



**SPAN**  
GLOBAL SERVICES  
GLOBAL GROWTH PARTNER

# Span Global Services Opportunities for Resellers

**Grow Your Business Loyalty Revenue**



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## A NOTE

According to IBM, 90% of the data in the world today was created in the last 2 years alone. This data springs from such diverse sources as weather, social media posts, digital pictures and videos, purchase transaction records and cell phone GPS signals, to name a few. Not surprisingly, businesses continue to grapple with how to ingest, understand, and operationalize Big Data (Source: SAP)

## Introduction: Database Marketing – Never out of business

The idea of starting a Big Data business can make anyone feel overwhelmingly challenged. Even tech companies remain in the dark about the many intricacies of managing a marketing-databases system. Realistically, it involves getting to the Zero Error level.

How much to procure, how much to spend on maintenance, and what are the total overheads – typical woes that stall data business often at inception!

Recognizing these difficulties helped make our Reselling Model one that guarantees success. Big Data is something new – something that very few organizations have succeeded in understanding. As a result, finding them, procuring their marketing databases, and Reselling, is likely to be your choice. And why not when it is as good as cultivating virgin land...

Moreover, the Reseller Model is based on white labeling. Our product, sold under Your brand identity.

Resellers from any part of the world can gain access to the following:

- Relevant data in adequate volume
- Maintenance services provided from remote locations
- 24/7 business support while selling

It's almost like apprenticeship, just that we can be real partners!

**Different technologies are available to support different types of Reseller Businesses.**

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Make an intelligent choice by  
reading this guide.

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## Products for Resellers

### API: Overview and Customer Value Proposition

The API is a tool built for resellers who want their customers to get access to quality marketing contacts. It is built to allow uninterrupted access to more than 32 million records that are being verified in real-time.

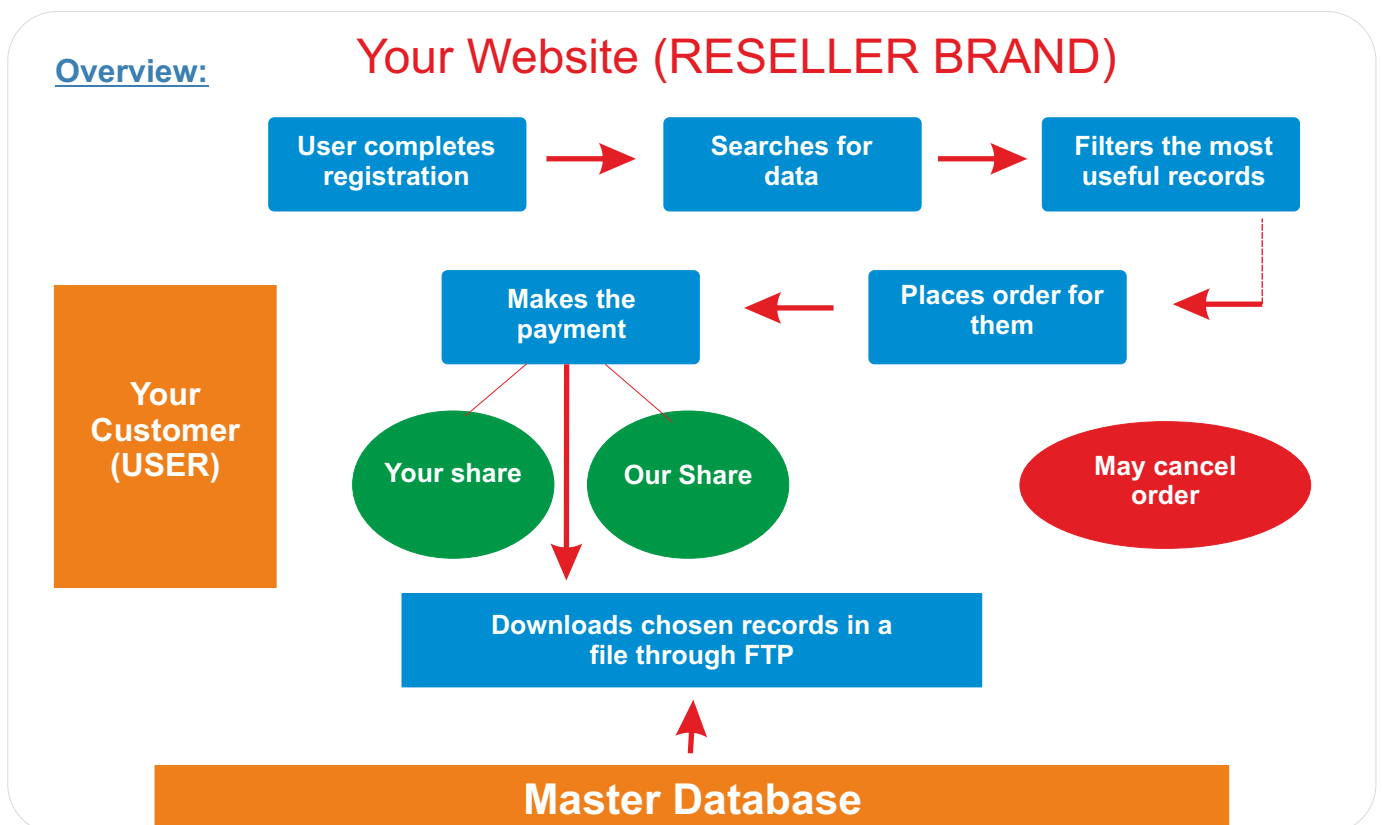
API allows resellers to access the data they need anytime from the Span Global Services' master database, kept under thorough maintenance (regular verification, cleansing, normalization, updating).

