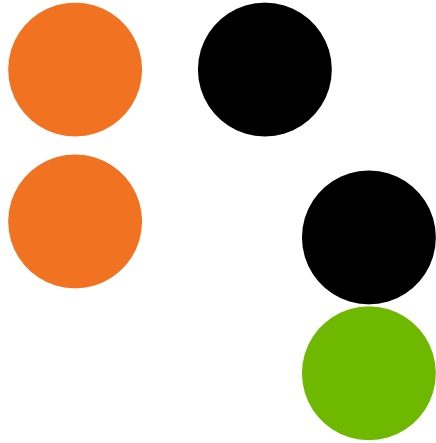




APEX
WORLDTRADE



Full Service B2B Marketing Agency

Apex Worldtrade builds predictable pipeline and revenue systems for modern B2B companies.

We combine intent data, multi-channel demand generation, and execution-led strategies to convert market signals into qualified opportunities and measurable growth.

Services

We cater to growing demand of [Marketing and sales](#) requirements.



Demand Generation



Content Syndication
Lead Generation
Pipeline Acceleration

✓ MQL ✓ HQL



Sales Qualification



Lead Generation
Retargeting Leads
Funnel Acceleration

✓ HQL ✓ SQL



Creative Designing



Content Designing
Content Repurposing
Speciality Designs

✓ E-book ✓ Email ✓ LP



Data as a Service

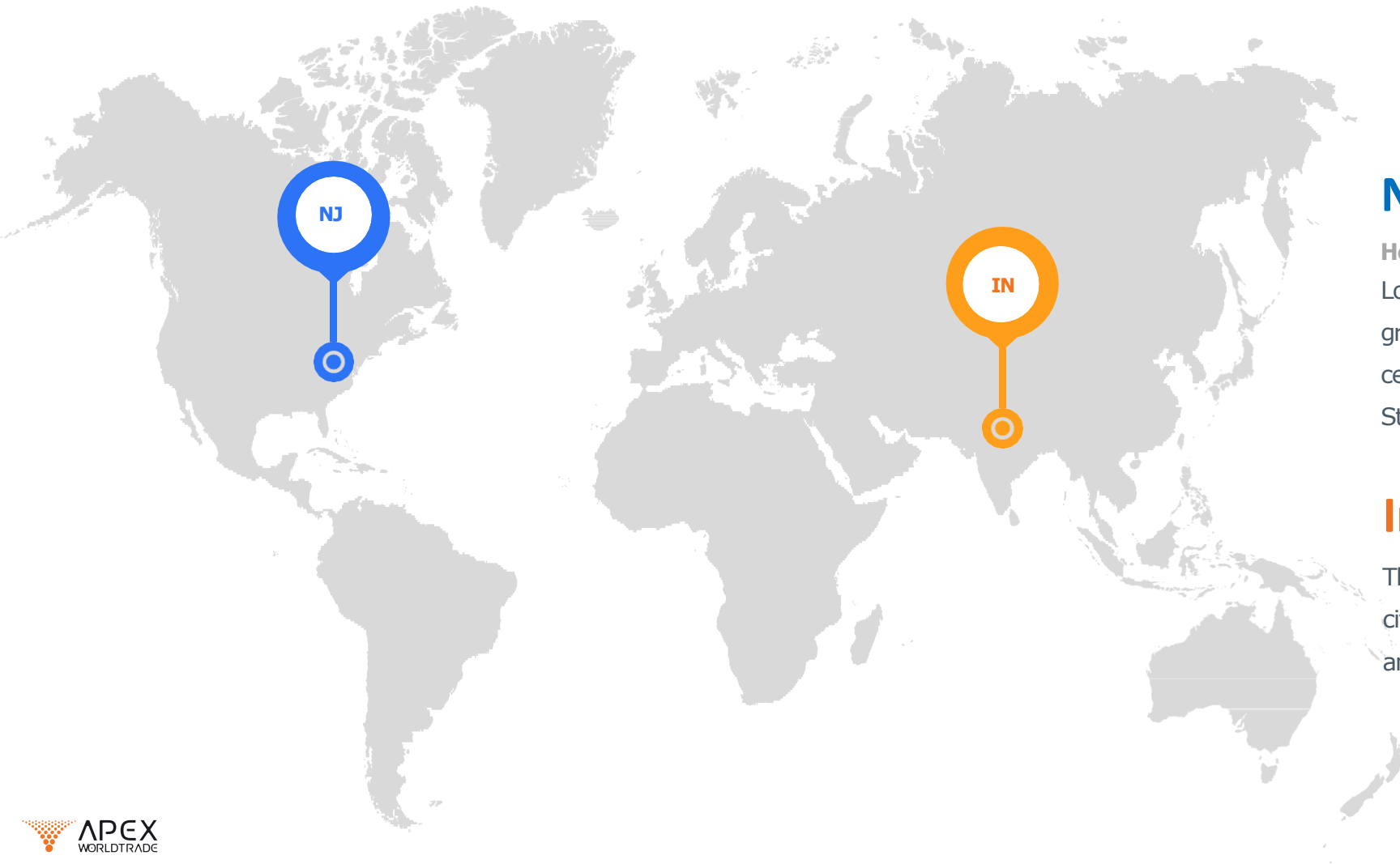


Data Validation
Prospect Identification
Data Refresh

✓ ICP ✓ ABM

Locations & Centres

Our presence in the eastern hemisphere to deliver to your expectations.



