Expandi Group

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What does it do?

Expandi Group is a global leader in adtech, martech and managed services. Established in 2000 by former HP Managers anticipating trends and bringing new ways of thinking around digital marketing to the IT industry, the platform continuously brings innovation, technology, data and analytics and B2B expertise to clients and partners across the globe.

Through its award-winning technology Cyance Intent and Jabmo ABM, it provides marketing and sales teams deep analytics and insights that help them identify ideal target audiences and profiles, run orchestrated and personalized omni-channel activities on priority accounts knowing where they are in the buyer journey and maximizing ROI and commercial results.

A look at some of its features:

- **Intent Data:** Helps CMO find their best fit customers and their buying stage. Expandi tracks over 24 billion global data events each month to find businesses looking for their services. CMOs use the platform to identify best-fit accounts, grow pipeline, reduce churn, and win more deals. Running thousands of campaigns, the platform can prove that focusing on high-intent prospects reduces time to sales and increases revenue.

- **Data Enrichment:** Enhances prospect databases with verified, up-to-date firmographics, contacts, technographics, and other high-value data to improve targeting, personalization, and marketing performance. Its AI-driven segmentation helps organizations classify and prioritize accounts more effectively, enabling smarter engagement and higher campaign ROI.

- **Business Intelligence Tools:** Using the Jabmo dashboard, the platform provides robust business intelligence tools that transform marketing and customer data into actionable insights through omni-channel campaign performance dashboards and comprehensive customer and audience intelligence. It also delivers advanced capabilities such as customer segmentation, behavioral clustering, and pipeline and funnel analytics to help teams understand their audience and optimize every stage of the buyer journey.

Does it offer a free trial? No

- **Predictive Analytics:** Combines first-party engagement data, third-party intent signals, and CRM enrichment to generate a target account list that feeds a propensity model for accurate, data-driven account prioritization. Their data science team develops custom predictive models that adjust the forecast window based on clients' product mix and sales cycles, distinguishing between fast-moving offerings and longer-cycle solutions.

- **Deep Research:** Uses advanced AI to gather, analyze, and synthesize information from multiple data sources, providing a comprehensive understanding of target accounts, industries, and market dynamics. By automating in-depth research, it delivers precise insights, strategic context, and actionable recommendations.

> *Expandi gave us the unified insights we were missing, helping us clearly identify intent and prioritize high-value accounts. Its analytical depth empowered us to run more targeted ABM programs and convert 20% of engaged accounts into qualified leads."*
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> Marco Calculli, *Program Marketing Manager, New Client Acquisition, EMEA,* **Johnson Controls**