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**COMPETITIVE
STRATEGY LEADER**

*Transforming Innovation Into High-Growth
Performance and Competitiveness*

*RECOGNIZED FOR BEST PRACTICES IN THE
GLOBAL ACCOUNT-BASED
MARKETING INDUSTRY*

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Best Practices Criteria for World-class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each recognition category before determining the final recognition recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Expandi Group excels in many of the criteria in the account-based marketing space.

RECOGNITION CRITERIA	
<i>Strategy Innovation</i>	<i>Customer Impact</i>
Strategy Effectiveness	Price/Performance Value
Strategy Execution	Customer Purchase Experience
Competitive Differentiation	Customer Ownership Experience
Executive Team Alignment	Customer Service Experience
Stakeholder Integration	Brand Equity

The Transformation of the Account-based Marketing Industry

Macroeconomic pressures have propelled cross-industry shifts in marketing and sales, including headcount reductions, budget constraints, vendor consolidation, and an increased focus on profitability. Organizations must refine their B2B marketing and sales strategies as buyers have higher expectations, deal with larger or more vocal buying committees, and spend less time with sellers. Competitive pressures can also lead to aggressive sales processes, discounts, and pricing concessions that strain profit margins.

In recent years, the focus on return on investment (ROI) has increased, making it essential to justify technology investments. Most organizations mandate that employees do more with less. Tech purchases must reflect true business value and ROI to satisfy decision-makers. Clients expect marketing tech providers to prove ROI through value planning, rapid adoption, sophisticated yet easy-to-use capabilities, growth paths, and continual ROI measurement. Additionally, the demand for scale and efficiency pervades the entire customer life cycle, and these goals are achieved with fewer resources. Expandi has been adapting to macroeconomic pressures by integrating advanced intent data analytics, cross-channel orchestration, and personalized marketing to enhance ROI and efficiency while reducing costs and resource usage.

Addressing Marketing Complexity

The global ABM market is rapidly evolving, with businesses demanding more personalized, data-driven, and scalable solutions. However, many ABM platforms fall short due to high costs, complex integrations,

and limited scalability. Additionally, the lack of localized solutions and high-quality data often hinders the effectiveness of ABM strategies, particularly for small and medium-sized businesses (SMBs).

Expandi Group (Expandi) has demonstrated a clear strategic vision and effective execution in addressing marketing complexity. In 2021, Expandi integrated AccountInsight, a UK-based adtech and martech company, into its operations. This acquisition combined Expandi's account-based analytics with AccountInsight's account-based advertising technology, enhancing the platform's ability to deliver targeted advertising campaigns.

Later in 2022, Expandi acquired several assets from Cyance, a global B2B intent-insight data platform. Cyance's technology, which analyzes data from over 55,000 sources and tracks 24 billion data events monthly, significantly strengthened Expandi's intent data capabilities, particularly in European markets. This acquisition allowed Expandi to offer more precise intent signals and better prioritize target accounts based on real-time buying signals.

In 2023, Expandi further solidified its position in the ABM market by acquiring Jabmo, a leading B2B ABM

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**- Alaa Saayed
Senior Program Director**

platform. The re-launched Jabmo platform, now integrated with Expandi's existing applications like Cyance and AccountInsight, offers advanced features such as cross-channel orchestration, intent data integration, and personalized messaging. The platform's ability to handle thousands of target accounts simultaneously, while maintaining personalized outreach sets Expandi apart from competitors that primarily focus on smaller-scale ABM initiatives.

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Enhancing User Experience

A significant challenge in the ABM industry is ensuring a seamless customer journey, from the initial purchase decision to ongoing platform usage and support. Many ABM platforms are complex to implement, requiring substantial resources that can hinder customer experience. Additionally, opaque pricing models and limited customer support often result in dissatisfaction, particularly among SMBs with constrained budgets and resources.