#### Reseller Requirements:

- An active website of your brand
- A brand identity

#### Deliverables:

- User's choice of B2B contacts
- API connectivity to master database



The function of the API lies between the Reseller's Website and the Span Global Services Master Database, as well as between the Reseller's Website and the End User.

## Customer Value Proposition

Given the availability of business contacts from a 32 million+ database, it is evident that you are providing your customers with valuable information. Besides, white labeling ensures you get the credit.

However, choosing API comes with a certain understanding of your target market.

Your customer will be accessing the records they need through API. As they keep filtering records of their choice into downloadable files every day, week, or month, they will have to return to your website for updating, as some of the contacts keep changing in the long run. This helps API using resellers to procure business periodically. Your website can thus act as a source of data maintenance as well.

## ROI Intelligence: Overview and Customer Value Proposition

ROI Intelligence is a high-value data service. It includes a fresh website built for data business. The site will have data access technology, a data maintenance interface, as well as high-end personalization for your users. Besides that, ROI Intelligence is available under the white label model.

The tool is different from API in two major ways. While the interface allows users to control their data, you get a fresh website, customized according to your brand.

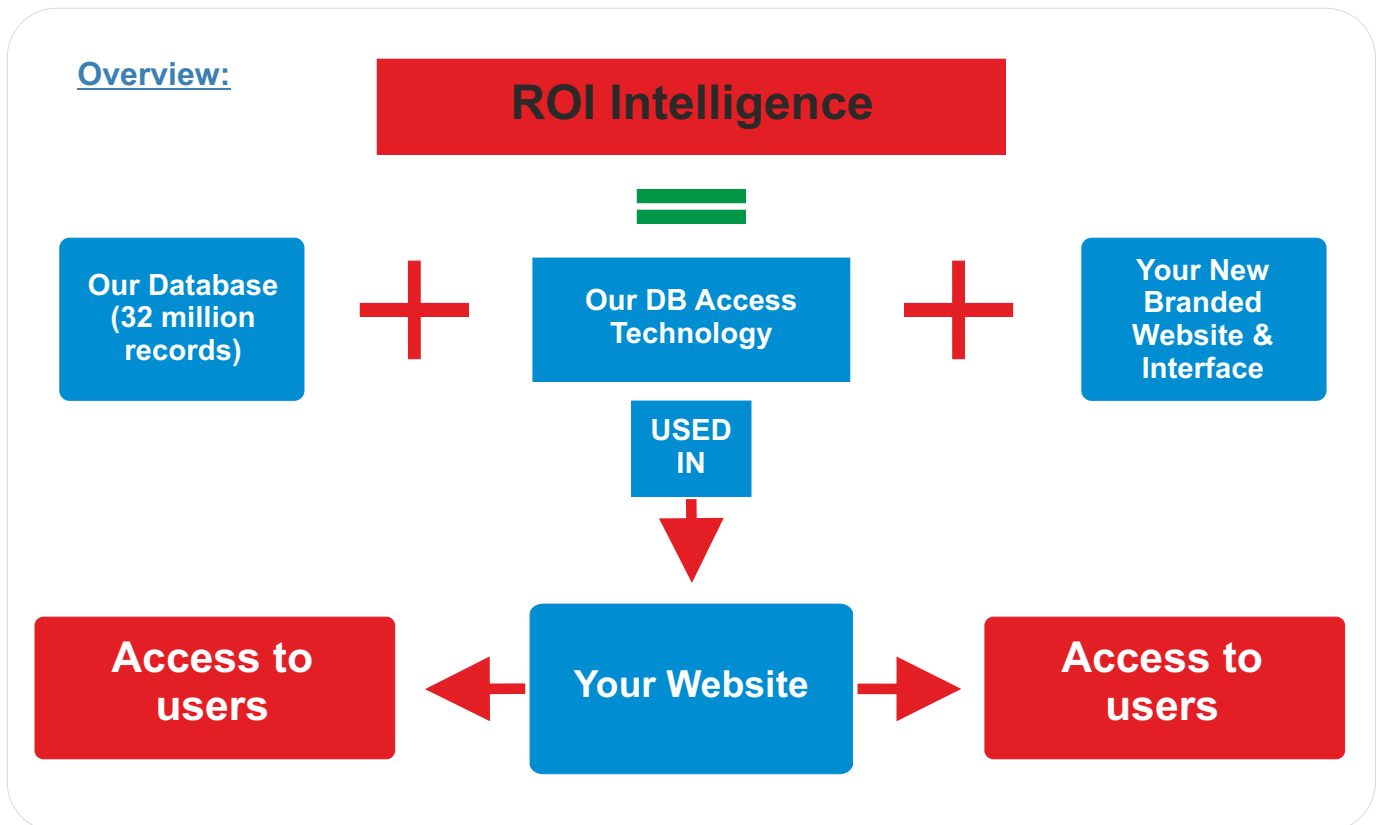
Resellers investing in ROI Intelligence usually target business professionals looking for a 360-degree solution to marketing database operations. Your customer will not only be able to access data from a superiorly maintained master database, but also run their own databases to check for errors and inconsistencies in real-time.

