

Typography Styles

H1 Poppins Bold 54px / 62 H1

The B2B marketing game has changed. Let's win together.

H2 48px / 62 H2

The B2B marketing game has changed. Let's win together.

H3 32px / 42 H3

The B2B marketing game has changed. Let's win together.

H4 24px / 32 H4

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et.

H5 18px / 32 H5

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et.

H6 13px / 20 H6

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Paragraph Styles

p Nunito Sans 16px / 24 <p>

Generate Lorem Ipsum placeholder text. Select the number of characters, words, sentences or paragraphs, and hit generate!

b Nunito Sans bold 16px / 24

Generate Lorem Ipsum placeholder text. Select the number of characters, words, sentences or paragraphs, and hit generate!

Nunito Sans

Color

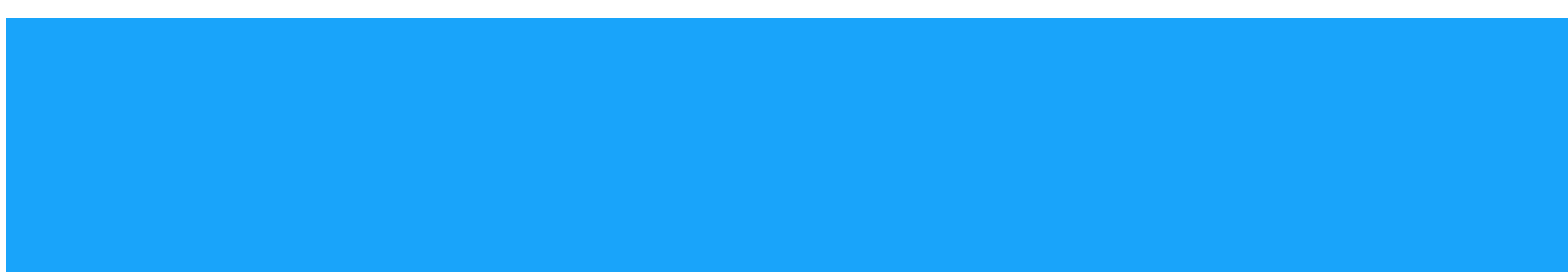
Prime Blue
Hex: 005589



Night Blue
Hex: 0f2d52



Monterey
Hex: 19a4fa