New Jersey

Headquarter

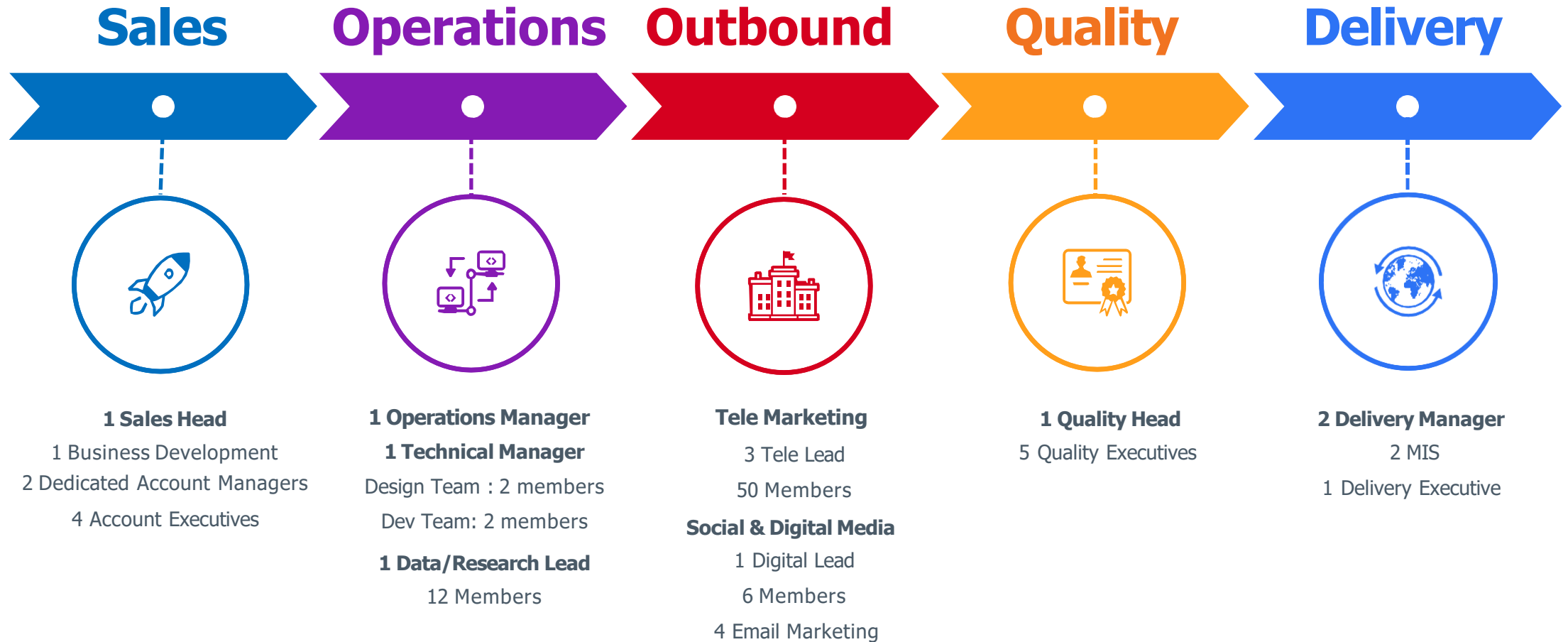
Located in New Jersey, US– is one of the fastest-growing media hub in the world. Global operations is centralized at this location. Sales, Delivery and Strategy is all streamlined at this site

India

The hub located in central India, in India's cleanest city for 5 years straight. With over 300 Tech Colleges and fastest growing IT hub, we make the difference.

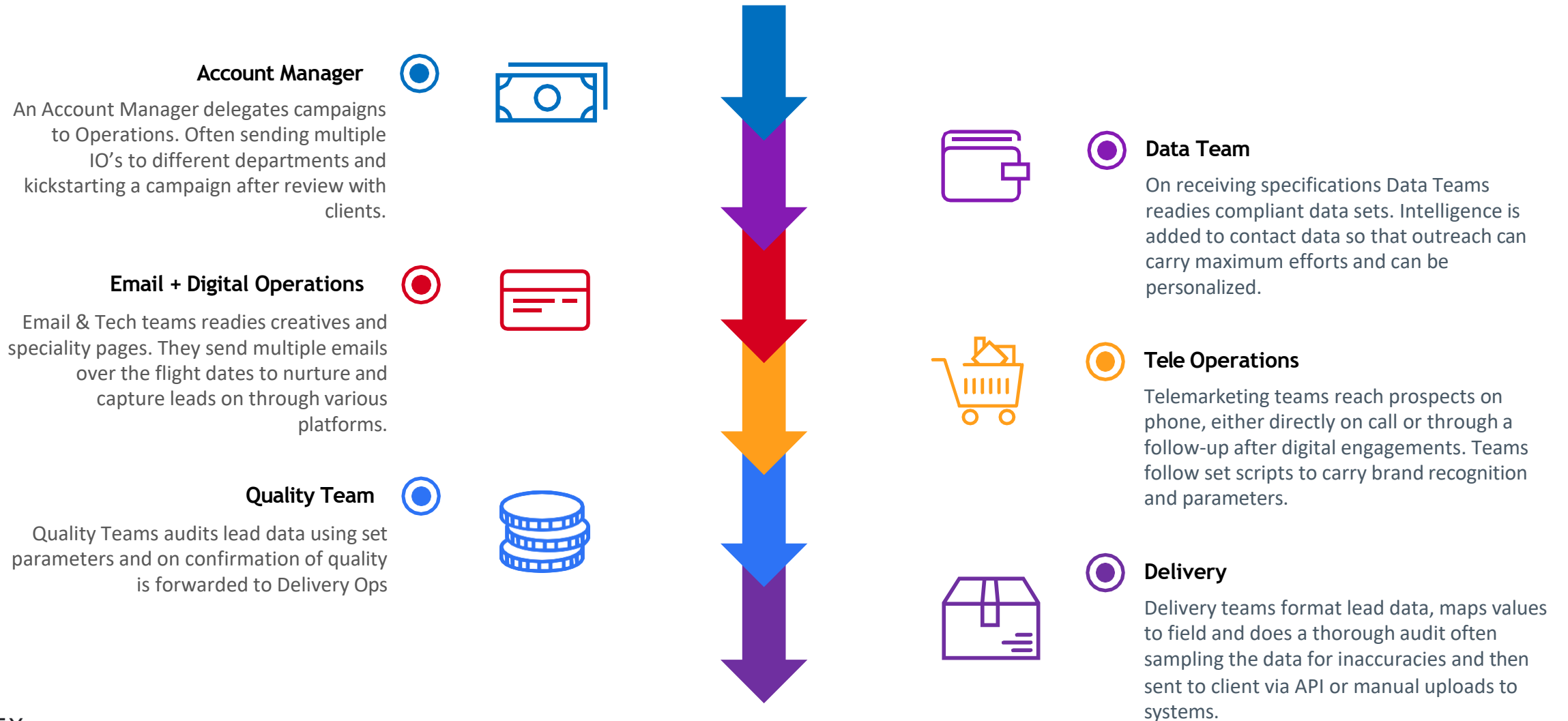
Connected Departments

Synchronized and coherent display of our Operational Excellence.



