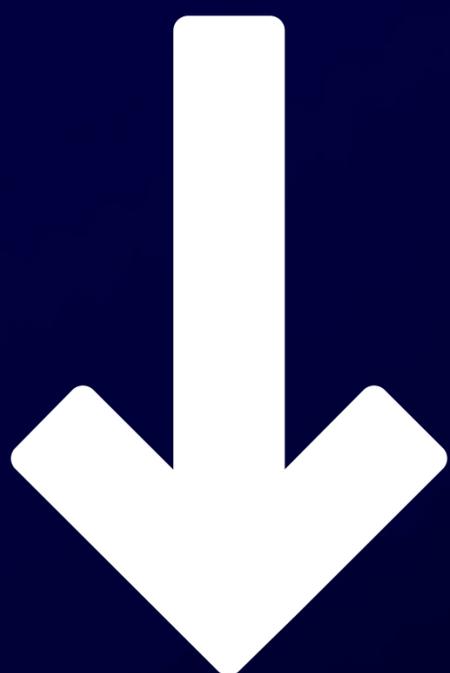




World-class data and ideal customer qualification

SELL TO THOSE WHO WANT TO BUY

Imagine how powerful it would be to know every company that is searching for the solution you offer, and have your ideal customer's name, phone number and business email with a confirmed sales appointment booked.



HOW IT WORKS:

1) LISTEN

Our platform will tell us who has actively looked for your given search terms and identify when a prospect is ready to engage in the market.

2) QUALIFY

Once a company is showing intent to buy, our system qualifies the prospect and their contact details. This can be refined to certain criteria (size, location, growing, start ups etc.)

It is then time for us to, on your behalf, approach the prospect with your solution.

3) ENGAGE

We are now ready to engage with the prospect through our multitouch outreach methods, consisting of real, UK-based, human interaction. At the end of the day, people buy from people.



HOW INTENT IS FOUND

Vast Contributory Network

A massive, growing community of contributors helps validate new and existing data and add contacts.

Machine Learning

Automated machine learning constantly views corporate websites, press releases, news articles, government filings, job postings, and other online sources for data about industries, locations, revenue, and other company attributes. Targeted keyword algorithms help further focus the searches, while the system also looks for technographic information.

Human Research and Verification

Machine learning alone cannot verify millions of data points, so a specialist human research team focuses on continuous improvement of the database. The team's meticulous efforts verify algorithm performance, unearthing inside information about companies that can help.

Third-Party Expert Partners

Trusted, third-party sources supplement automated data aggregation to gather information from public companies, merger and acquisition activity, government data sources, and social media feeds.

Monitoring

By aggregating activities each week, our platform analyses trillions of online browsing events as prospects research products and solutions. Signals and spikes are then found by the AI through various methods.



A done-for-you managed service

ALL-IN-ONE SERVICE

- A designated account manager will seamlessly transition to be a part of your team.
- We handle ALL set up, messaging and leads. All your team will need to do is sit back and wait for the leads to come in.
- Our appointment setters are real people based in the UK. And, we have two office dogs – available for meetings on request.

CUSTOMER SERVICE IS FANTASTIC, ALWAYS A PHONE CALL AWAY IF YOU WANT TO CHANGE SOMETHING AND THEIR PROCESSES IN HOW THE LEADS ARE MANAGED TO US AS A ORGANISATION IS SECOND TO NONE. HIGHLY RECOMMEND THEM.

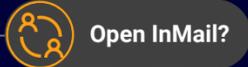
Paul, Large Finance Company



Introducing the...

MULTITOUCH ROADMAP

DAY 0



DAY 3



DAY 6



DAY 11



DAY 14



DAY 17



OTHER OUTREACH METHODS

	Campaign Type	Why?
in	Connector	<i>Proven Method, adds to network</i>
in	Group message	<i>No Connection Needed - personalise to group</i>
in	Post Engagement	<i>Visible and relevant. Also can message others who've engaged</i>
in	InMail	<i>We have the ability to InMail up to 800 per month.</i>
in	People you may know	<i>Talk to your designated Account Manager regarding this</i>
✉	Email Enriched	<i>B2B email with hyper personalised messaging</i>
✉	Email Intent	<i>B2B email with intent and scoops</i>



World-class data and ideal customer qualification

HYPER PERSONALISED OUTREACH THAT CONVERTS

We **multiply** success rates with hyper-personalised approaches, within our multitouch methods.

Humanising the process and introducing a world-class Sales Development Representative to your team, we come at a fraction of the cost and with better results.

EMAIL



We use **Personalised Emails** that get you **8x** more replies

On Thu, September 15, 2022 1:02 AM, Iain McGregor <im@mybrightuk.com> wrote:

Hi Deanna

Just read "How's Home Working Week 2.0 going?," it was a pleasure reading such an interesting article!

