

Identify and Reach Decision Makers at Home or in the Office Actively Shopping for the Business Products and Services You Sell

New B2B2C Data Solution by V12 and Equifax

In today's changed business climate, more employees are working at home, using both their home and business devices to research goods and services. Identifying and reaching these decision makers can be more challenging than ever. Until now.

V12's Home-to-Office (H2O) is a revolutionary new product that identifies employees who are in market for products or services and attaches cross-channel and cross-device contact details to that individual.

What does this mean for you? You can now reach your ideal prospect at their home or at the office with personalized campaigns designed to convert. With H2O, you can edge out the competition before they are even considered.



HOME

Debra Jones
351 Main St, Orlando FL
407-222-3333
Home Owner
debbiej@gmail.com

Top Payroll Software 🔍

OFFICE

Debra Jones
VP of Human Resources
National Retail Company
2500 employees
djones@retailco.com

Payroll System Vendor 🔍



**A Powerful New Tool
in Your ABM Arsenal**

 **H2O**



H2O Has Insight into Millions of Visits and Devices

- 150MM unique devices
- 50MM unique business identities
- Close to 800MM total visits
- 2MM+ commercial buildings monitored daily

A Powerful Foundation of Leading B2B Data, Powered by Equifax

- 150MM global companies
- More than 53MM U.S. businesses
- 80MM B2B contacts

How Brands are Using H2O

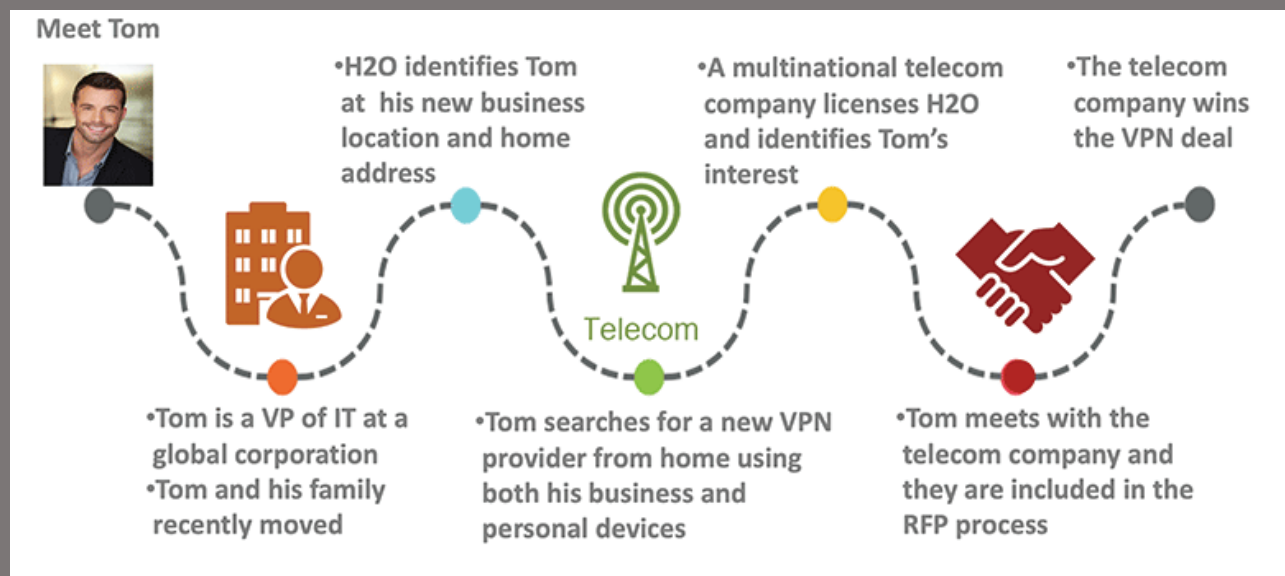
Clients are using Home to Office for a variety of use case including:

- New Customer Acquisition
- ABM Targeting
- Existing Customer Demand Monitoring
- Analytics
- ID Graph
- Append

H2O Delivers a Superior Total Solution

- Firmographic, financial and linkage data
- B2B2C identity utilizing daily behavior/mobile trending
- Updated within 72 hours of business visit
- Intent at the person level
- Confidence code identification
- Integrated with online browsing behavior across consumer and business content

Sample H2O Journey



To get started today, call 1-833-812-4636 or email info@v12data.com.