Expandi has a customer-centric approach that improves both the purchase and ownership experience. Its flexible modular pricing model streamlines the purchase experience and allows clients to pay only for the modules they need—such as data, analytics, emailing, or programmatic advertising—instead of charging heavy license fees. This "pay-as-you-go" structure makes the platform more accessible, especially for SMBs with limited budgets that may struggle with the costs of traditional ABM solutions. Once onboard,

Expandi enhances customer ownership experience with a comprehensive suite of tools and resources. For example, their Audience Builder dashboard allows clients to intuitively understand their total addressable market and build ideal customer profiles using firmographic, demographic, and technographic data. This level of customization and ease of use ensures that customers can quickly derive value from the platform.

Expandi also offers a fully CCPA/GDPR-compliant proprietary database of emails to activate campaigns targeting millions of decision-makers across Europe and the United States. Clients can target these decision-makers by corporate departments and seniority, such as C-level executives and second-level management. This capability enhances the platform's effectiveness in reaching key stakeholders within target accounts, further improving the customer ownership experience.

A key feature enhancing the user experience is Expandi's ability to generate intent signals from more than 30,000 websites, leveraging diverse customer touchpoints, including social media,

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inbound/outbound calls, emailing, and events. Using over 20,000 localized keywords across multiple European languages, the company ensures intent signals are accurately captured within local market contexts. Its complex semantic software further refines these signals, delivering accurate, actionable intent data—a critical advantage for companies targeting non-English-speaking regions.

Expandi integrates these signals with first-party data, tracked using powerful account trackers placed on clients' websites. This integration of third-party and first-party intent data into a single platform provides a comprehensive view of buyer behavior, enabling marketers to tailor their messaging and prioritize efforts based on real-time buying signals. This capability enhances the customer experience by providing actionable insights that drive more effective campaigns.

Expandi excels in customer service by offering robust support and training to help clients maximize the platform's potential. Its commitment to customer success is evident in its ability to address common frustrations with traditional ABM platforms in Europe, such as poor data tracking, limited localization capabilities, and complex cost models. Expandi's platform scores are particularly high in areas such as data quality, localization, and cost transparency.

Building Trust and Value

In the ABM industry, trust and transparency are critical, especially in data quality, privacy, and compliance. Many ABM platforms struggle with data accuracy, leading to poor campaign performance and a lack of trust among stakeholders. Additionally, the high cost of traditional ABM platforms often results in a poor price/performance ratio, making it difficult for businesses to justify the investment.

Expandi has established itself as a strong participant in data-driven ABM solutions, building strong brand equity and fostering trust among stakeholders. Its proprietary firmographic database is sourced from local chambers of commerce and official public organizations, ensuring high data accuracy and reliability. This sets Expandi apart from competitors who rely on less-qualified sources like social media.

A key competitive differentiator for Expandi is the launch of B2B Stars in September 2024—a platform dedicated to B2B search, ratings, and digital engagement. The platform aggregates data from various sources, including Companies House, providing up-to-date information on 3.5 million companies, representing 99% of all companies with 10 employees and above in Europe and the United States. This high level of data granularity and accuracy gives Expandi a significant advantage in the ABM market, enabling businesses to make informed decisions based on reliable insights.

B2B Stars also introduces a feature that allows businesses to leave ratings and reviews of other companies they have interacted with, whether as customers or suppliers. Rigorous control mechanisms ensure the accuracy and appropriateness of these reviews, fostering a transparent and collaborative B2B community. Companies can respond to and engage with reviews, further enhancing the platform's value as a trusted resource for B2B insights.

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Expandi aligns its sales and marketing teams to deliver a cohesive ABM strategy. Its platform integrates with existing marketing automation, CRM, and other technologies, enabling seamless collaboration between stakeholders—from marketing teams to sales executives. This alignment ensures targeted messaging reaches the right accounts at the right time, a key factor in ABM success.

