



Expandi Group is excited to announce the integration of award-winning, UK-based adtech and martech company, AccountInsight, into the group.

With its state-of-the-art, account-based advertising and intent-identification **technologies, AccountInsight will complement Expandi's existing offering**, opening up further exciting opportunities for Expandi Group's current and future clients across the globe. The combined group will employ over 250 people spread **across 10 offices in EMEA and, throughout the Expandi Network can activate** more than 500 professionals spread across the three main markets: Americas, EMEA and APAC.

With data-driven marketing emerging as the future of B2B marketing, combining Expandi Group's intent-data capabilities and marketing delivery platforms with AccountInsight's account-based advertising technology and expertise is a logical step, leading to the creation of a stronger, more relevant offering.

While AccountInsight will continue to independently service media agencies and marketing agencies across B2B industries, Expandi will remain primarily focused on serving global and fast-growing companies with a strong focus in the tech sector.

With the integration of AccountInsight into Expandi Group's intent-data platforms, solutions, and marketing services, clients will benefit from the delivery of complete marketing solutions ranging from brand awareness to demand generation programs based on the most compelling data and analytics solutions available in today's market:

- **Breadth** - We collect insights covering 100% of the SMEs, Midmarket, and Enterprise accounts available in any market (matched with local Chamber of Commerce listings).
- **Depth** - We mix intent data at account level (top down) with intent at individual level (bottom up), delivering a deeper and more comprehensive outlook on account readiness to buy.
- **Holistic** - Our database integrates firmographics, technographics, financial data, intent data, and digital presence (IP addresses, websites, LinkedIn profiles etc.), allowing a holistic approach to each account.
- **Omnichannel** - We collect signals across the entire funnel (top-middle-bottom) via an omnichannel approach, including email, phone interactions, online events, social and paid media etc., rather than solely tracking paid-media channels.
- **Relevance** - We target exclusively decision-making units (headquarters, parent companies, sites with autonomous decision power etc.) and managers active in the decision-making process.
- **Actionable** - We integrate our intent data with a full database of decision maker's contact details (direct phone numbers, email addresses, LinkedIn profiles) and DMU's IP addresses, allowing immediate action once an account is ready for engagement.
- **ROI Driven** - We validate the potential accounts' readiness based on correlation among "signals", "actions", and "results" tracing campaign outcomes, rather than relying solely on predictive models like other Intent Data Providers.

Here's what Expandi CEO,
Raffaele Apostoliti had to say of the deal:



Since 2016 we have invested heavily in martech and data as we found it essential to reach our corporate mission to deliver best-in-class ROI marketing to our clients. The integration with AccountInsight and their bidstream data and account-based advertising platforms allows us to deliver the most efficient and effective adtech and martech solutions in the B2B market available today in EMEA.



Here's what AccountInsight CEO,
Thomas Hübner, had to say of the deal:



When we had our first face-to-face meeting with Expandi in May 2021, it immediately appeared clear to us that Expandi was the best partner to complement our offering, both in terms of data and platforms. Furthermore, we valued the access to an additional eight offices in EMEA and other key locations in North America and APAC, boosting our capacity to serve our clients across the globe.





More about Expandi Group:

Expandi Group, the largest fully owned B2B Demand Generation Agency in EMEA, was established in 2000 by former HP Managers anticipating trends and bringing innovative thinking around ROI marketing to the tech industry. Through two decades of the management and delivery of thousands of marketing and sales programs, Expandi has built and optimized the most comprehensive and insights-driven data platforms and served most of the Top B2B Brands in the tech sector.



More about AccountInsight

AccountInsight was born as a B2B solution inside GroupM (WPP) – the world's largest media buying and technology group.

Since breaking out on our own to focus on B2B, our innovative IP targeting technology has helped deliver targeted, tailored B2B campaigns for clients such as Lenovo, Siemens, and Abbott Laboratories.

We've subsequently evolved and enhanced the technology to become the leading account-based advertising platform, our collaboration with Expandi Group being the next step in our evolution. AccountInsight won B2B Marketing's 2021 Award for the "Emerging Vendor of the Year" in the B2B Martech category.

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