We are market leaders in appointment setting and lead generation specialising in the FinTech and AltFinance sectors.

Having been through start-up and growth ourselves we feel in a good position to talk to you about new business if you are finding it a challenge or need it quicker? Can we hop on a call to discuss further if of interest?

Kind regards,
Iain

On Tue, September 27, 2022 8:44 AM, Iain McGregor <im@mybrightuk.com> wrote:

Hi Iain,

Thanks for your email.

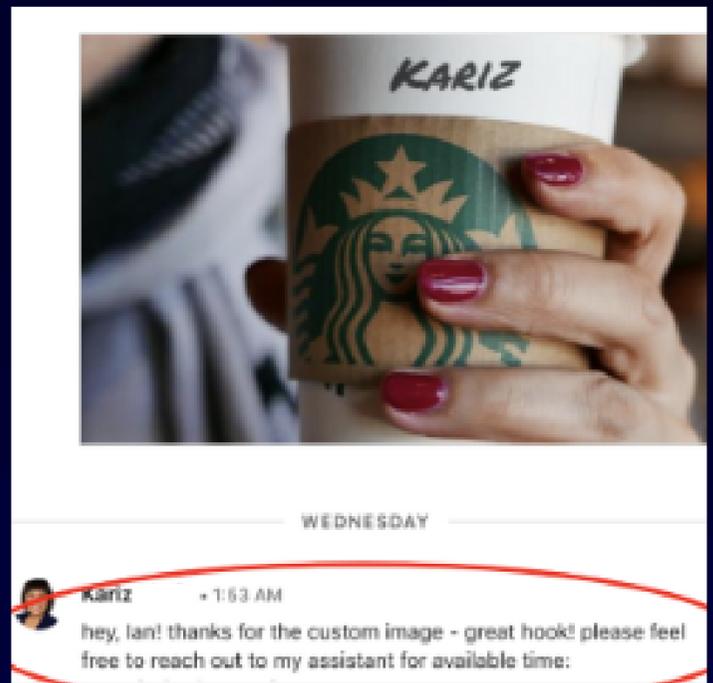
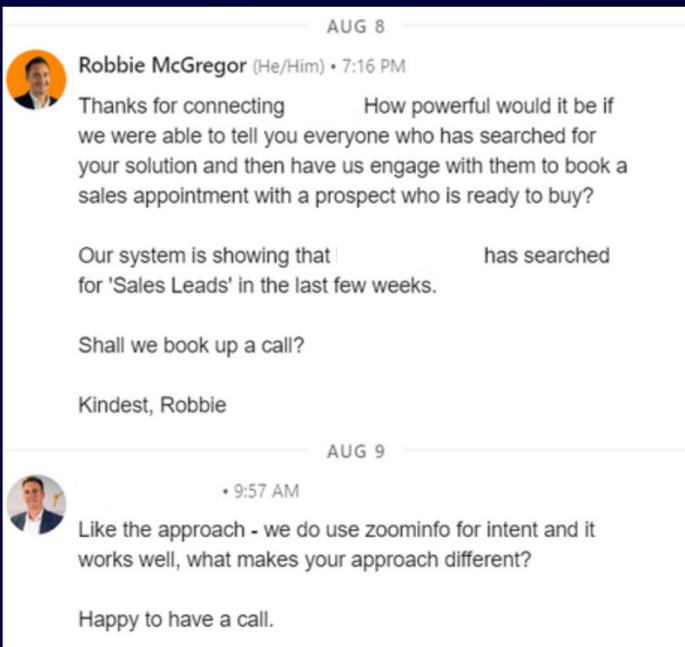
Sure - let's book some time to chat! This week is crazy but how is next Tuesday morning at any time other than 11am?

Many thanks
Deanna

LINKEDIN



We use personalised images, GIFs and videos to stop your prospect scrolling past our message and generate a clear reply.



CLEAR CALL-TO-ACTIONS

Using clear 'calls to action' your prospects reply and our trained appointment setters will handle all everything from reply to meeting booked.



ROI-Proving

CASE STUDIES

We have booked meetings with the following for our clients:



Waitrose



vision express



...and more

**A £2.6 MILLION
FINANCE DEAL IN THE
FIRST WEEK OF YOUR
LEADS - GREAT WORK
GUYS.**

Lumibridging Solutions, Finance Broker

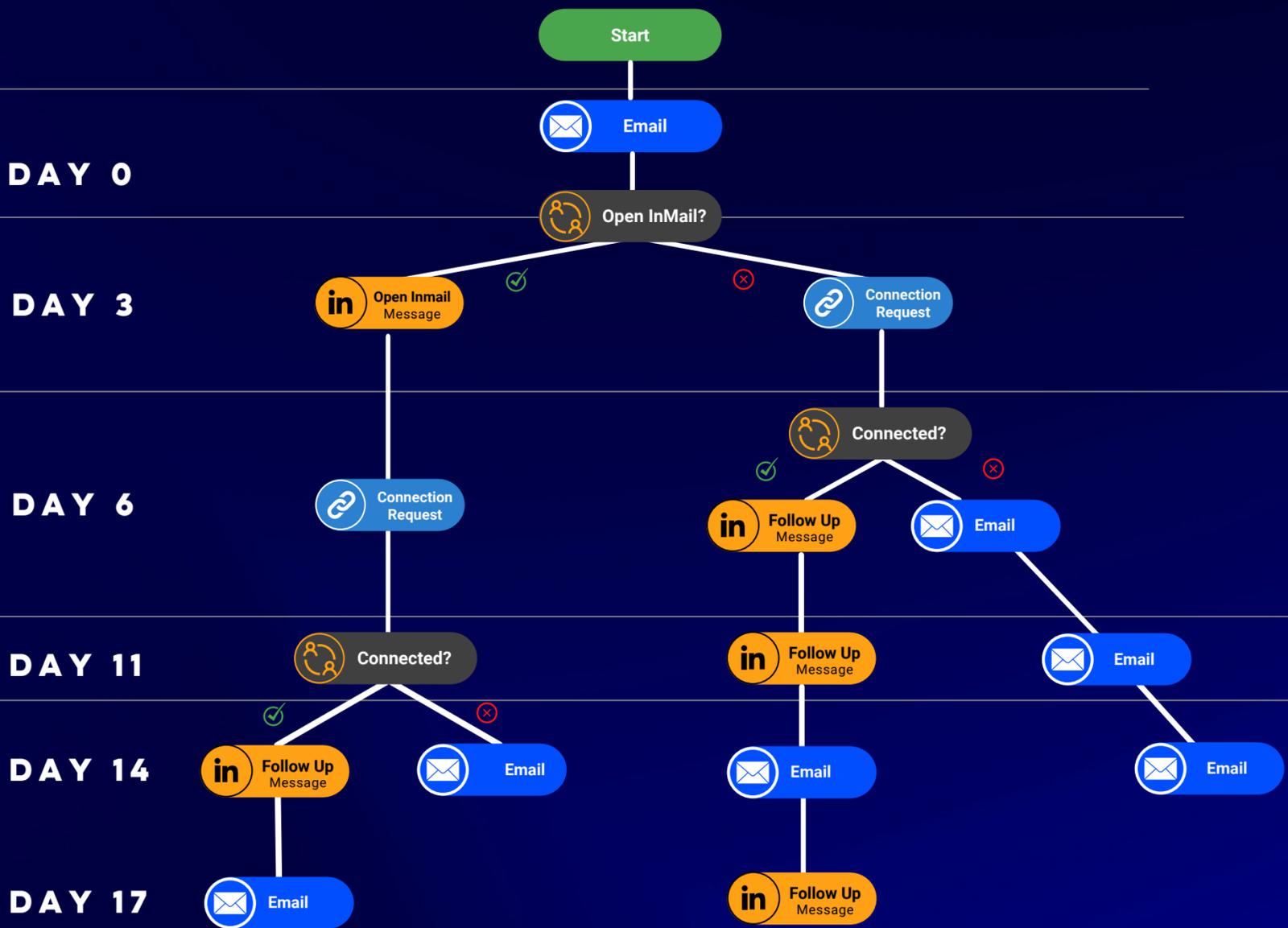
CASE STUDY ROI

UK-based Software Development Company

HEADLINE RESULTS

Monthly Total Leads	25
Meetings Booked	7
Closed Sales	4
Sales Value Per Contract	£16,000
Total	£64,000
Cost	£2,995
ROI	x21

FLOW



DETAILS

Action Point	Open InMails	LinkedIn Connection Requests	Emails
Activities Per Month	400	600	1,000
Connections Made		31%	36%
Positive replies (leads)	4	10	11
Meetings Booked	1	3	3
Total Meetings Booked		7	

High-End B2B

IN SUMMARY

Brightside have a unique human-driven lead generation process.

We save you time and energy in finding qualified sales opportunities, and ultimately book quality sales meetings into your diary. This is a done-for-you solution for you and your sales team.

1 Identify your ICP
(Ideal Customer Profile)

2 Enrich the data with our Intent Data, finding those who are ready to buy

3 Engage with our unique Multitouch method



4 Create Hyper-Personalised messaging that converts

5 Get attention, create leads and book appointments

6 Upload into your CRM

7 Close more deals





WE'D LOVE TO PROVIDE YOU VALUE

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info@mybrightside.co.uk

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Portishead, Bristol
BS20 7AN
England, UK

[Learn More](#)