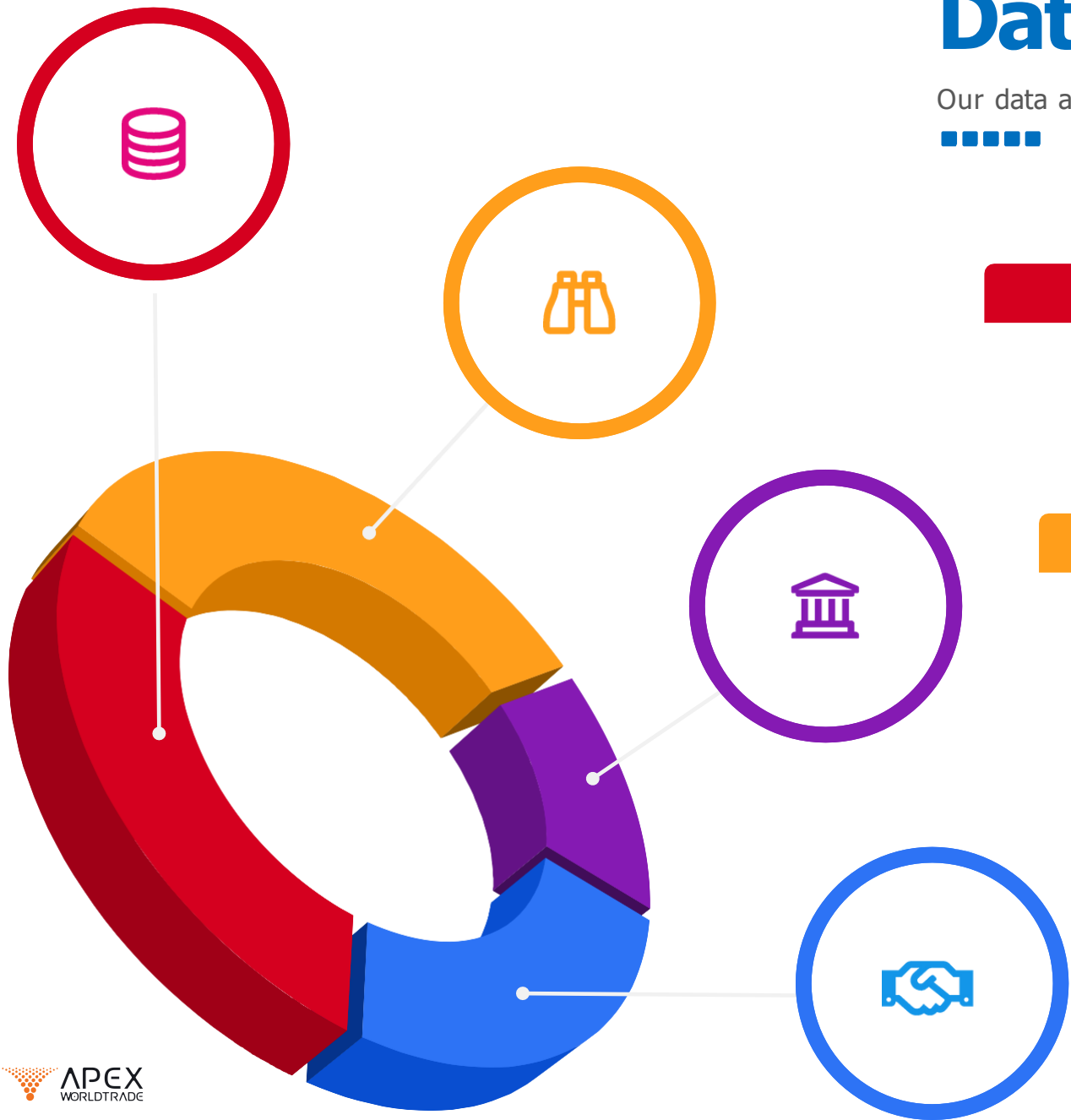
Data Flow across Departments

See how information passes throughout departments in Apex



Data Sources

Our data acquisition and sourcing globally compliant data



45%

In house Database



30%

In house Research Team



20%

Data Subscription & Partnership



5%

Strategic Data Suppliers

Quality Audit

4 Point Quality Procedure



Specifications

Matching the Campaign
Brief.



Company Validation

Industry, Employee Size,
Revenue, Activities, Location



Contact Validation

Job Title, Phone Number,
Direct Dial, Email Address



Intent Validation

Interest, Authority and
Timeline

We implement a **Four step quality checks** to ensure all deliverables are of value to our clients. All deliverables flow through multiple checkpoints aided by automated validations and actual human checks. Our QA teams ensure all of our deliverables are high quality and compliant with international standards.

Delivery Process

Fast secured and compliant Delivery Process



{REST:API}

http:// POST



Our delivery mechanism can directly integrate with your marketing suite and send leads realtime. We have compatible integrations with all major suites. Our teams are also happy to make custom webhooks and integration with your own systems or we can share them in complied encrypted formats manually.



01

Real Time Delivery via API integration

Realtime validated leads direct from Lead capture forms and our systems.



02

Encrypted Sheets via email

Encrypted sheets and file format shared to account managers or client's delivery teams.



