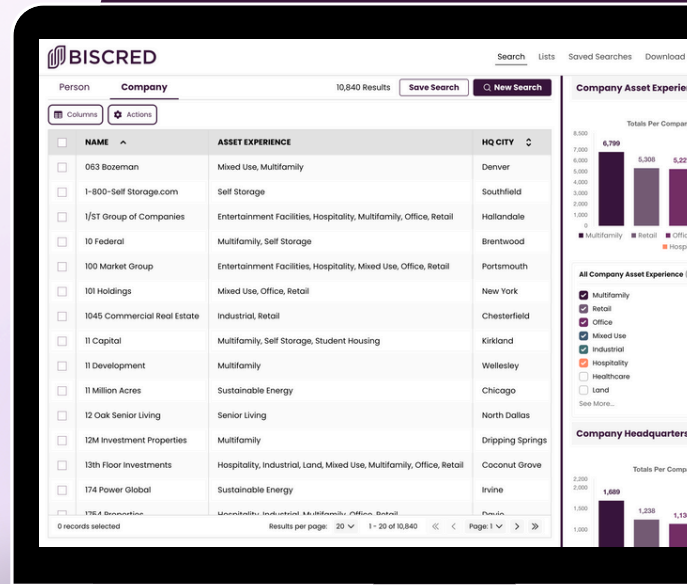


CASE STUDY

Lead Generation Simplified

Learn how our client leveraged asset information and CRE-specific categorization to find the right prospects faster and smash their growth targets.



Challenge

An award-winning architecture firm needed to drive quality inbound leads to meet its annual growth objectives. They had proven campaigns prepared but identifying new companies within their target audience became a bottleneck.

Solution

Biscred's asset information and CRE-specific categorization propelled their results beyond expectations. Prospecting time for new leads was cut by 50% and marketing operations were streamlined.

Impact

Biscred's contact data immediately unlocked new opportunities. They were able to nurture and activate relationships with potential borrowers leading to \$20M in originations.



“The Biscred platform has streamlined our process and reduced our prospecting timeline by more than 50%.”

BASE4
CMO

Solution Deep Dive

Marketing leadership used Biscred to discover owners, operators and developers in the multifamily and hospitality sectors. They identified key decisionmakers to include in their email campaigns and digital advertising efforts.



People Job Titles
Enter Job Title. +

Company Asset Experience

- Hospitality
- Industrial
- Infrastructure
- Land
- Life Sciences
- Mixed Use
- Multifamily

Company Industries (5)

- Private Equity
- Real Estate Investment Firm
- Real Estate Investment Trust (REIT)
- Developer
- Operator
- Architect
- Engineering

All Seniority (6/8) 20,421

- Founder 4,026
- Partner 3,523
- Chief Executive Officer 3,011
- Principal 2,640
- Chief Financial Officer 2,243
- Other C-suite 1,734
- Chief Operating Officer
- Chairman

See More...

Search Summary

Seniority

Totals Per Seniority

Seniority	Count
Founder	4,026
Partner	3,523
Chief Executive Officer	3,011
Principal	2,640
Chief Financial Officer	2,243
Other C-suite	1,734

Save People to List

Existing Lists | **New List**

List Name
Multifamily Decision Makers

Clear selected results after submit.

Cancel Submit

Discover

Biscred's criteria search makes finding decision-makers within commercial real estate easier than any other prospecting tool on the market. Select from CREspecific industries, company and contact asset experience, property count, and more to make sure your search always returns the right results.

Identify

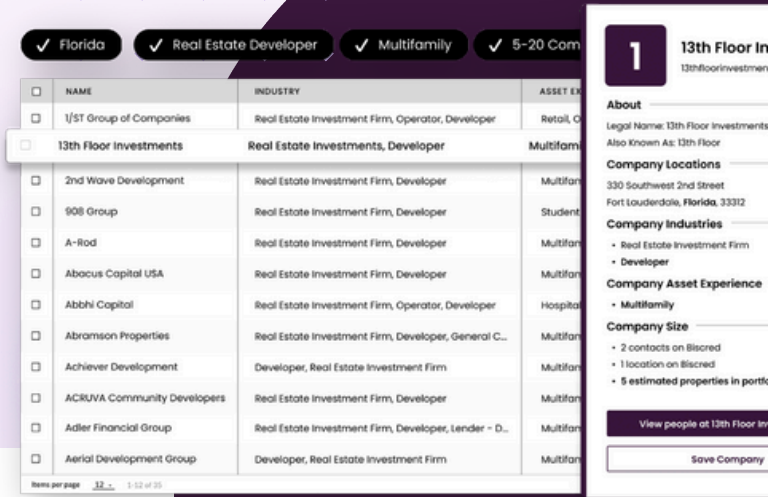
Identify key decision-makers from your target audience at a glance. Use the search summary tool to quickly view the breakdown of your results. Further, narrow your search by any filter criteria using the right panel.

Target

Instead of spending hours a week prospecting, your list is ready in a matter of minutes. Save contacts or companies to a list to export into your next campaign or send directly into your CRM. From email marketing to ad targeting Biscred makes it easy to smash your growth targets.

At a Glance

Finding the right leads in commercial real estate is time-consuming. Learn more about how our product is designed to simplify CRE prospecting.



Search Criteria Made for Navigating CRE

Instead of spending hours a week prospecting, your list is ready in a matter of minutes. Save contacts or companies to a list to export into your next campaign or send directly into your CRM. From email marketing to cold calling Biscred makes it easy to smash your growth targets.

Industry

Developer, operator and 30 more

Seniority

5 seniorities and 35 job titles

Asset Class

Industrial, multifamily and 20 more

Company Size

Number of employees

Geography

Region, state, metro and city

Property Count

Number of buildings

The data points you need to drive growth:

- First & Last Name
- Email Address
- Phone Number
- LinkedIn Profile
- Job Title & Seniority
- Company
- Industry
- Asset Class
- City & State



"Biscred has increased the number of qualified leads within my ICP by letting me search by specific criteria like industry, asset experience, and property count. It's a **huge upgrade to my targeting strategy.**"

Director, Sales

Empowered Buildings