### Reseller Requirements:

- Finalized branding guidelines
- Identification of target market (recommended)

**Deliverables:**

- A new website
- Search and data maintenance interface
- User access technology to 32 million+ B2B contacts



ROI Intelligence provides you with a complete solution for marketing databases. Procuring the data, maintenance interface for database quality, and a sales passage under your brand identity – that is ROI Intelligence in a nutshell.

**Customer Value Proposition**

As a result of ROI Intelligence being an all-in-one tool, Span Global Services implements a multi-front value addition strategy. While end users of marketing databases face data maintenance and quality enhancement issues, your customers will be facing none of them. Besides they will have API access, as well as whatever makes them self-sufficient data users. On the other hand, you will be able to provide the complete solution as a reseller under your brand identity. This white labeling feature of ROI Intelligence allows resellers to sustain their businesses with high-end deliverables.

## Marketing Databases: Overview and Customer Value Proposition

Marketing Databases of different specifications are available from Span Global Services' master database of business contacts. It is available to resellers who are looking to sell contact information to business leaders and decision makers. Marketing teams in organizations always find such databases useful.

A Marketing Database sold to a reseller has value for end users. However, the resellers purchasing from Span Global Services can consult experts for the best data sets applicable to their target markets. Moreover, the data sets can be updated as part of the reseller contract.

### Overview

Resellers can approach Span Global Services for fresh databases or database maintenance services. List or Data Management involves keeping as many contacts of each prospect in the most up-to-date state. The procurement of information in our databases is made from trade shows, surveys, government records, and periodical-subscription records.

#### List Management:

- Email Lists
- List Building

#### Data Management:

- Data Cleansing
- Data Profiling
- Data Verification
- Data Appending
- Email Appending
- Phone Appending
- Contact Appending
- Social Media Profile Appending

**Bad data or poor data quality costs US businesses \$600 billion annually.**  
**(Source: TDWI)**

These services are available along with Marketing Databases for resellers.

## Customer Value Proposition

The value you provide to your customer using Span Global Services' Marketing Databases depends on the way you channel the contacts to them. Some of our tools allow specific conveniences, depending on the way you plan to engage and benefit your customers.

Whether you want to channelize the data through your online brand, allow them to maintain the data sets, or simply do a one-time FTP transfer, the marketing databases hold both long and short-term potential.

## Database Licensing: Overview and Customer Value Proposition

Span Global Services' Database Licensing plans are available for resellers with long-term plans. A sizeable chunk of marketing contacts is licensed out to resellers who may sell parts of it to marketers, decision makers and other company heads.

Database Licensing is one of the more popular purchase options at Span Global Services. While databases licensed out to owners are unique, they also get sole proprietorship. This means that marketing contacts once provided to a reseller cannot and will not be used by us.

### Overview

**The Data Licensing plans for Span Global Services' resellers have these features:**

- You can purchase the license for any amount of data that you need
- We will update the data every 90 days, thereby ensuring access to the latest contacts
- You can use the data or resell it till the expiry of the license
- You get easy options to renew the license or to add more licensed data to your repertoire
- You get access to our 24/7 customer service team to help you with all issues related to data



## Customer Value Proposition

Licensing out data sets from us lets you maintain complete uniqueness in what you offer. Span Global Services has unmatched data quality in the industry. That enhances your chances of succeeding with database subsets.