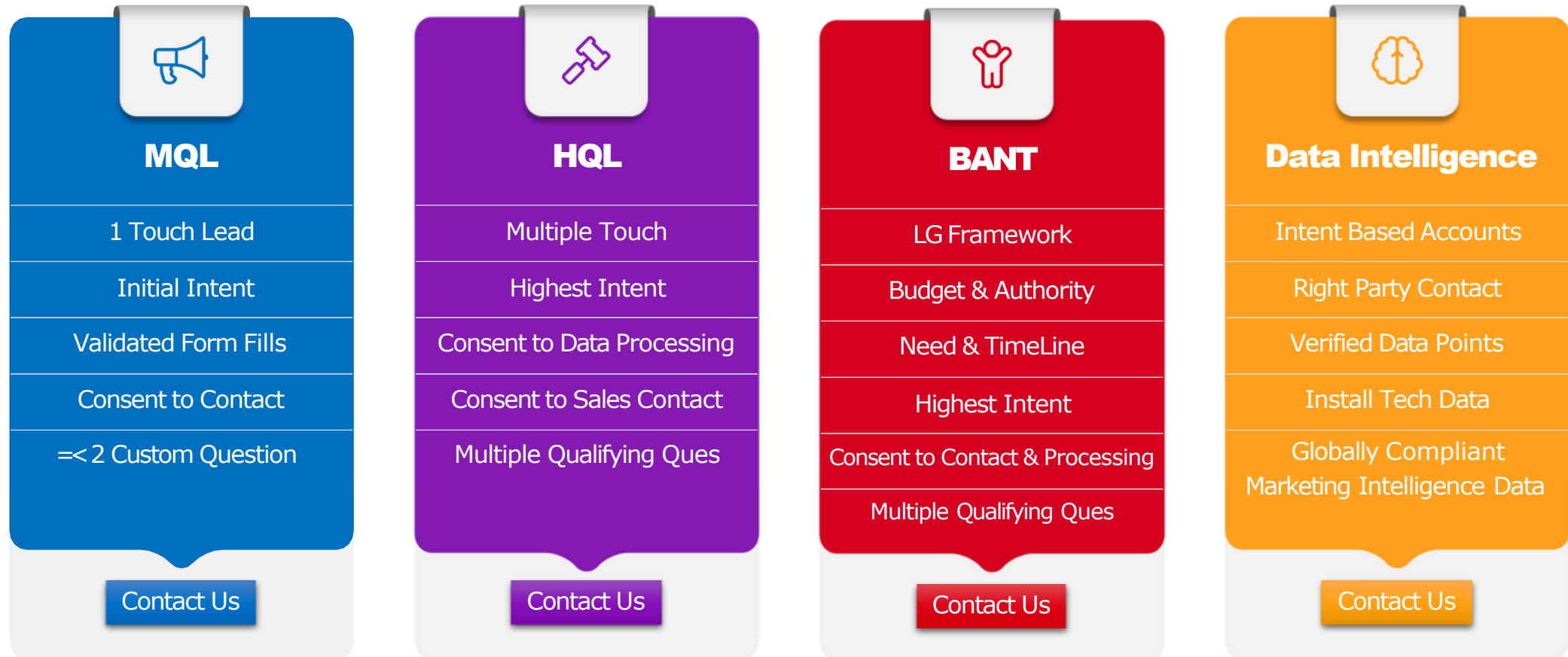
03

Online Spreadsheet Solutions

Secured Online spreadsheet solutions and online drive – Google, Microsoft, Dropbox or even Box.

