



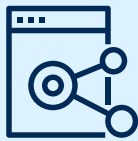
Funnel Accelerator

Lead quality, funnel velocity, pipeline impact – delivered

Strong leads fuel every successful sales organization, but they're increasingly difficult to capture and qualify. Incomplete data, time-consuming manual research, and siloed systems make it hard for teams to get a clear, accurate view prospects – so low-quality leads end up clogging the funnel and hiding true opportunities.

TTEC accelerates growth by filling your pipeline with qualified leads that align perfectly with your ideal customer profile. We source high-value leads, and enrich your existing ones, so your sellers are talking to the right prospects at the right time.

Our tiered model meets you where you are in your lead generation journey and accelerates your go-to-market success with:



Flexible approach

Launch quickly with minimal investment, or go full-funnel with comprehensive coverage



Scalable growth

Advance from foundational tactics to enterprise-grade targeting



Outcome focused results

Built to generate qualified pipeline and drive revenue



Data-driven optimization

Each tier refines strategy based on real-time insights and performance

Quality leads, quality results

120%

target attainment for new contracts

3X

increase in lead-to-opportunity rate for TTEC leads versus client's leads

27%

increase in agent productivity

25%

increase in revenue

25%

outreach open rate

10%

increase in contact rates

Source: TTEC clients



A three-tier solution that flexes to meet your revenue needs

Whether you're just starting or scaling advanced operations, we bring the expertise and tools to meet you where you are — **with three tiers of lead enrichment.**

TIER 1

Transform your existing lead lists into actionable intelligence by enriching and updating contact details with comprehensive firmographic, demographic, and technographic data.

You get:

- ✓ Improved data quality and completeness
- ✓ Potential for more targeted outreach
- ✓ Reduced bounce rates and increased engagement
- ✓ New leads that are likely to convert

TIER 2

Develop and implement your ideal customer profile (ICP).

Build your ICP by analyzing your "positive set," or customers who have recently made purchases, and identify the key commonalities that define your best customers. Leverage AI-driven insights to generate lookalike lists to work with that mirror your ICP.

You get:

- ✓ High-potential prospects identified who resemble your best customers
- ✓ Sales efforts focused on leads most likely to convert
- ✓ Data-backed targeting to align marketing and sales
- ✓ A repeatable and scalable lead generation engine

TIER 3

Put insights to work with a dedicated strategy and execution team. We partner with your sales and operations teams to seamlessly integrate enriched lead data into your CRM and develop sophisticated segmentation strategies within your master lists.

Your strategist designs and implements contact strategies through multi-touch cadences, with each interaction tracked and measured for performance. When messaging underperforms, your TTEC resource proactively identifies the gap and implements rapid optimizations based on A/B testing insights.

The strategist continuously monitors campaign performance, adjusts targeting, refines messaging, and pivots strategy in real-time to maximize conversion rates and pipeline velocity.

You get:

- ✓ Leads who are engaged when they're actively researching or in-market
- ✓ Increased conversion rates with timely, relevant messaging
- ✓ Accelerated pipeline velocity and shortened sales cycles
- ✓ ROI driven through precision targeting



Fuel high-value revenue with high-value leads

We can boost conversion rates, shorten sales cycles, and make your team more efficient

Let's chat

ABOUT TTEC

We are TTEC (NASDAQ: TTEC). The architects and builders of next-generation customer experiences. For over four decades, we've been shaping and redefining what it means to connect brands with their customers: Seamlessly, intelligently, and with lasting impact. We partner with the world's most iconic and disruptive companies to design and deliver AI-powered, digital-first experiences that don't just serve customers, but exceed their expectations. Every interaction. Every touchpoint. Every time.

TTEC Engage is our front-line engine delivering AI-enabled services that include customer engagement, acquisition, tech support, fraud prevention, back-office and more. Our TTEC Digital division builds the future of CX, crafting omnichannel platforms, CRM solutions, AI-driven insights and analytics that power smarter, more personal engagements. Operating across six continents, we fuse technology and human empathy to turn challenges into opportunities, interactions into relationships, and brands into legends. Bringing humanity to business is our purpose. Excellence is our standard. And the results? Happy customers. Stronger businesses. Unstoppable growth.

Join us. Experience the bold CX revolution at [TTEC.com](https://www.ttec.com)