



EXCELSIOR RESEARCH | 2026 MEDIA KIT & CAPABILITIES DECK

Demand Better.

Architecting High-Velocity B2B Pipelines, First-Party Audiences & Intent Intelligence

■ 34.2M+ ICP CONTACTS

■ ISO 27001 & SOC-2 CERTIFIED

■ 190+ COUNTRIES COVERED

■ 100% REPLACEMENT SLA

Dedicated to a deeper understanding of buyer behavior.

We help marketers understand what buyers are already telling them through owned publications, contact-level infrastructure, and first-party evidence.

403M+

Owned first-party contacts

A verified first-party B2B audience built, cleansed, and maintained continuously by Excelsior.

6

Owned publication hubs

Editorial environments spanning FinTech, RevTech, MarTech, HRTech, IT-Tech, and CXO Leadership.

10+ yrs

Contact-level behavioral data

A decade of verified campaign outcomes, opt-in syndication, and buying committee telemetry.

3,000

Buyers & marketers surveyed / yr

1,500 enterprise buying committee leads and 1,500 CMOs surveyed in 2026 benchmarks.

OUR OWNED PUBLICATIONS:

■ FinTech Hub

■ RevTech Hub

■ MarTech Hub

■ HRTech Hub

■ IT-Tech & CXO

Most buying behavior happens before a hand raise.

Traditional marketing systems only capture what breaks the surface. Excelsior reveals the other 95%.

The Traditional Visibility Gap

- 1. Hand-Raises Only:** Standard CRM and MAP systems only register buyers when they fill out a form or book a demo.
- 2. Late Detection:** By the time a lead reaches an SDR, 70% of the buying decision and vendor shortlisting is already complete.
- 3. Disconnected Accounts:** Single leads obscure the 6 to 10 other stakeholders actively researching behind the scenes.

THE BUYER JOURNEY ICEBERG MODEL

▲ ABOVE WATER (5% Traditional Visibility)