Moreover, Span Global Services has Data Maintenance services, allowing your data sets to retain usability, quality, and efficacy in the long run.

**Big data monitors 12 terabytes of Tweets each day to improve product sentiment analysis (source: IBM)**

## Reseller Opportunities

### Expand Reach

The files we offer you have multiple contacts for each record. That means your customers can reach their customers through email, social media channels, phone, fax, and other means as found suitable. We have more than 32 million verified business contacts. As a reseller, you have access to the same, and can choose any part of it depending on whom your customers would like to reach. Moreover, our tools (API and ROI Intelligence) allow you to maintain a gateway for your customer to our master database.

### Grow Revenue

Revenue growth from dealing in marketing databases is imminent, as many of its concepts are still in infancy. While cloud computing has shown us tremendous scope of developing online businesses, you have an opportunity that lets you make profits in partnership with us. Every successful data business has an exponentially growing number of customers. Besides that, all related services or products are available for resellers.

## Increase Dynamism

Selling marketing databases that work lets you become a direct gateway for your customers to their customers. Establishing such a reputation for your brand makes you one of the most important resources among the network of clients and businesses you cater to. With thousands of records in each specific database, your chances of multiplying your popularity can grow fast. Besides, you can use any of our tools to provide customized access to marketing data depending on the clients you serve.

## Opportunities by Partner Type

Span Global Services offers partnership programs that are diverse in strategy. Most data vendors are looking for specific types of access to data. Since they would like to serve a diversified spectrum of clients, the demand for different partnership models is imminent. Our partnership models differ primarily on the type of end user you are intending to serve. Some resellers find it suitable to sell data, and some find interest in other marketing assets and services. As a reseller of Span Global Services, you can opt to resell any of our marketing deliverables, not just databases!

### API

#### Business model

Suitable for partners with an online service brand. You can avail B2B databases with API connector from Span Global Services.

#### Deliverables

- B2B/B2C databases
- API connector

#### End Users

- B2B marketers
- C-level executives

### ROI

#### Business model

Get us to build you a new online brand (website), user interface and provide access to our 32 million-strong database for business searchers and database managers.

#### Deliverables

- Website
- User interface
- B2B database
- API connectivity

#### End Users

- B2B marketers
- Database managers

## DATABASES

### Business model

Buy data sets as per your requirements after consultation with Span Global Services experts, and start using it for enabling your customers.

### Deliverables

- Verified business contacts
- Maintenance services

### End Users

- C-level executives
- B2B/B2C marketers

## DATABASE LICENSING

### Business model

Get complete rights over data sets of your choice and be the sole owner. Use them to serve your customers and boost their ROI.

### Deliverables

- Proprietorship marketing databases
- Maintenance services

### End Users

- C-level executives
- B2B marketers
- Data executives

## Get Started

As a prospective reseller of Span Global Services, you may need to make few preparations. We suggest you have an established brand, but a website is not mandatory. We encourage you to set up a brand identity, because most of our reseller plans are white-label based.

Being a reseller is all about procuring quality data and selling it effectively. By that we mean the end user should enjoy noticeable benefits.

**To get started and know the pricing details,  
just dial **888-400-1602**, and learn how best you  
can start reselling.**

## Conclusion

The idea of making easy profits is always unrealistic. However, many business models do look straightforward. The inception of the modern data business is a boon and appears quite similar. It has actually made profit-making quite a simple procedure but investments, understanding, and consistency lie only with a few, especially when it comes to something as new as big data.

That is the basis of our Resellers Model. Through that we ensure widespread use of quality marketing data, as well as the reseller's success in the long run. Our resellers are provided the opportunity of selling our data under their brand identities. In that way, we make sure that the reselling business is based on a partnership model, and not a subsidiary-driven one.

## Why Span Global Services

For over 7 years, clients from different verticals and industries have benefited from our end-to-end marketing solutions besides big data. To take your online marketing and search marketing strategies to the next level, our advanced marketing models and innovative data solutions are created specific to B2B markets and customized to your business requirements. Whether you are looking for consulting, marketing or outsourcing solutions, utilize the expertise of our team of experienced marketing executives, thought leaders, and expert data professionals. Span Global Services is also one of the pioneers in the big data market.

Customer Acquisition. Customer Retention. Customer Loyalty

**SPAN GLOBAL SERVICES**

[www.spanglobalservices.com](http://www.spanglobalservices.com)



**USA:** 877-837-4884  
**Canada:** 877-452-2061  
**UK:** +44 (0) 800 088 5015



[info@spanglobalservices.com](mailto:info@spanglobalservices.com)