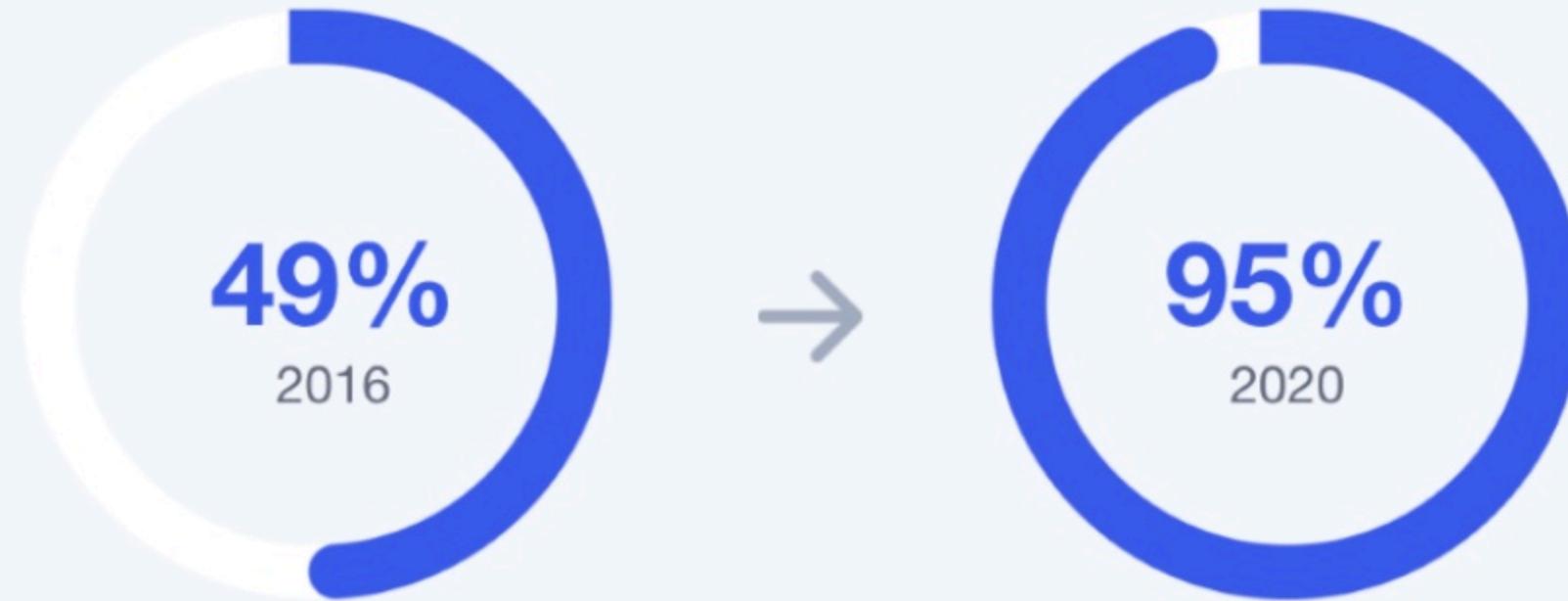


# The future is Account Based

(... and we think you'll agree)



Marketing teams running ABM

# Most companies are doing Account Based Marketing completely wrong

Find me  in the  industry

## Ending up with the right job titles in the wrong companies

Find me **Sales Directors**  in the **Computer Software**  industry

Targeting leads, not accounts

Too broad to personalize effectively

## This causes all the same pains as regular lead-based strategies



Sales and Marketing teams are misaligned (and maybe even at war!)



Personalization is an afterthought



Marketing Spend is high and lead quality is low



Low conversion rates

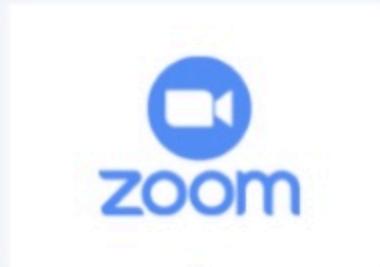


Struggling to measure the ROI of your activities



Growth into new markets is slow and painful

# More effective ABM through specific vertical targeting



## Traditional Categorization

IT & Services

Similar according to them

accenture

VISA

BOSCH

## Ocean.io Categorization

Video conferencing, SaaS software

Similar according to us

Microsoft Teams

webex  
by CISCO

ClickMeeting

GoToMeeting

RingCentral

skype

INTERMEDIA  
ANYMEETING

FreeConference.com  
by lotum

BlueJeans

## Data done differently

### Scalable data

Data collected from 300M+ web pages, company registries, and public databases

### Nine Languages

Ocean.io speaks English, Spanish, French, German, Italian, Dutch, Norwegian, Swedish, Danish

