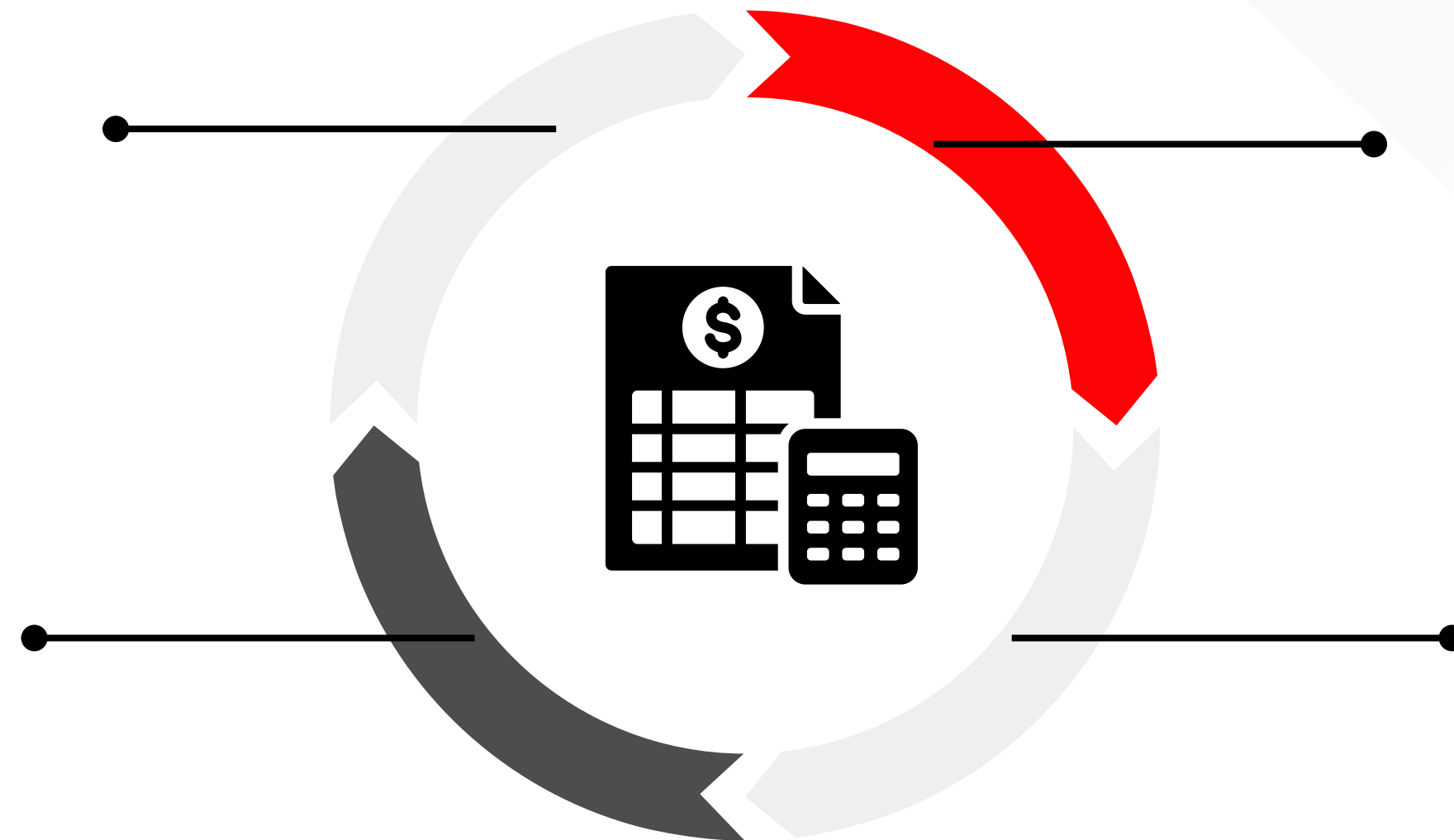
Welcome to **Yoan One** Matrix Model

Industry expertise

Extensive industry experience with a clear understanding of unique challenges.

Martech & technical skills

Tailored solutions combining advanced technology and specialized expertise.