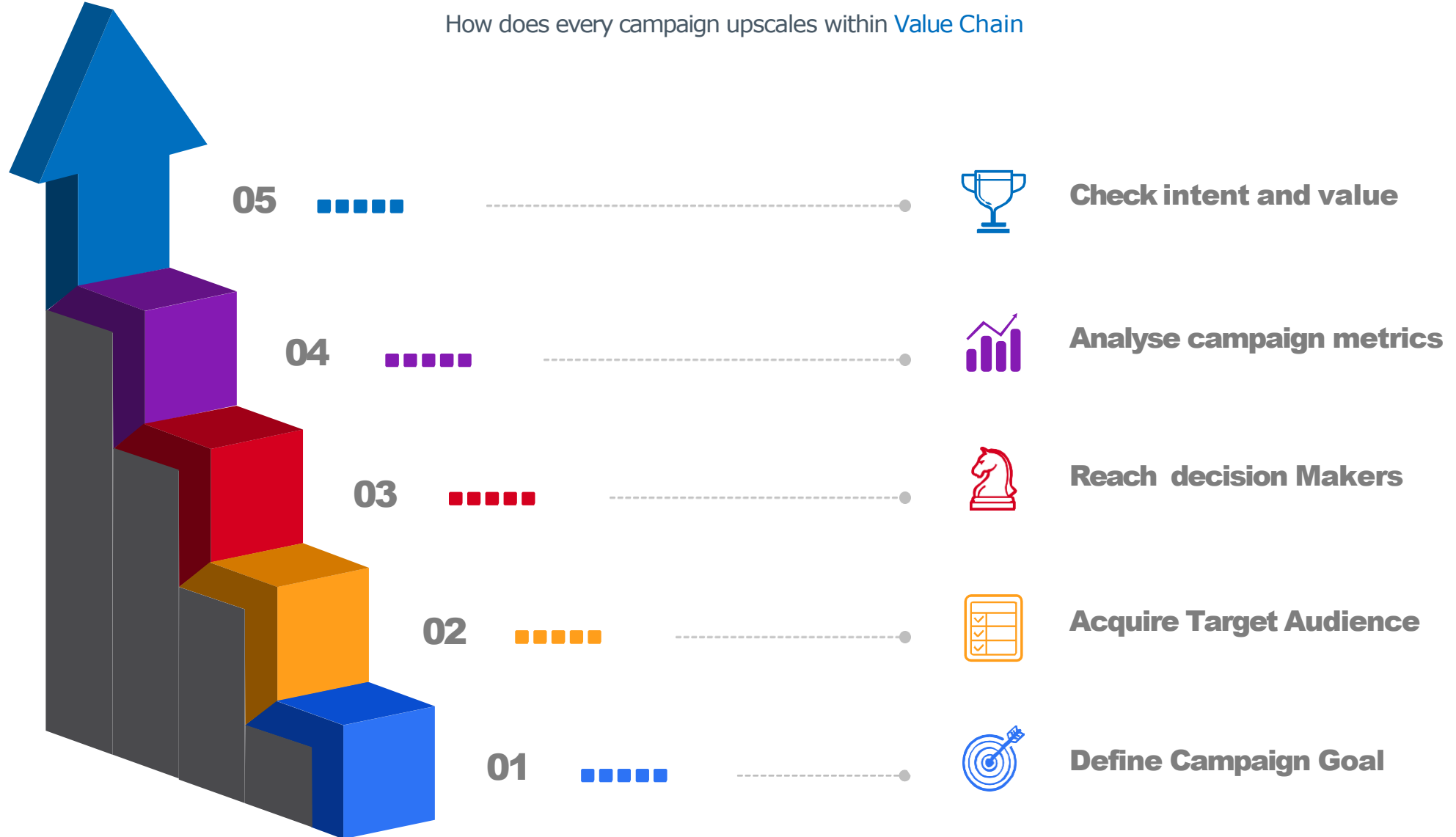
Lead Structure Tables

Specifications and breakdown of lead value proposition



Campaign Value Stream

How does every campaign upscale within Value Chain



Email Marketing Automation ≠

Bulk Email Marketing

Precision Email Strategy

We do not just send mail. We send *Personalized* Emails.

All our campaigns are segmented to the last detail of each prospect.

Every email template is handcrafted to carry as much information that is required yet is un-distracting.

- ✓ Time Zone
- ✓ Job Title
- ✓ Authority

- ✓ Company Size
- ✓ Historic Engagement Scores
- ✓ Relevance of the Offer

10.5 M

Monthly Email Campaign Sent

11%

Avg. Open Rates

4%

Avg. Click thru Rates

1.2%

Avg. LP conversions



MAIL
CADENCE

Follow-up MAIL 02

FROM MESSAGE

when an unknown printer took a galley of type and scrambled it to make a type specimen book.



It has survived not only

First Step

INTRODUCTORY MAIL 01



HELLO

when an unknown printer took a galley of type and scrambled it to make.

When unknown printer took a galley

MAIL 03



FROM CLOUD

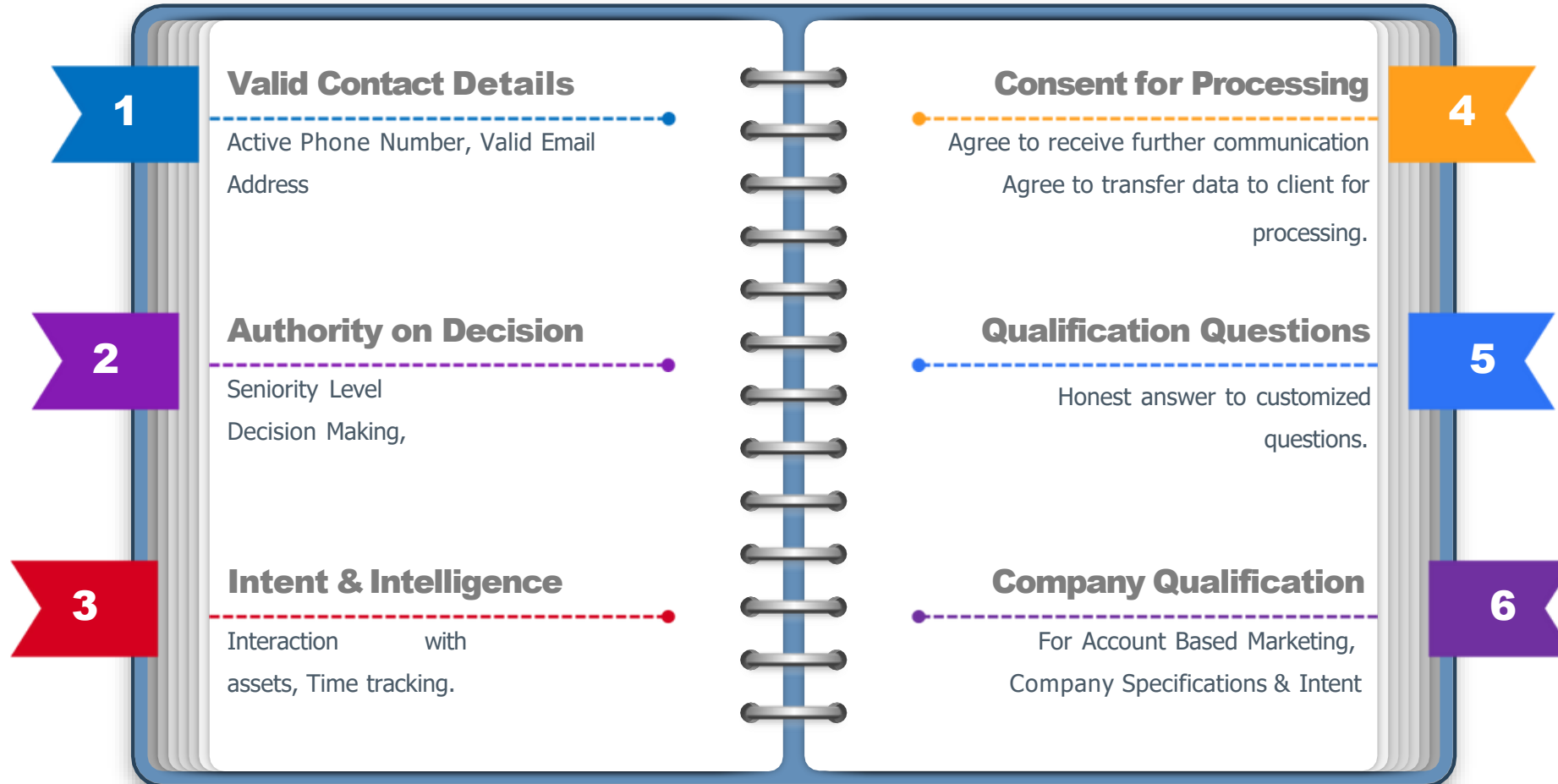
when an unknown printer took a galley of type and scrambled it to make.

