



Trisaamaa Leadvantage
Solutions Private Limited



Media Kit - 2025

LEADVANTAGE



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Our Philosophy

At Lead Advantage, we believe in the power of storytelling. Our mission is to create meaningful connections between brands and audiences through authentic, data-driven media strategies.

Our media kit serves as a gateway to explore the unique opportunities we offer for impactful advertising and brand collaboration and how we customize solutions for every client, focusing on ROI and measurable long-term partnerships.



Product Description



Our services include:

MQL (Marketing Qualified Leads)

Prospects who've shown interest (webinar attendance, content download) but need more nurturing before sales engagement; top-of-funnel focus.

SQL (Sales Qualified Leads)

Prospects at the decision stage, showing high intent and sales readiness (demo requests, pricing inquiries); tailored handoff from marketing to sales.

Webinar Registrations

Attract and register high-quality attendees via targeted invites, impactful content, and conversion optimization.

Seminar Registrations

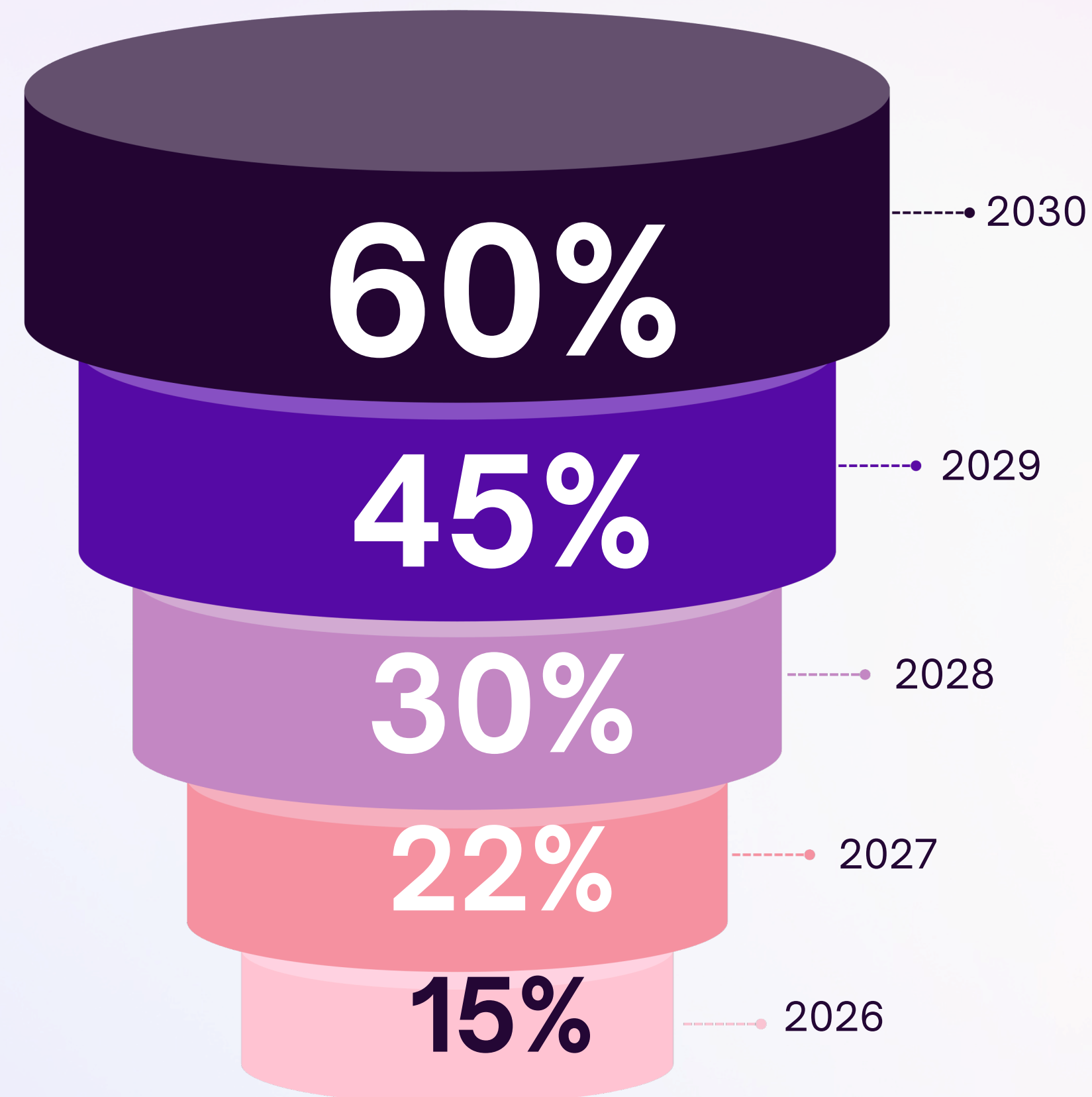
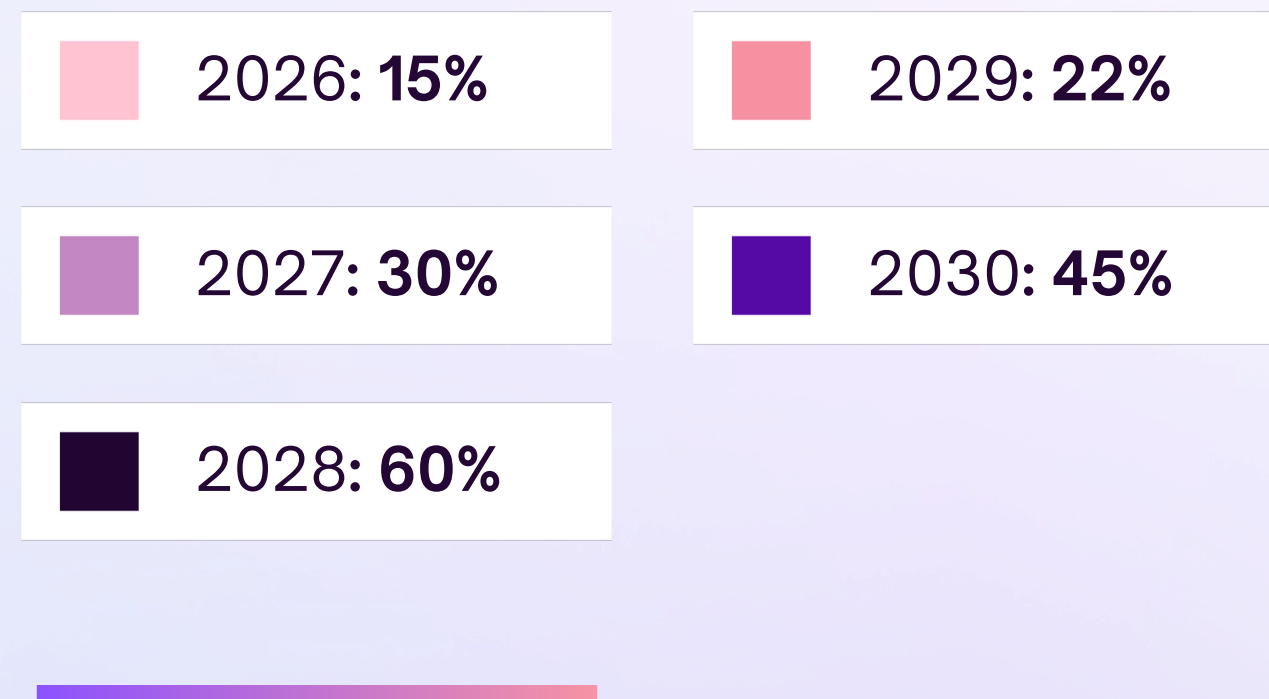
Drive onsite event participation for networking or educational sessions, ensuring physical presence from targeted demographics.