Local support & insights

Local experts providing regional insights and language support where it matters.

Service expertise

Comprehensive services from B2B marketing professionals across all key disciplines.

Guide with **clarity.**

WITH FULLY OWNED AND OPERATED DATA, WE ELIMINATE THE NEED FOR PARTNER NETWORKS, ENSURING UNMATCHED TRANSPARENCY AND LEAD INTEGRITY FOR EVERY CAMPAIGN.

WHY DOES THE ABSENCE OF PARTNER NETWORKS MATTER TO YOU?



RELIABILITY:

Forget the hassle of chasing down leads. We deliver your campaigns on time and at full speed, every single time.

QUALITY:

Outsourcing to low-cost vendors can compromise lead quality. By owning every step of the production process, we guarantee that the first lead in your campaign is just as high-quality as the 10,000th.

TRANSPARENCY:

Privacy and compliance are non-negotiable for us. Managing our own database means we stay fully in control, upholding both global and regional compliance standards without relying on third parties.



**LEADS MANAGED
DIRECTLY BY
YOAN ONE
SOLUTIONS**



Full-Funnel Leads

Marketing Qualified Leads (MQL)

MQL's delivered at scale with competitive CPL's driving engagement and brand awareness and promoting nurturing opportunities.

Highly Qualified Leads (HQL)

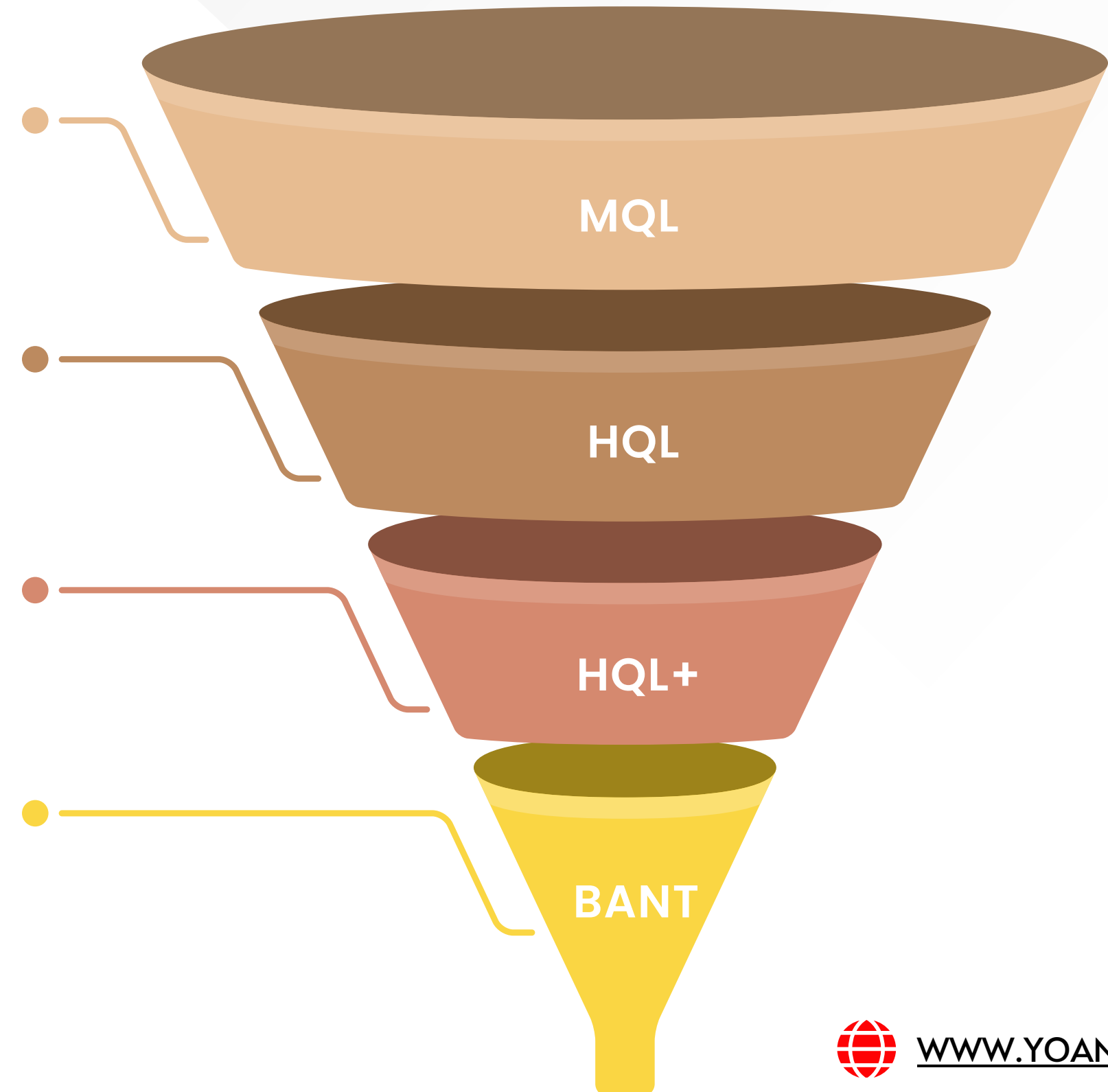
HQL's provide additional intelligence gathered via light-touch questions to gain more valuable insight into the lead.