...



Lead Quality Index

What goes on to make a successful and quality Lead







Prospect Validation

Committed to reduce marketing & sales time with accurate prospect data.



99% Lead Accuracy Guarantee.*

Our Prospect Validators confirms data accuracy on all lead parameters expected by our clients and as set in our standard practices.

-  0% Hard Bounce Commitment
-  100% opted-in prospects.
-  Prospect is not Registered in DND
-  30 days, email subscription feedback loop

*Lead Replacement:

We would replace any lead that is returned within 15 days from the date of delivery

01



Email Validation

Active business email address. Email should be of his corporate domain.

02



Phone Validation

Ringling Phone Line, priority on direct dial or board line extensions.

03



Job Title Match

JobTitle and departments to match campaign specifications.

04



Intent Check

Prospect should fit in ICP and should have active interest.

05



LinkedIn Profile

LinkedIn Profile matches with prospect details on file.

06



Authority Check

Prospect should carry consent and should have authority for the offer.





Company Validation

Achieve increased account penetration and insights with accurate, up to date company profiles



Generate account lists in seconds with intent and surge topics based company searches. Buy intelligence about finances, company hierarchy, technologies and employees.

Our Prospect Validators confirms data accuracy on all lead parameters expected by our clients and as set in our standard practices.

-  100% Accurate company information.
-  Insights into company management.
-  Relevancy of company needs based on surge scores.
-  Maximized reach from bottom to top into an account.



USP from Apex

Our Processes and Technology is what **differentiate** us!



Funnel Simulations

Simulations of campaigns before it goes live.



Asset Personalization

Personalization of marketing medium to fit audience.



Creative Heatmap

See what drives audience to take action.



Session Recordings

Identify audience journey and insights on content consumption.



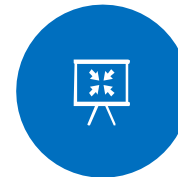
Form Intelligence

Prefilled forms, abandonment and form resume reminders



Cookie/IP Tracking

Track audience demographics, retarget and identify bots.



CX Optimization

Conversion optimizations with social proofs.

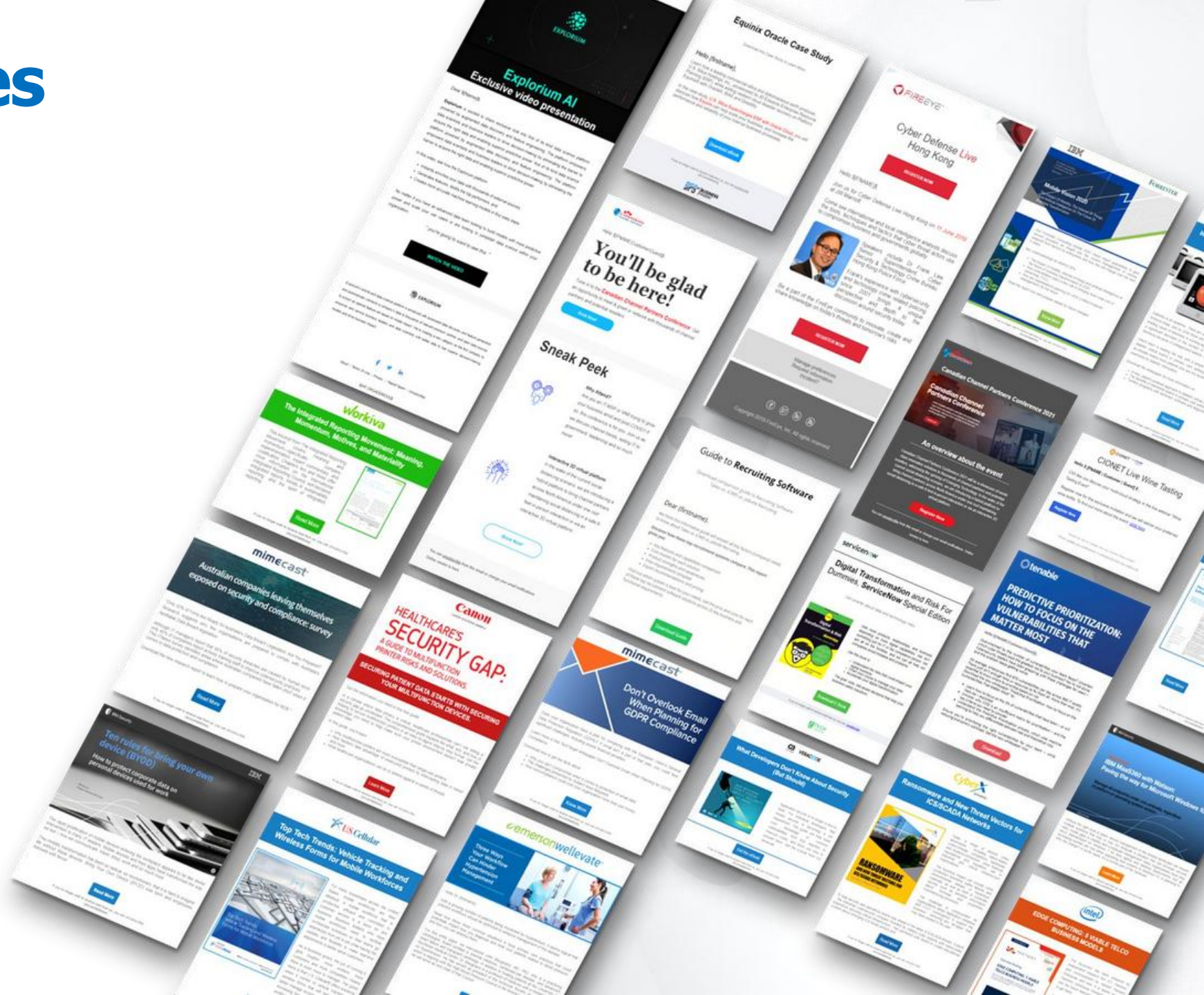


Multilingual Translations

Assets delivered in audiences native language and preferences.