### Unparalleled Coverage

Benelux, DACH, France, The Nordics, UKI, Spain, ANZ, South Africa, and Singapore



# Ocean.io fuels your Account Based Strategy with Account Based Data



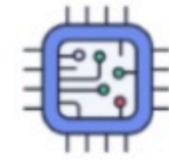
## Targeting

- AI Lookalike Search
- 48 powerful filters
- Zero duplicates
- Search inside your CRM
- Build target lists



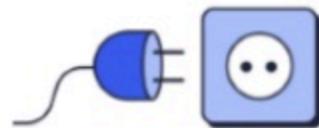
## Personas

- Search for your personas
- Validated email addresses
- Search by seniority
- 43M+ contacts



## Intelligence

- TAM Calculations
- Top Customer Segments
- Revenue Projections
- Market Analysis
- Per-Rep performance



## Integrations

- Seamlessly integrate with Salesforce, Hubspot, Pipedrive
- Export new target accounts and contacts to LinkedIn
- Deduplicate your CRM

# Better with AI

Deeper personalization for better conversion via specific vertical targeting



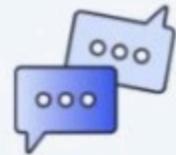
## Targeting

- AI Lookalike Search
- 48 powerful filters
- Integrated with your CRM:  
search by account owner, deal  
status, etc.

The screenshot displays a CRM targeting interface. At the top, there are tabs for 'Companies' and 'People', and an 'Export all' button. Below the tabs, there are filter sections for 'Lookalike companies (3)' with domains 'alab.com, velocity.com, earth.com', 'Location (3)' with 'Denmark, Germany, France', and 'Size (3)' with '51-200, 201-500, 501-1000'. A table of results is shown with columns for Company, Labels, Size, Operating countries, People, Website traffic, and Social media. The table contains 10 rows of company data. On the left side, there is a sidebar with a search bar and a 'Filters' section. The 'Filters' section includes a 'Lookalike companies' filter with a search input and a list of domains: 'alab.com', 'velocity.com', and 'earth.com'. Below the search input, there is a 'Show advanced' dropdown menu. The sidebar also contains various icons for different CRM functions.

# More than just contacts

Find more of the buying committee with **Persona Search**



## Personas

- By job title and role
- By seniority level
- By department

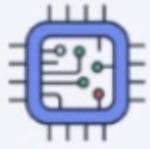
The screenshot shows a software interface with a 'Create persona' dialog box. The dialog box is titled 'Create persona' and has a close button 'x'. It contains the following sections:

- Persona name:** A text input field with the placeholder text 'Enter the name of the persona'.
- Titles:** A text input field with the placeholder text 'Enter one or several, full or partial title to filter by' and an 'Add title' button.
- Seniority:** Three radio button options: 'Upper management', 'Management', and 'Others'.
- Department:** Two columns of radio button options: 'Accounting and finance', 'Board', 'Business support', 'Customer relations', 'Design', 'Editorial personnel', 'Engineering', 'Manufacturing', 'Marketing and advertising', 'Operations', 'Other', 'PR and communications', 'Procurement', and 'Product'.

At the bottom of the dialog box, there are three buttons: 'Cancel', '10,000+ people found', and 'Save'.