Highly Qualified Leads (HQL+)

HQL+ provides a more engaged prospect that meet your target specifications who have correctly answered qualifying questions and requested your content.

BANT

BANT qualified leads are designed to identify opportunities that have budget, authority, need and timescale elements.

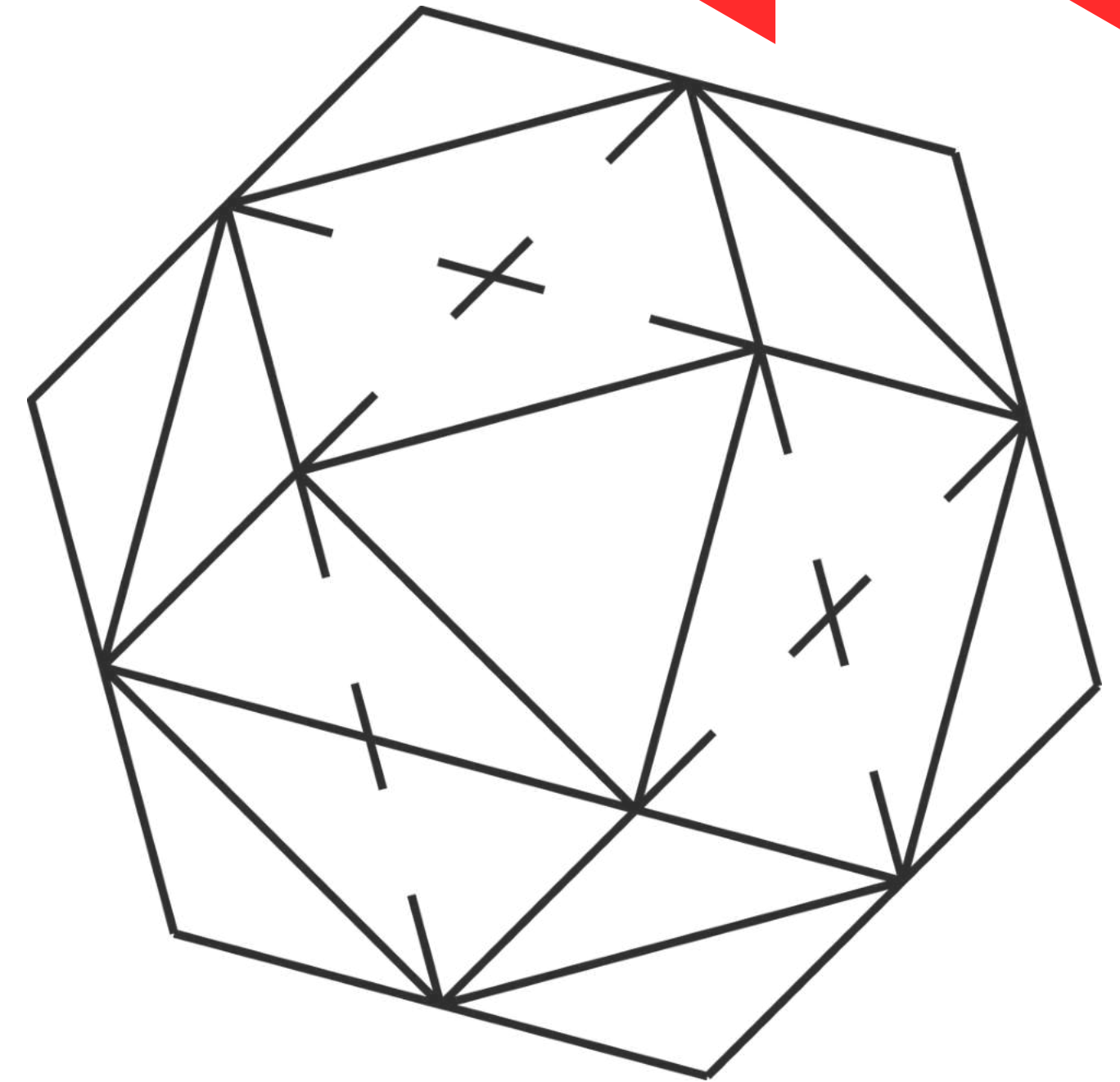


Waterfall: The Future of Content Syndication

Waterfall is a cutting-edge multi-touch content syndication strategy designed to deliver high-quality MQLs and actionable customer journey insights, accelerating conversions.

Key Benefits:

- Detailed Customer Journey Insights with every lead for data-driven decisions.
- ABM Precision: Align your account-based marketing efforts more effectively.
- Enhanced Brand and Demand Campaigns: Boost visibility and engagement.
- Real-Time Buyer Insights: Identify who's in-market now and anticipate future prospects.
- Comprehensive Lead Coverage: Capture leads across all stages of the buyer's journey in one seamless campaign.
