

# Acquirelists Redefines Data Intelligence Tools With Launch Of New Enterprise Marketing Automation Platform



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Author: [Acquirelists](#)

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Acquirelists today unveiled DataProspect Profiler, a new CRM-based sales intelligence tool. This marks the first step in a march toward the next generation of online marketing automation technology and a greater alignment of sales and marketing through data, collaboration and actionable analysis. This new marketing automation system Combines Marketing Database, Campaign Management and Multi-Channel Message Delivery.



"As per the feedback from our clients, I felt that the solutions supporting B2C and B2B marketers should come together into a single, scalable platform that makes the unique tools of each marketing discipline available to all," said Sean Gregory, Data acquisition manager of Acquirelists.

Acquirelists DataProspectProfiler is the leading real-time Marketing Automation solution that helps you launch more marketing programs, generate and qualify more leads, and provide cross-campaign reporting. DataProspect Profiler is fundamentally faster and easier to use, especially for non-technical marketers, and the user experience is one that customers use words like "fun" and "love" to describe.

The DataProspectProfiler suite of software applications are integrated; giving you application and data interoperability. And, the same icon-based user interface is embedded across all applications insuring that it is super easy to use. The end result is that you are able to deliver faster, manage more and feel certain that you are accessing real-time data. This architectural advantage is a key reason for Acquirelists DataProspect Profiler rapid growth and is not easily copied by competitors.

### **About**

AcquireLists is a leading provider of quality Business to Business and Information Technology mailing, email and [telemarketing lists](#). Acquirelists [business mailing lists](#) provide businesses with accurate and affordable leads that are continually updated. Our targeted business lists will help you increase your customer base therefore increasing your sales. Acquirelists is the only company that combines the knowledge of your customers' buying processes and a proven methodology that transforms sales and marketing to enable the "Perfect Conversation". The result is increased sales in less time and higher returns from marketing investments.

### **Acquirelists**

**Contact Details:** ACQUIRELists  
1971 Western Avenue, Suite 2889  
Albany, NY 12203  
USA  
[sales@acquirelists.com](mailto:sales@acquirelists.com)  
<http://www.acquirelists.com>

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