

B2B Industry



We're a data and analytics firm obsessed with your Customers' and Channel Partners' experience. We are driven to turn data into powerful strategies that will deliver precision demand generation and lead management, strengthen your channel –and build grower loyalty.

Headquartered in Rochester, NY with a Boston office, we've worked with leading B2B marketers since 1985. Our team of dedicated Data Scientists, Marketing Operations experts and Marketing Strategy pros love to solve the difficult problems of the B2B marketer: How to manage confusing channel and reseller data to target efforts on the right customers and prospects. How to leverage marketing tech to create demand and nurture. How to create a marketing machine that keeps running at the speed of change. Give us a call to find out how we do it at 585-242-4113 or visit us at www.sigmamarketing.com.

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Boston

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Multi-Channel Activation



Better ROI

Data-driven Marketing and Sales Support

Making marketing automation work in a traditional distribution and sales driven culture can be tough. Our campaign engineers can help. We can help you build multichannel strategies that will drive more leads and shorten sales cycles across your channel.

Insights and Analytics



Stronger

Models and predictive analytics

Precision Industry Segmentation and modeling will move the needle towards your acquisition goals. Time for a refresh? Our solid methods for testing and best-in-class marketing attribution measurement can provide long term growth for your programs and partners.

Streamlined Marketing Operations



Seamlessly Manage

complexity to drive revenues

Too many products to support? Competing priorities between direct and channel promotional efforts?

Our marketing operations experts can help your team excel, or we can become your back office operations team.