- Optimization Made Easy: Gain insights to refine content, product strategies, branding, and sales processes.



Display Advertising

Connect with a highly engaged audience and elevate your brand's visibility through precisely targeted and high-impact placements.

Benefits:

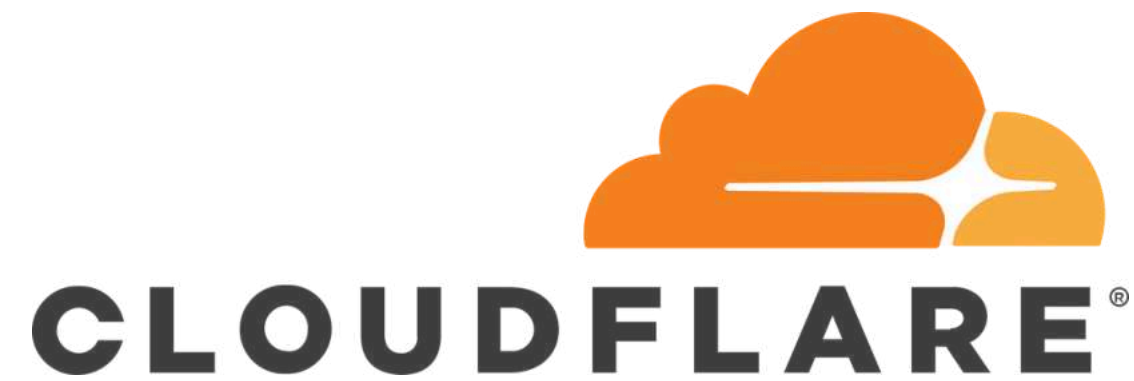
- Advanced IP targeting tailored to enhance your ABM strategy
- Improved campaign performance when integrating Display Ads with Lead Gen campaigns
- Enhanced targeting capabilities leveraging our proprietary, data-rich database



5x Performance Boost:

When Integrating Display Advertising + Content Syndication

OUR CLIENTELE





Contact Us

LET'S TALK LEADS. **LET'S TALK BUSINESS.** IT'S WHAT WE LOVE!



+91 952-773-7117



812, Platinum Towers,
Kharadi, Pune, 411014



+1 914-268-4250



333, Park View Avenue
Yonkers, NY - 10710



+971 529283123



Sharjah Media City,
Sharjah, UAE



INFO@YOANONE.COM