SQLs • Inbound Form Fills • Direct Demo SQLs

~~~~~ WATERLINE SEPARATOR ~~~~~

### ▼ DEEP SUBMERGED MASS (95% Intent Tracked by Excelsior)

- **Anonymous Research:** Unidentified IP visits across 6 Owned Publications
- **Vendor Shortlisting:** Dwell time on comparison guides and playbooks
- **Buying Committee Slack:** Multiple stakeholders downloading briefs
- **Purchase Intent Surges:** Real-time surge on 12,000+ B2B topics

# Buyers are always communicating.

Content consumption, website activity, media engagement, editorial research, email behavior, and buying-committee activity each reveal part of the story.

The challenge isn't collecting more activity. It's connecting what matters.

01

## Content Consumption

Whitepapers, research reports, and technical briefs read.

02

## Website Activity

Product page visits, pricing views, and documentation reviews.

03

## Advertising Engagement

Interactions with high-relevance ABM display & paid search.

04

## Email Behavior

Click-throughs, newsletter reads, and sequence replies.

05

## Research Activity

Third-party review sites and analyst comparison guides.

06

## Committee Engagement

Multi-stakeholder consensus building within target accounts.

# Six dimensions that help us understand buyer behavior.

Excelsior provides one unified, connected view across all engagement channels.

## 01 Audience Data

**Know who matters.**

34M+ verified records mapped by industry, revenue, and tech stack.

## 02 Contact Identity

**Know who's engaging.**

Exact names, verified emails, phone extensions, and job roles.

## 03 Intent Signals

**Know what's changing.**

Real-time purchase intent surge across 12,000+ B2B topics.

## 04 Content Engagement

**Know what resonates.**

Granular asset consumption metrics, read depth, and dwell time.

## 05 Journey Behavior

**Know where buyers are going.**

Cross-channel touchpoints tracking early evaluation to shortlist.

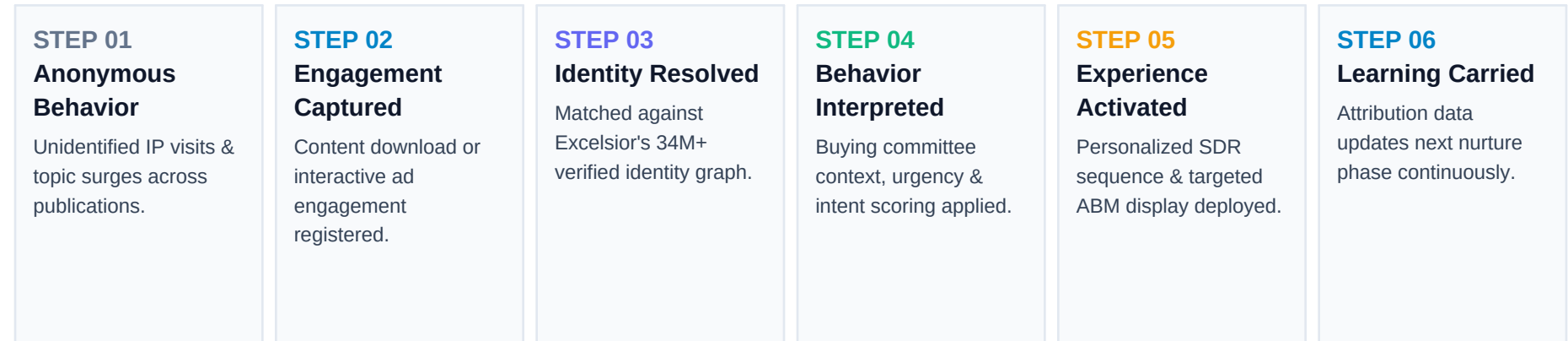
## 06 Campaign Outcomes

**Know what drives results.**

Closed-won revenue attribution, pipeline velocity, and CAC ROI.

# When signals become visible.

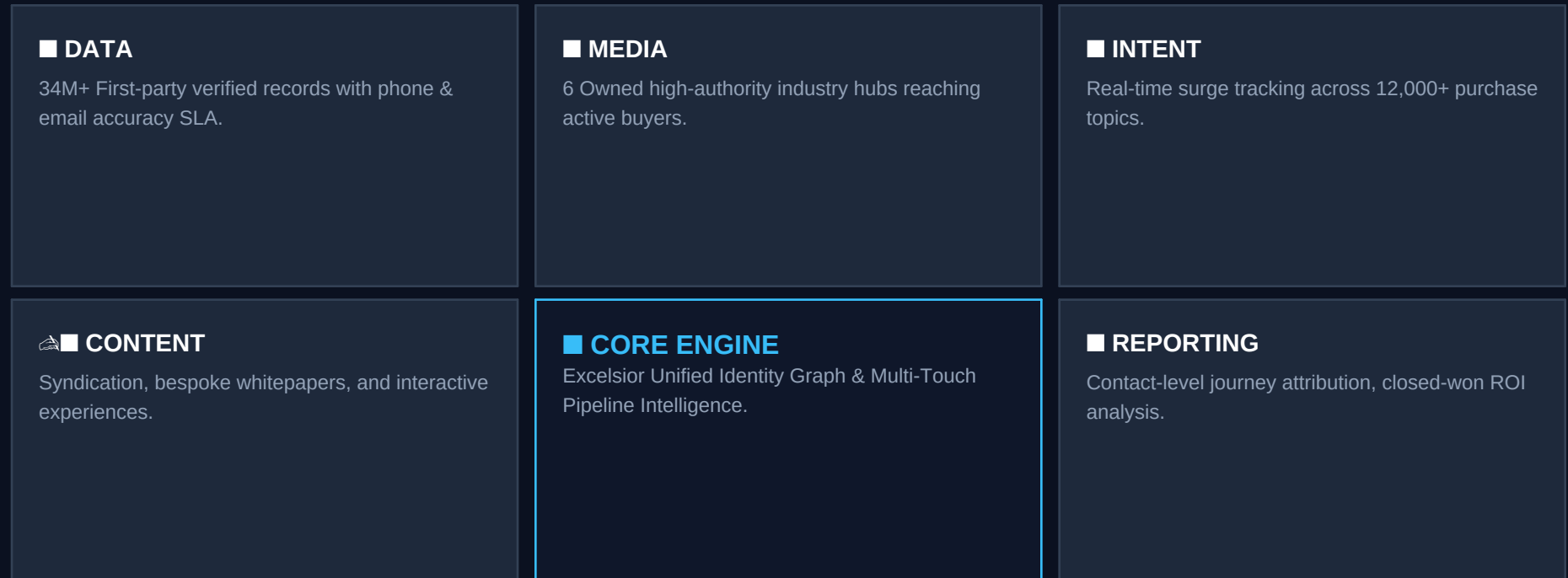
Most demand generation stops at the lead. Signal-led demand generation starts much earlier.



Every Excelsior program is built around this arc. Anonymous activity becomes identity. Identity becomes intent. Intent becomes pipeline. Every campaign leaves the organization smarter.

# A connected view of buyer behavior.

Most solutions address one part of the buyer journey. Excelsior brings audience, media, content, identity, and reporting together through one connected system.



**Disconnected tactics create disconnected learning. Connected signals support better decisions.**

# Built on real buyer visibility.

Excelsior is built on owned data, audience, and identity infrastructure. We own the foundation that powers our understanding.

**403M+**

**Business professionals**

Verified B2B decision makers across global enterprise accounts.

**180+**

**Countries covered**

Strict compliance with ISO 27001, SOC-2, GDPR & CCPA.

**90%**

**Client retention rate**

Q1 2026 enterprise client renewal and account expansion.

**100%**

**First-party owned data**

Zero third-party list brokerage. 100% replacement guarantee.

**Contact-level**

**Identity Graph**

Precision mapping from anonymous intent to named executives.

**60K+**

**Campaigns delivered**

Proven delivery track record across 1,200+ tech enterprises.



# Trusted environments create trusted engagement.

Put your message where trust already exists. A brand-owned storytelling environment inside editorial publications your audience already reads.

## ■ FinTech Hub

### 24 Live Research Reports

Targeting CFOs, Treasury Heads, Neo-banking architects, Payments Directors & Risk officers.

## ■ RevTech Hub

### 20 Live Research Reports

Targeting CROs, VP Sales, RevOps Leads, Sales Enablement architects & BDR Directors.

