



As you start to reach out to your target market with your messaging, it is important to start collating and building prospect lists. You may need to source, build and clean these lists before you launch into any campaign initiative.

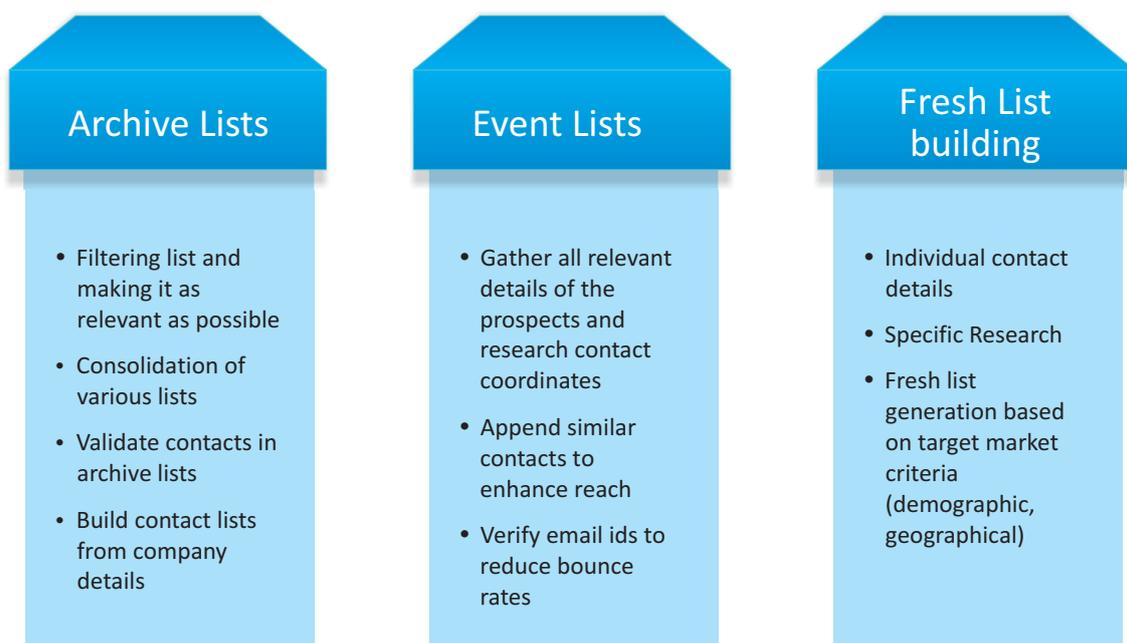
Xenia Consulting, through its Prospect List Management services portfolio offers the right solutions to meet these challenges.

### What we do

Taking into consideration it's diverse clientele, Xenia is adept at customizing the research as per clients' requirement to arrive at the intended prospect list.

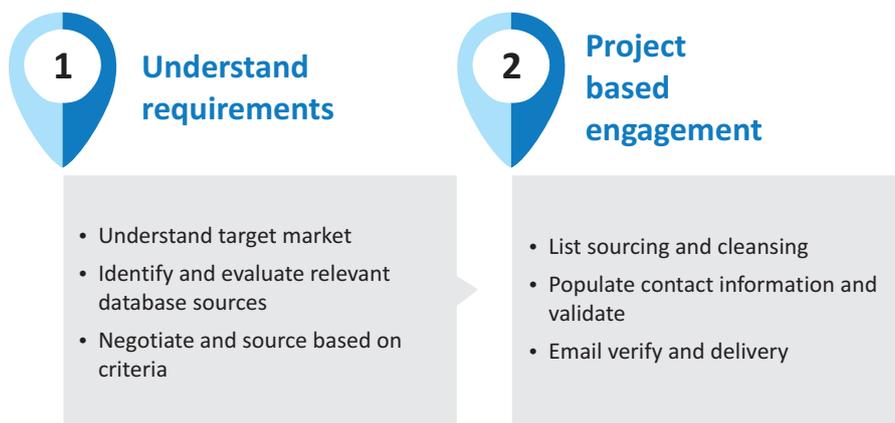
With Xenia's Prospect List Management services you can be assured of prospects lists that are most relevant for you.

### Services Portfolio



## Engagement Model

Each business has unique requirements. The engagement is structured in a manner so that we understand your expectations clearly and work in a manner so as to meet these expectations. Shown below is a typical engagement model (can vary based on engagement)



“Across our events presence, we had built a large list of companies that we wanted to target. Through Xenia, we were able to append/populate these company lists with the right contact information and use them in our ongoing campaigns to generate leads”

*Head of Marketing  
A leading US based product OEM*

## Why Xenia

- Experienced teams to source relevant lists for your business
- Effective use of tools and automation for list filtering/validation to meet your business objectives
- Responsive and nimble teams managing your business objectives
- Proprietary methodologies to do detailed research for specific contacts

## Benefits

- Clean lists ready for meeting campaign objectives
- Easy validation of archive lists for current use
- Improved sending reputation by ensuring minimal bounce rate

## Contact Us

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## About Xenia Consulting

Xenia Consulting is a professional digital marketing agency that leverages inbound marketing to deliver business leads for you. We do this by generating meaningful and relevant content and then driving it effectively to influence your prospects, using a mix of social and digital channels.

We offer a range of services managing marketing campaigns, graphic design, social media marketing and writing professional content to meet your varied needs.