Email Templates

- Engaging Content
- Minimalistic Design
- Bold Call to Action
- Responsive design
- Supported on all mail clients
- Animated GIF and HTML 5
- Personalized content
- Researched Subject Lines
- Embedded Preview Text
- View on web links
- Forward tracking
- Realtime Unsubscribe
- Mechanism Global Privacy Compliant



Personalized Landing Pages

41%
More conversion
against plain content

Intelligent personalized fields of audience's details connects them with content, and presence of pre-filled form fields, makes it easier for them to consume content.

PRE-FILLED
LEAD FORM

PERSONALIZED
DETAILS

The screenshot shows a web browser window displaying a landing page for NetApp. The URL in the address bar is <http://apexmedia.com/why-start-digital-transformation-with-pim/?fname=Jeff&industry=Storage%20industry&company=Barracuda%20Solutions&email=jeffc@barracudasol.com>. The page features the NetApp logo and the Microsoft logo. The main heading is "High Performance Computing (HPC) Workloads Made Simple on Azure". The content is personalized for a user named Jeff, with "Hello Jeff," and "Storage industry" circled in purple. A list of benefits for Barracuda Solutions is provided, including tips for overcoming obstacles, making HPC workloads easy to move to the cloud, and learning about Microsoft's new fully managed solution. A "DOWNLOAD NOW" button is visible on the right side. A lead form on the right contains pre-filled fields for "Enter Your Name" (Jeff) and "Enter Your Email" (jeffc@barracudasol.com). A checkbox for "I wish to receive communication from Tech Cancellor." is also present. A testimonial at the bottom reads: "We are making a major shift to the cloud across the organization. As we start moving our apps to Azure, we will realize that our architecture is a mess. Azure NetApp Files will be the solution." The source is cited as "Source: Senior Director, Global Bank, at Microsoft Ignite".

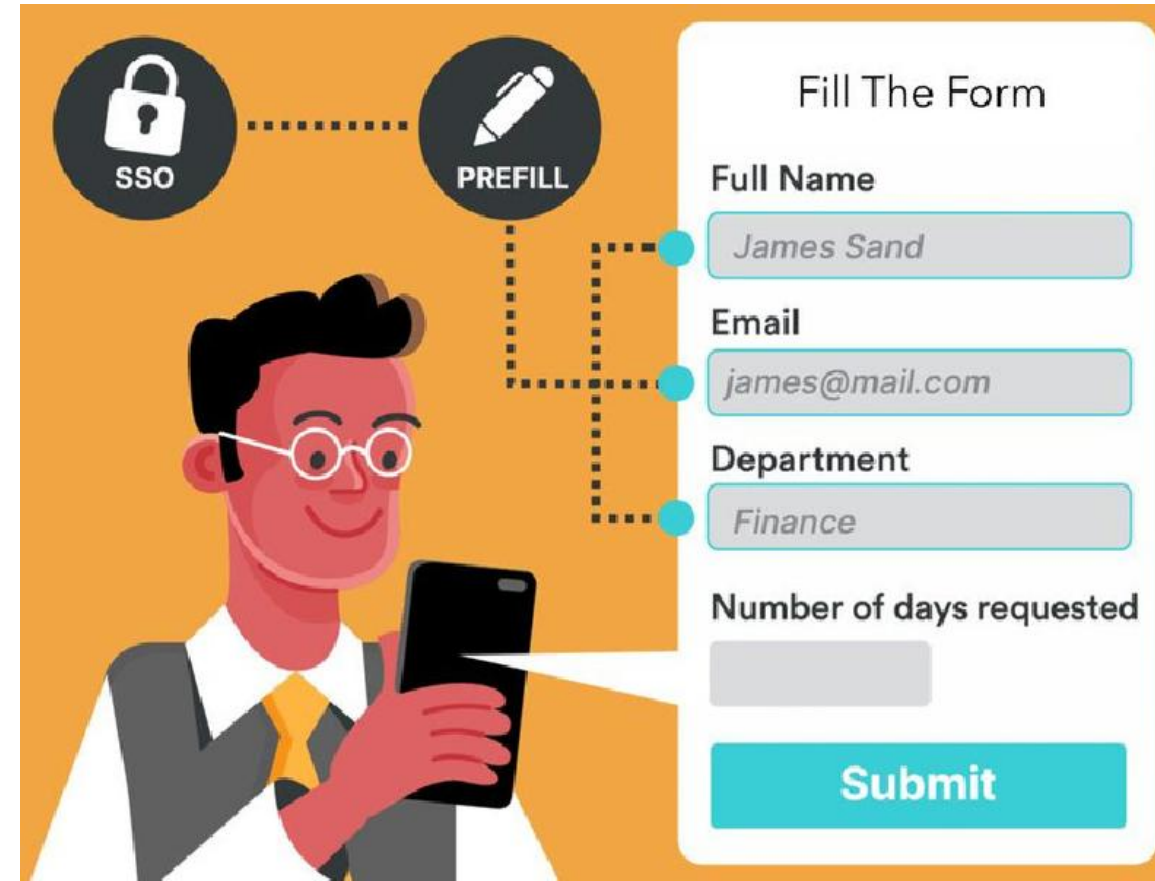
Form Intel

- 📄 Increase form conversions by offering pre-filled form.
- 📄 Prefill Forms using data from backend, user's IP or cookie.
- 📄 Increase form retention on abandonment.
- 📄 Enable conditional logic for questions or surveys.
- 📄 Send email on form completion with dynamic details.

