

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

MassMetric

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

The Immaculate AI-Powered Demand Generation-as-a-Service

Category

A06. New Service of the Year - Advertising, Marketing & Public Relations

New Service Submission Format

Written Answers

a. Briefly describe the organization that developed the nominated new service: its history and past performance (up to 200 words). Required

MassMetric, originally founded as Bython in 2012 in Texas, has evolved into a leading MarTech innovator by fusing data science with digital marketing strategy. In November 2024, the company rebranded to MassMetric to reflect its mission: transforming raw data into strategic growth catalysts for over 500 enterprises and 100+ ISVs globally. Over the past decade, MassMetric has consistently delivered high-impact marketing technology solutions, achieving a 150% surge in engagement, 62% faster conversions, and a remarkable 95% client retention rate.

Specializing in AI-driven analytics and agentic mesh ecosystems powered by proprietary neural networks, MassMetric helps businesses turn marketing from a cost center into a revenue engine. With 96% accuracy in campaign optimization and predictive modeling, the company has become a trusted partner for global enterprises, Silicon Valley startups, and stealth-mode ventures. Its expertise lies in creating unified customer journeys, breaking silos, and unlocking hidden market potential. While traditional data providers charge \$150K for static spreadsheets, MassMetric delivers living, breathing lead intelligence at just \$20K—turning data from a cost center into a revenue generation engine.

b. Specify the date on which this nominated service was introduced to the marketplace. Outline the nominated service's features, functions, benefits and novelty (up to 250 words). Required

Service Introduced November 24, 2024.

MassMetric's Immaculate Demand Generation-as-a-Service was officially launched on November 24, 2024, following a rigorous beta testing phase with early adopters across cloud, fintech, enterprise SaaS, and stealth startups. The results? Unprecedented success: 95% data accuracy, 150% higher engagement rates, and 3x faster sales cycles.

Powered by our proprietary LLM MassMind, this service integrates two core solutions:

MassEnrich – Intelligent data enrichment that automates lead validation, compliance orchestration, and behavioral profiling at scale (processing 100K+ records in under 2 hours).

MassEngage – AI-driven CRM that predicts buyer intent in real time using news feeds, web behavior, and tech stack changes to automate contextual outreach.

The solution uniquely combines Precision-First Demand Engineering™, where every lead is validated, scored, prioritized, and engaged with surgical timing—resulting in up to 80% CAC reduction and 60% MQL growth.

Designed for both SMBs and enterprises, it delivers enterprise-grade capabilities at 85% lower cost, with full transparency via filtered dashboards. Beta deployments revealed remarkable scalability—from stealth startups building GTM strategies to Fortune 500 subsidiaries accelerating pipeline velocity.

Built on an intelligent rule engine and AI-powered automation, the service ensures GDPR/CCPA/APPI compliance, eliminates black-box reporting, and enhances email deliverability by 40%. With seamless integration into 50+ MarTech platforms including Salesforce, HubSpot, and Marketo, MassMetric redefines B2B demand generation.

This isn't just a product—it's a transformational platform that turns leads into revenue-ready opportunities with unmatched speed, precision, and intelligence.

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c. Explain why the nominated service is unique or significant. If possible compare the service to competitors' offerings and/or to the organization's other or past products (up to 250 words). Required

MassMetric stands apart through AI-native demand orchestration—a first in the industry. Unlike legacy platforms like Salesforce or ZoomInfo that offer fragmented tools, we deliver a unified, end-to-end ecosystem powered by MassMind, our indigenous LLM engineered specifically for B2B demand generation.

Our Precision-First Demand Engineering™ approach merges MassEnrich and MassEngage into a single intelligent workflow, where data enrichment fuels predictive CRM. This level of integration is unmatched—competitors require multiple third-party integrations, inflating costs and complexity.

Unlike Salesforce Einstein or HubSpot AI—which focus on lead scoring within CRM silos—MassEngage identifies real-time buyer intent signals from external sources (news, tech stack, web activity), enabling outreach at peak decision-making moments. It boosts connect rates by 70% and repurposes disqualified leads for ROI uplift.

MassEnrich redefines data hygiene with automated compliance orchestration, delivering 100% GDPR/APPI/CCPA-compliant leads in under 2 hours—at 85% lower cost than legacy providers.

While others offer point solutions, MassMetric offers full-stack orchestration: from raw data to revenue-ready leads, all while ensuring brand safety, cost-efficiency, and unmatched accuracy.

This is not evolution—it's revolution. At MassMetric, we don't just generate demand; we engineer immaculate conversion pathways with intent, insight, and intelligence.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Delivered Value Snapshot: MassEnrich in Action – Precision-First Data Engineering That Drives Revenue

For a High-Tech Enterprise:

MassMetric transformed the lead strategy by turning 500K outdated CRM records into APPI/GDPR-compliant leads in just 48 hours. Using MassMind, our proprietary LLM, we verified contact data, technographics, and real-time intent signals and appended them—achieving 95% data accuracy. Result: Customer Acquisition Cost (CAC) dropped by 80%, omnichannel Return on Investment (ROI) increased 5x, all at 85% lower cost compared to legacy vendors (approximately \$20K/year versus \$150K–\$200K).

For a Digital Transformation Leader:

Data hygiene became a growth engine. MassEnrich enabled seamless, real-time API sync with HubSpot and Salesforce, fueling hyper-targeted Account-Based Marketing (ABM) campaigns with validated BANT leads. Impact: pipeline velocity accelerated significantly, appointment setting increased by over 50%, and compliant outreach scaled across Asia-Pacific (APAC) and European, Middle Eastern, and African (EMEA) markets.

For a Leading Advertising Agency:

Legacy data costs were slashed. MassEnrich delivered 100% validated, opt-in leads backed by a money-back guarantee—replacing outdated static lists. Real-time segmentation fueled precision-driven display and email campaigns, boosting gated content downloads by 3x while ensuring full compliance with Japan's stringent APPI regulations.

Each client experienced the power of Precision-First Data Engineering™—where data isn't just cleaned but strategically engineered to fuel revenue-ready demand at scale.

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