## ■ MarTech Hub

### 36 Live Research Reports

Targeting CMOs, VP Demand Gen, ABM Directors, Marketing Ops & Attribution Leads.

## ■ HRTech Hub

### 36 Live Research Reports

Targeting CHROs, VP Talent Acquisition, People Analytics & Global Payroll managers.

**Total Publishing Volume: 116 In-Depth Research Reports + 90 Knowledge Base Playbooks with Contact-Level Journey Tracking Underneath.**

# From brand building to buyer understanding.

Excelsior helps marketers create and understand buyer engagement across four key revenue outcomes.

## OUTCOME 01

### Build Awareness

Become known before buyers enter the active purchasing market. Surround target ICP accounts across digital channels.

## OUTCOME 02

### Generate Engagement

Turn attention into meaningful interaction through syndicated assets, research briefs, and interactive display.

## OUTCOME 03

### Create Demand

Convert signals into sales pipeline opportunities with MQL, HQL, and BANT-qualified decision maker deliveries.

## OUTCOME 04

### Understand What's Working

Connect campaign activity to real buying behavior with journey reporting, attribution metrics, and intent telemetry.

# Build awareness.

Reach priority audiences across premium digital environments.

Two-thirds of B2B deals are won by vendors buyers already know.

## Display Advertising

Reach in-market buyers across premium digital placements.

## Contact-Level Display

Target named decision-makers at priority accounts, not just generic accounts.

## Connected TV (CTV)

Extend your brand into streaming environments your buyers watch.

## Newsletter Advertising

Get your message inside editorial newsletters buyers already trust.

## Editorial Sponsorships

Show up in the publications buyers turn to when researching.

## BUYER OUTCOME

Increase visibility among future buyers before they enter purchasing cycles.

# Generate engagement.

Put relevant content in front of business professionals you need to reach, and capture meaningful contact-level engagement.

## Content Syndication

Get your whitepapers and research in front of in-market buyers actively researching solutions like yours.

## Waterfall Content Syndication

Deliver multi-asset content across the full funnel and get journey data showing buyer stage progression.

## Interactive Display (Vyde Ads)

Turn ad impressions into two-way interactions that reveal what buyers really care about.

## Content Experiences

A curated content destination that keeps buyers engaged and generates high-fidelity intent signals.

**BUYER OUTCOME: Understand exactly which buyers are actively engaging, how long they read, and what topics matter most to their committee.**

# Create demand.

A meaningful interaction can start demand. Connected experiences build momentum.

## Programmatic Nurture™

Content, display, email, and retargeting running together as one connected buyer journey, tracked at the contact level.

## Lead Generation (MQL / HQL / BANT)

Qualified leads delivered to your pipeline, from top-of-funnel awareness all the way to confirmed BANT conversations.

## Email Nurture

Segmented email programs that keep buyers engaged and help your sales team know exactly where to pick up the conversation.

## Site Retargeting CPL

Re-engage accounts that have already interacted with your brand using real-time intent triggers from actual behavior.

**BUYER OUTCOME: Create verified, sales-qualified pipeline through coordinated multi-channel account engagement.**

## OUTCOME 04

# Understand what is working.

Most reporting shows activity. Connected reporting helps explain which people, content, and channels are contributing to progress.

### Journey Pixel

Capture contact-level engagement, dwell time, and content consumption path where available.

### Journey Reporting

Connect engagement across all media channels, time horizons, and stakeholder personas.

### Contact-Level Intent

See which specific known decision-makers are interacting and what topics they care about.

