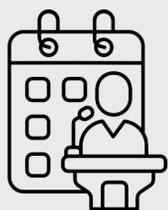


# WARM LEADS + COLD OUTBOUND = STRONGER B2B SALES ROI

Why senior leaders need both short-term pipeline velocity and long-term market expansion

## WARM LEADS



### Event Lists

Related Content: Turning Events into Revenue



### Former Opportunities

Related Content: FANS-base Prospecting Playbook



### Intent Signals

Related Content: AI, Intent, and Relevance



### Marketing Qualified Leads

Related Content: Intelligent Outbound Sales Methodology

## COLD OUTBOUND



### Net New Accounts

Related Content: Total Addressable Market Playbook



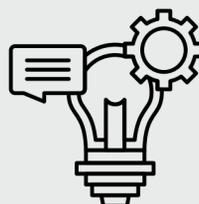
### Whitespace Markets

Related Content: Market Research to Support Expansion



### Under-Penetrated Segments

Related Content: Identifying Opportunities for Growth



### Strategic Prospecting

Related Content: Intelligent Outbound Sales Playbook

*One captures demand already in motion. One creates demand for the future. MarketLauncher helps clients activate both to build smarter revenue engines.*

## THE RESULT?

- Healthier Pipeline Today
- Better Coverage Tomorrow
- Stronger, long-term ROI
- Sustainable Market Expansion