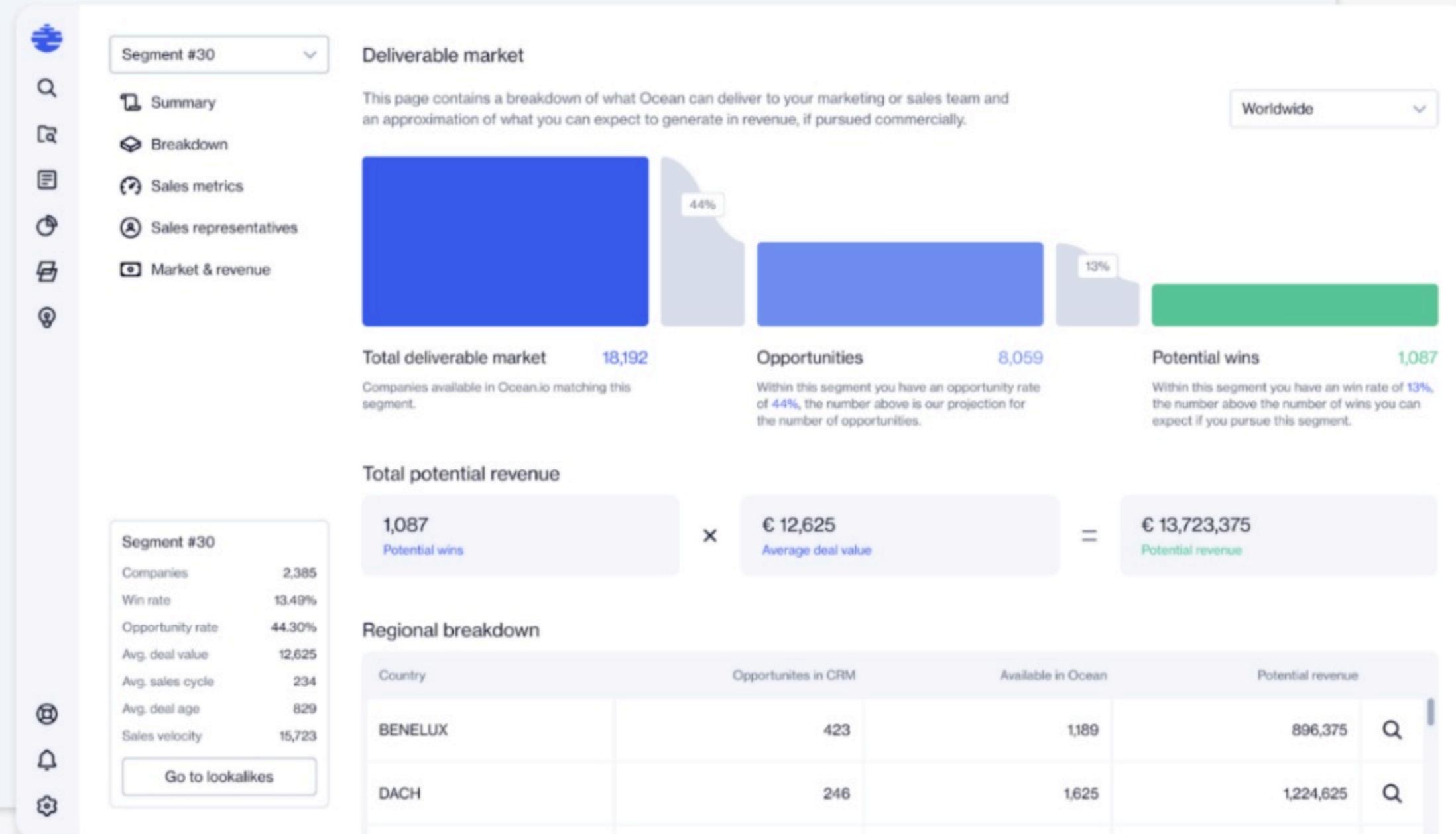
# Take the guesswork out of your ICP

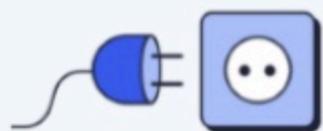
Build your strategy on data with a market-analysis-in-a-dashboard



## Intelligence

- TAM calculator
- Market analysis breakdown
- Revenue projections
- Regional performance tracking
- Per-rep sales performance
- Customer firmographics report





# Integrations

Seamless connection with your existing tech stack



Pipedrive



Salesforce



HubSpot



LinkedIn



Zapier

# ABM the Ocean.io way



# Ocean.io makes your business efficient through effective ABM

But don't take our word for it:

**“We've doubled our demo booking rate in the first week.”**

**Quirijn Kleppe**  
Head of Growth  
@Leadinfo



**“Ocean.io gives us new bandwidth in sales.”**

**George Loraine**  
Head of Sales Development  
@Brandbassador



**“Ocean.io focuses our spend on the right companies.”**

**Martin Nørgaard Klausen**  
Co-Founder  
@ZenMedia



SONY

User Testing

Leadinfo

TELE2

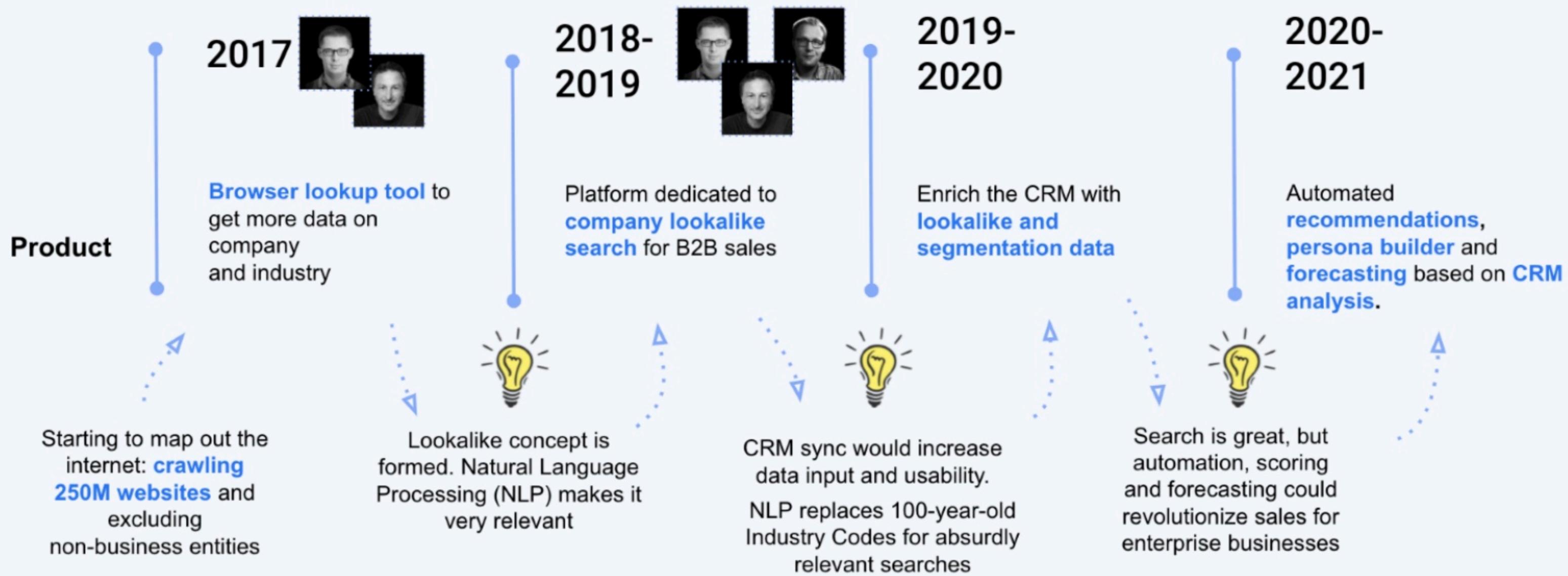
SCHOTT  
glass made of ideas

O.uanos

Brandwatch

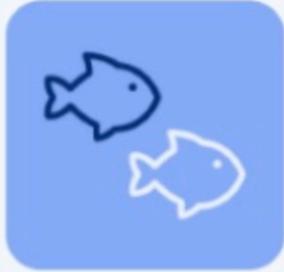
JLG

# Product Evolution



<b>Commercial Focus</b>	<b>Stealth innovation</b>	<b>Pilot in Denmark</b>	<b>Product market fit, Launch Europe</b>	<b>Scaling Europe+</b>
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# The world's smartest deeptech B2B database



53 people across 3 offices  
(Aug '21)



Proprietary AI backed by 4-years  
of data-science and an initial  
investment of \$6M



Launched 2020 and tracking at  
\$60K MRR (3x in 2021), and an  
NRR at 100% (Aug '21)



Unique normalized dataset of  
companies - not limited by  
language or region



A multi billion B2B CRM market,  
growing 10% YoY



Market traction in Europe.  
150 customers (Aug '21)