Expandi also delivers strong price/performance value by offering a cost-effective solution without compromising quality or functionality. In addition to the company's modular pricing model, which makes the platform accessible to a broader range of businesses, B2B Stars operates on a freemium model. It offers essential functionality for free, with premium features capped at an affordable price, ensuring clients receive maximum value for their investment.

Conclusion

Expandi has established itself as a significant player in the global ABM industry through strategic acquisitions, customer-centric approaches, data-driven solutions, and affordable pricing, strengthening its brand equity and market position. By addressing key market challenges such as scalability, localization, and cost transparency, Expandi has set a new standard for ABM platforms. For its strong overall performance, Expandi Group is presented with Frost & Sullivan's 2025 Global Company of the Year Recognition in the account-based marketing industry.

What You Need to Know about the Competitive Strategy Leadership Recognition

Frost & Sullivan's Competitive Strategy Leadership Recognition is its top honor and recognizes the market participant that exemplifies visionary innovation, market-leading performance, and unmatched customer care.

Best Practices Recognition Analysis

For the Competitive Strategy Leadership Recognition, Frost & Sullivan analysts independently evaluated the criteria listed below.

Strategy Innovation

Strategy Effectiveness: Effective strategy balances short-term performance needs with long-term aspirations and overall company vision

Strategy Execution: Company strategy utilizes best practices to support consistent and efficient processes

Competitive Differentiation: Solutions or products articulate and display unique competitive advantages

Executive Team Alignment: Executive team focuses on staying ahead of key competitors via a unified execution of its organization's mission, vision, and strategy

Stakeholder Integration: Company strategy reflects the needs or circumstances of all industry stakeholders, including competitors, customers, investors, and employees

Customer Impact

Price/Performance Value: Products or services offer the best ROI and superior value compared to similar market offerings

Customer Purchase Experience: Purchase experience with minimal friction and high transparency assures customers that they are buying the optimal solution to address both their needs and constraints

Customer Ownership Excellence: Products and solutions evolve continuously in sync with the customers' own growth journeys, engendering pride of ownership and enhanced customer experience

Customer Service Experience: Customer service is readily accessible and stress-free, and delivered with high quality, high availability, and fast response time

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty, which is regularly measured and confirmed through a high Net Promoter Score®

Best Practices Recognition Analytics Methodology

Inspire the World to Support True Leaders

This long-term process spans 12 months, beginning with the prioritization of the sector. It involves a rigorous approach that includes comprehensive scanning and analytics to identify key best practice trends. A dedicated team of analysts, advisors, coaches, and experts collaborates closely, ensuring thorough review and input. The goal is to maximize the company's long-term value by leveraging unique perspectives to support each Best Practice Recognition and identify meaningful transformation and impact.

		VALUE IMPACT	
STEP		WHAT	WHY
1	Opportunity Universe	Identify Sectors with the Greatest Impact on the Global Economy	Value to Economic Development
2	Transformational Model	Analyze Strategic Imperatives That Drive Transformation	Understand and Create a Winning Strategy
3	Ecosystem	Map Critical Value Chains	Comprehensive Community that Shapes the Sector
4	Growth Generator	Data Foundation That Provides Decision Support System	Spark Opportunities and Accelerate Decision-making
5	Growth Opportunities	Identify Opportunities Generated by Companies	Drive the Transformation of the Industry
6	Frost Radar	Benchmark Companies on Future Growth Potential	Identify Most Powerful Companies to Action
7	Best Practices	Identify Companies Achieving Best Practices in All Critical Perspectives	Inspire the World
8	Companies to Action	Tell Your Story to the World (BICEP*)	Ecosystem Community Supporting Future Success

*Board of Directors, Investors, Customers, Employees, Partners

<http://www.frost.com>.

is fuelled by the Innovation Generator™.

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Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



broadest range of innovative growth opportunities
of which occur at the points of these perspectives.

Analytical Perspectives:

- Megatrend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