### Campaign Intelligence

Understand which content, audiences, and channels are contributing to your desired closed-won outcomes.

**BUYER OUTCOME:** See which buyers are engaging, which target accounts are heating up, and where real demand is emerging.

OUR FLAGSHIP

# Programmatic Nurture™

An always-on program that turns buyer engagement into a connected signal stack.

8x

Closed-won ROI attributed

3x

Email and Display Engagement

10+

Buying committee contacts / opp

Programmatic Nurture connects content, media, email, intent, and first-party website behavior around the same buyers over time.

Every interaction adds another piece to the picture. Helping your revenue team understand who is engaging, what matters to them, how the buying committee is forming, and exactly where to respond next.

**THE CONTINUOUS REVENUE CYCLE:** Engage → Observe → Understand → Respond → Learn.

# Content creation services.

Meaningful engagement starts with something worth paying attention to. We create the assets that fuel demand generation. Built to engage, not just deliver.

## ■ eBooks & Guides

Comprehensive industry deep-dives and actionable frameworks.

## ■ Whitepapers

Technical and research papers establishing market authority.

## ■ Videos & Shorts

Engaging visual explainers and executive interview snippets.

## ■ Webinars

High-conversion live and on-demand expert panel discussions.

## ■ Infographics

Visual data storytelling simplifying complex B2B concepts.

## ✉ ■ Email Programs

High-CTR nurture copywriting and liquid persona messaging.

## ■ Landing Pages

High-converting, mobile-responsive asset delivery hubs.

## ■ Audit Reports

Personalized benchmark scores and ROI assessments.



THE PROOF

# The receipts: Real names, real numbers.

Connected signals create clearer paths to outcomes across global enterprise leaders.

 **SOPHOS**

Needed higher-quality enterprise opportunities.

**4.5x ROI**

 **COHESITY**

Needed nurtured sales-ready leads.

**\$1.7M Opps**

 **FIS GLOBAL**

Needed demand engine for global portfolio.

**12k Leads**

 **SHELL**

Needed measurable global demand.

**20x ROI**

 **SAGE**

Needed visibility beyond anonymous traffic.

**26% Active Leads**

 **SHI**

Needed to launch partner campaign in days.

**4x Faster Launch**

IN THEIR WORDS

# Why Clients Stay

Long-term partnerships built on transparency, accuracy SLA, and reliable revenue acceleration.

★ ★ ★ ★ ★ VERIFIED ENTERPRISE CLIENT REVIEW

*"From a marketing standpoint, it's crucial to have a partner committed to long-term goals and meaningful results. I'm confident that with Excelsior Research, we're steering our enterprise marketing strategy in the right direction."*

— Leticia Teston, Enterprise Marketing Program Manager, Sophos

# 90%

**Client Retention Rate (Q1 2026)**

60k+ Successful Campaigns  
48 hrs Avg Launch Turnaround

# A simple process. Continuous optimization.

No black boxes. Reporting and optimization happen in the open, alongside your team.

**01**

## Define Outcome

Align on target ICP, revenue goals, CPL tiers & timeline.

**02**

## Identify Behaviors

Map buying committee roles, topics & intent signals.

**03**

## Design Program

Select syndication, nurture, and multi-channel touchpoints.

**04**

## Activate & Observe

Deploy campaigns with real-time tele-scrubbing & telemetry.

**05**

## Learn & Optimize

Attribution feedback feeds next scale cycle continuously.

**Dedicated Project Leads | Weekly Executive Syncs | Real-Time CRM Delivery Dashboard | 100% Replacement SLA**



START HERE

# What are your buyers trying to tell you?

Most marketing teams are drowning in activity and starving for insight. We help you understand what buyers are actually doing so you can make better decisions, create better experiences, and generate better outcomes.

*Let's build a marketing strategy that helps you understand, and act on, the answer.*

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