EXCELSIOR RESEARCH
Excellence That Counts

EXCELSIOR RESEARCH | 2026 MEDIA KIT & CAPABILITIES DECK

Demand Better.

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

■ 40.7M+ ICP CONTACTS	■ GDPR & CCPA ALIGNED	■ 190+ COUNTRIES COVERED	■ FREE LEAD REPLACEMENT

EXECUTIVE OVERVIEW

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.

40.7M+

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.

2015

Operating since

A Pune-based research and demand generation team for global B2B brands.

OUR OWNED PUBLICATIONS:	FinTech Hub	RevTech Hub	MarTech Hub	HRTech Hub	IT-Tech & CXO

THE BUYER REALITY

Most buying behavior happens before a hand raise.

Traditional marketing systems only capture what breaks the surface. Excelsior shows what happens underneath.

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, much of the buying decision and vendor shortlisting is already complete.

3. Disconnected Accounts: Single leads obscure the many other stakeholders actively researching behind the scenes.

THE BUYER JOURNEY ICEBERG MODEL

▲ ABOVE WATER (Traditional Visibility)

MQLs • Inbound Form Fills • Direct Demo SQLs

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

▼ BELOW THE SURFACE (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

THE OPPORTUNITY

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.

WHAT WE SEE

Six dimensions that help us understand buyer behavior.

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

01 Audience Data

Know who matters.

40M+ 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.

HOW IT WORKS

When signals become visible.

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

STEP 01
Anonymous Behavior
Unidentified IP visits & topic surges across publications.

STEP 02
Engagement Captured
Content download or interactive ad engagement registered.

STEP 03
Identity Resolved
Matched against Excelsior's 40M+ verified identity graph.

STEP 04
Behavior Interpreted
Buying committee context, urgency & intent scoring applied.

STEP 05
Experience Activated
Personalized SDR sequence & targeted ABM display deployed.

STEP 06
Learning Carried
Attribution data updates next nurture phase continuously.

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

THE EXCELSIOR DIFFERENCE

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.

■ DATA

40M+ First-party verified records with phone & email accuracy SLA.

■ MEDIA

6 Owned high-authority industry hubs reaching active buyers.

■ INTENT

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

■ CONTENT

Syndication, bespoke whitepapers, and interactive experiences.

■ CORE ENGINE

Excelsior Unified Identity Graph & Multi-Touch Pipeline Intelligence.

■ REPORTING

Contact-level journey attribution, closed-won ROI analysis.

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

THE FOUNDATION

Built on real buyer visibility.

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

40.7M+
Business professionals
Verified B2B decision makers across global enterprise accounts.

190+
Countries covered
Data handled in line with GDPR & CCPA.

Weekly
Client reporting
Weekly syncs and live CRM dashboards for every programme.

In-house
Data operations
Built and verified by our Pune team; invalid records are replaced free.

Contact-level
Identity Graph
Precision mapping from anonymous intent to named executives.

2015
Operating since
Headquartered in Vishrantwadi, Pune, India.

FEATURED | INSIGHTS HUB

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

30 Research Reports

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

RevTech Hub

20 Research Reports

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

MarTech Hub

36 Research Reports

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

HRTech Hub

36 Research Reports

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

Total Publishing Volume: 122 in-depth research articles across the FinTech, RevTech, MarTech and HRTech hubs

WHAT WE HELP MARKETERS DO

From brand building to buyer understanding.

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

Build Awareness

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

Generate Engagement

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

Create Demand

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

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.

Most B2B deals are won by vendors that 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.

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.

Attribution	Multi-channel	Committee
Closed-won reporting	Email and Display Engagement	Buying-committee coverage

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 STUDIO

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.

WORKING TOGETHER

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 full telemetry, SLA and delivery pacing.

05
Learn & Optimize
Direct attribution feedback loop feeds next scale cycle.

Dedicated Project Leads | Weekly Executive Syncs | Real-Time CRM Delivery Dashboard | Free Invalid-Lead Replacement

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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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