Financial Data

CyRAACS : - Achieved 4.2X ROI for key IT client in the SaaS domain, with breakeven in 6 months.

Our projected revenue growth from 2025-2030:



Some Numbers

Numbers tell a compelling story about our impact and growth. Here are key highlights of our achievements so far:

50K+

Over 50,000 leads delivered for B2B tech and services clients in FY 2024.

78%

Average lead qualification rate: 78% (from MQL to SQL).

97%

Industry benchmarks met for first-call resolution, customer satisfaction and and campaign delivery adherence.

30%

CPL reduction by 30% after campaign optimization.

25+

Collaboration with 25+ client organizations globally.

25+

Global brand partnerships,
solidifying our reputation as a
trusted industry leader.

Some Numbers

Numbers tell a compelling story about our impact and growth.

Here are key highlights of our achievements so far:

85%

Client retention rate,
showcasing the trust and
satisfaction of our partners.

500+

Successful advertising campaigns
executed, delivering outstanding
results for our clients.

50K+

High-quality B2B leads have been
generated through webinars and
events, core to our campaign
strategies.

91%

Marketers consider lead
generation their number one
business goal, reflecting a focus
shared by Leadvantage campaigns.

Partner Brands

We have worked with some of the leading names in various industries, including:



CyRAACS



ThinkOwl



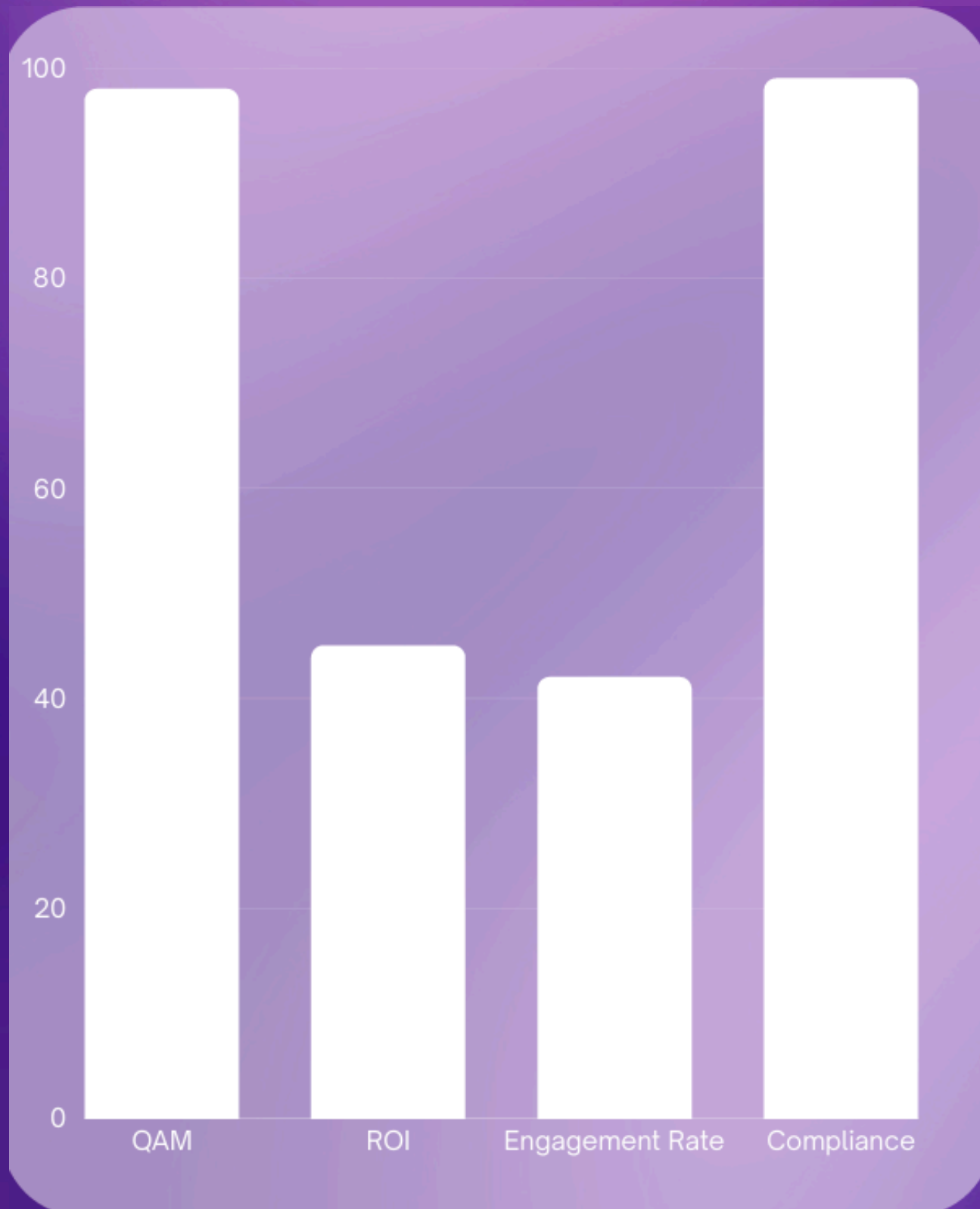
SelectHub



GreytHR



Branch IO



Telemarketing and Quality Metrics

We measure our success through key performance indicators (KPIs) such as:

98% Adhere to quality assurance metrics (FCR, AHT, NPS & CSAT)

4.5x on ROI (Return on Investment)

42% on Engagement Rate

99% Maintain compliance, training, and regular call audits for optimal campaign outcomes and regulatory adherence.





Partnering with Leadvantage enabled us to reach exactly the right prospects. Their team delivered not just volume—but genuine opportunities, consistently above our targets.

— Associate Director of Sales. CyRAACS



Testimonials

Join us Now



With Leadvantage, our campaigns were streamlined and registrations multiplied. Their consultative approach and transparent reporting set them apart.

Sr. Manager - Enterprise Account and Demand Generation • ThinkOwl

Image Gallery



Audience Demographic

We target a diverse audience base with the following breakdown:



Targeted Globally

86%

Decision-makers: C-level execs, VPs, Directors in tech, finance, and services sectors.

90%

Target regions: North America (35%), EMEA (30%), and APAC (25%).

50%

Firm sizes: Mid-market to large enterprises, plus fast-scaling tech startups.

100%

Professional backgrounds: IT (45%), finance (20%), HR (15%), procurement, operations (20%).

Thank You

We believe that the best results come from strong collaboration, innovation, and commitment to our clients' success. Together, let's set new benchmarks in lead generation and business growth. Partner with us —your success is our next campaign.

For inquiries, reach out to us:

E-mail
sales@leadadvantageglobal.com

Website
www.leadadvantageglobal.com