8x More conversions removing manual labor on form fill-ups.

30x Increased probability of abandoned forms being revisited to complete at a later time.

Forms autofill data can be imported using AI or online tools.



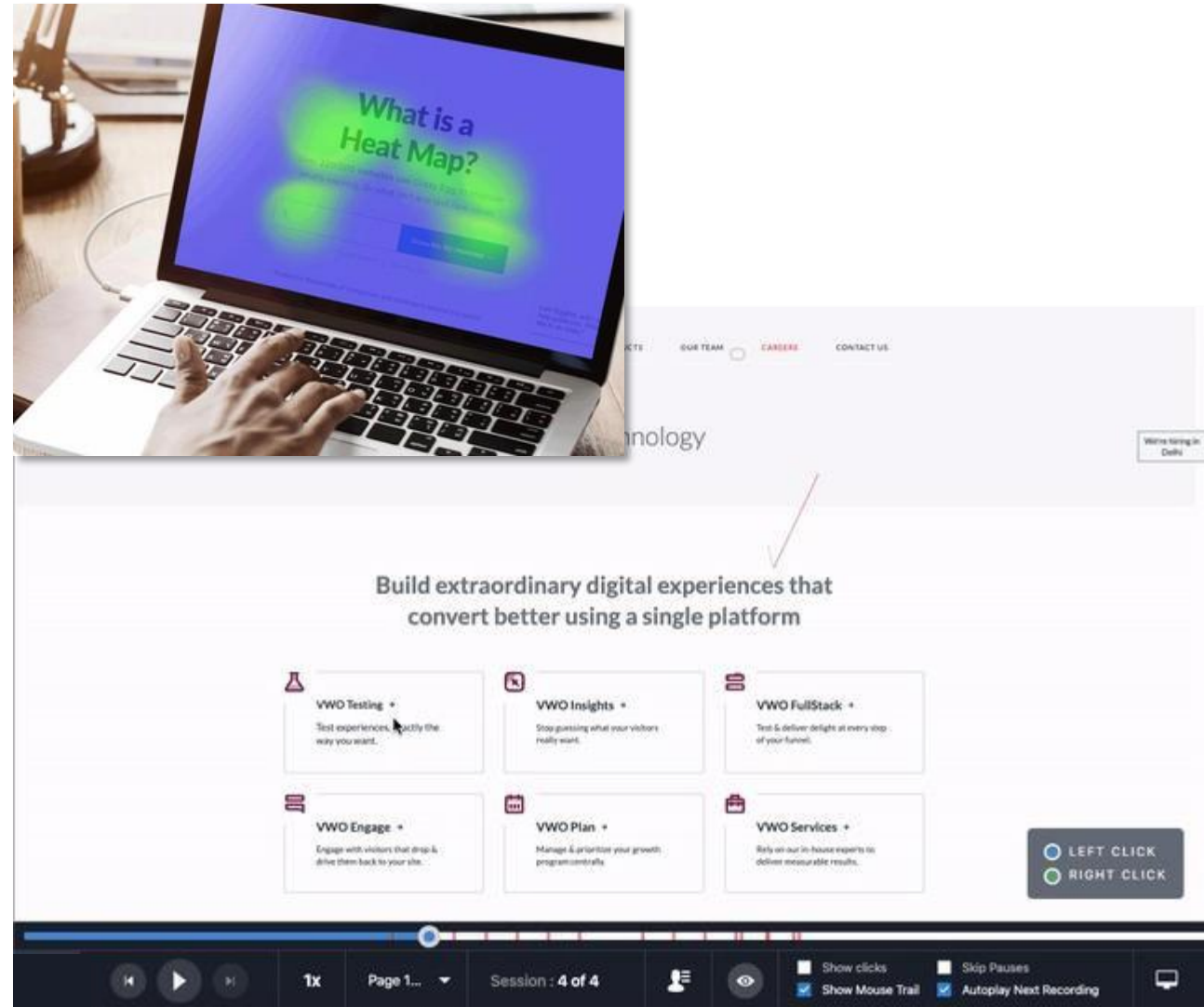
Session Track

- 👁️ Advanced analytics on visitors.
- 👁️ Behavioral tracking.
- 👁️ Content consumption analytics.
- 👁️ A/X testing on page metrics.
- 👁️ Heatmaps & Video session recordings for all visitors.
- 👁️ Establish intent from visitors logs.
- 👁️ Tag, merge visitors.
- 👁️ Get analytics on audience demographics – Location, age group, organization.
- 👁️ Visitors Visual Journey Mapping

10x More actionable insights.

15x Higher ROI from pages.

96% Bot Reduction from online traffic.



The Media Square

Audience & Content Summery

Industry Verticals	All
Departments	All
Content Focus	Security Cloud

Cloud Services	Cloud Computing	Topics -48
Cloud Storage	Cloud SaaS	Content -184
Cloud Paas	Cloud Security	Brands -22

Traffic Analysis

Monthly Visitors	Subscribers	Monthly DLs	Monthly Leads	Ad Spots	Post Types
71K	12K	8K	K	12	6

Brand Mentions



COMPLIANCES

We build trust with consumers and users by going beyond just complying with global regulations. We implement a continuous dynamic privacy foundation with our own security solutions.

Our Best practices are:

1. Protect User Data
2. Data Access Policy
3. Realtime Unsubscribe Mechanism
4. Consent and tracking



NORTH AMERICA

- Canadian Anti Spam Law (CASL)
- California Consumer Protection ACT (CCPA)
- US CAN SPAM



EU & GDPR

- EU - GDPR
- UK - DPA
- SP - SAISS-ECOM
- FR - CPEC
- DE - FDPA, TELA, AAUC



AUSTRALIA

- Australia Spam Act of 2003



Let's build a pipeline that converts.

Connect with us to start your revenue journey.



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Phone: +1 630 363 2716

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Legal Consultant in Dubai