Malibu
Hex: 6bbfff



Sunrise
Hex: fec90f



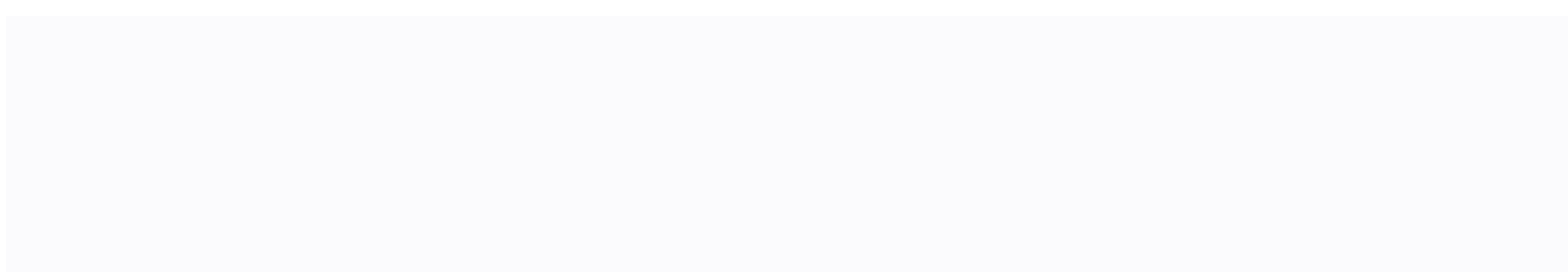
Sunset
Hex: fbad18



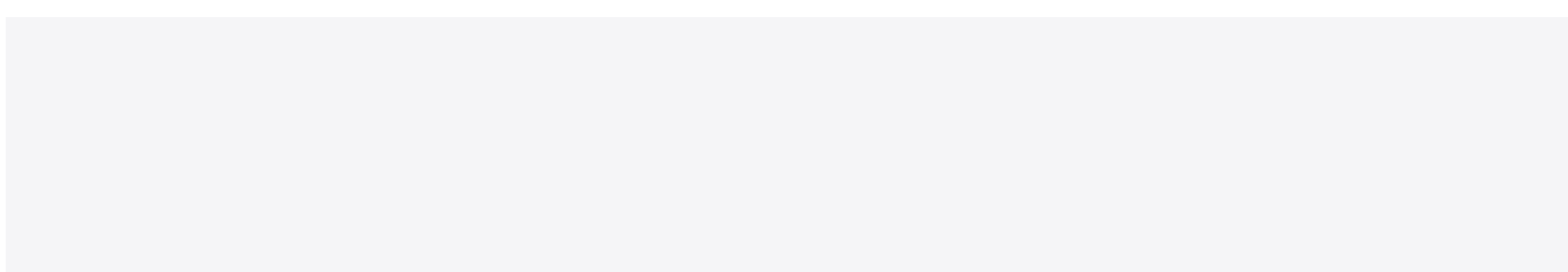
Orange Peel
Hex: fc981e



Smooth Grey
Hex: fbfbfd



Overcast Grey
Hex: f5f5f7



Cool Grey
Hex: 313b44



Color options

H1 Poppins Bold 54px / 62 Prime Blue H1

The B2B marketing game has changed. Let's win together.

H1 Poppins Bold 54px / 62 H1

The B2B marketing game has changed. Let's win together.

Reverse Color Options

H1 Poppins Bold 54px / 62 H1

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Reverse Color Options

H1 Poppins Bold 54px / 62 H1

The B2B marketing game has changed. Let's win together.

Light Grey Color Options

H1 Poppins Bold 54px / 62 H1

The B2B marketing game has changed. Let's win together.

Med Grey Color Options

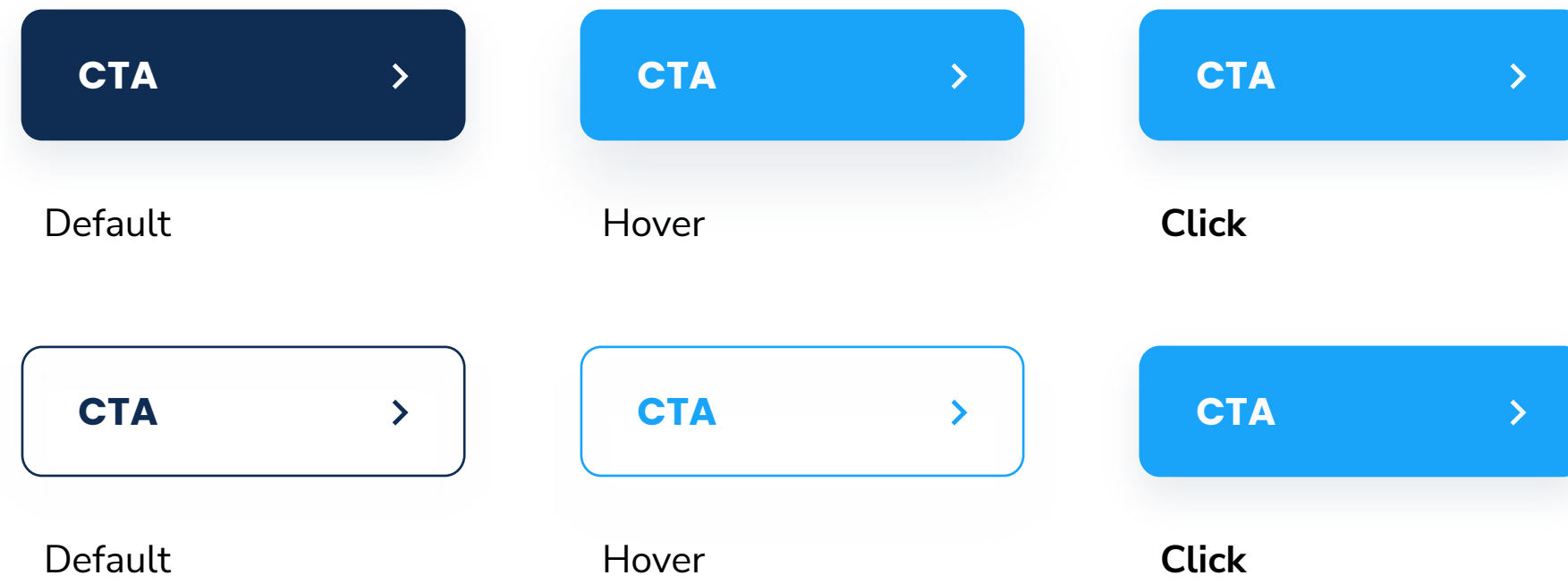
H1 Poppins Bold 54px / 62 H1

The B2B marketing game has changed. Let's win together.

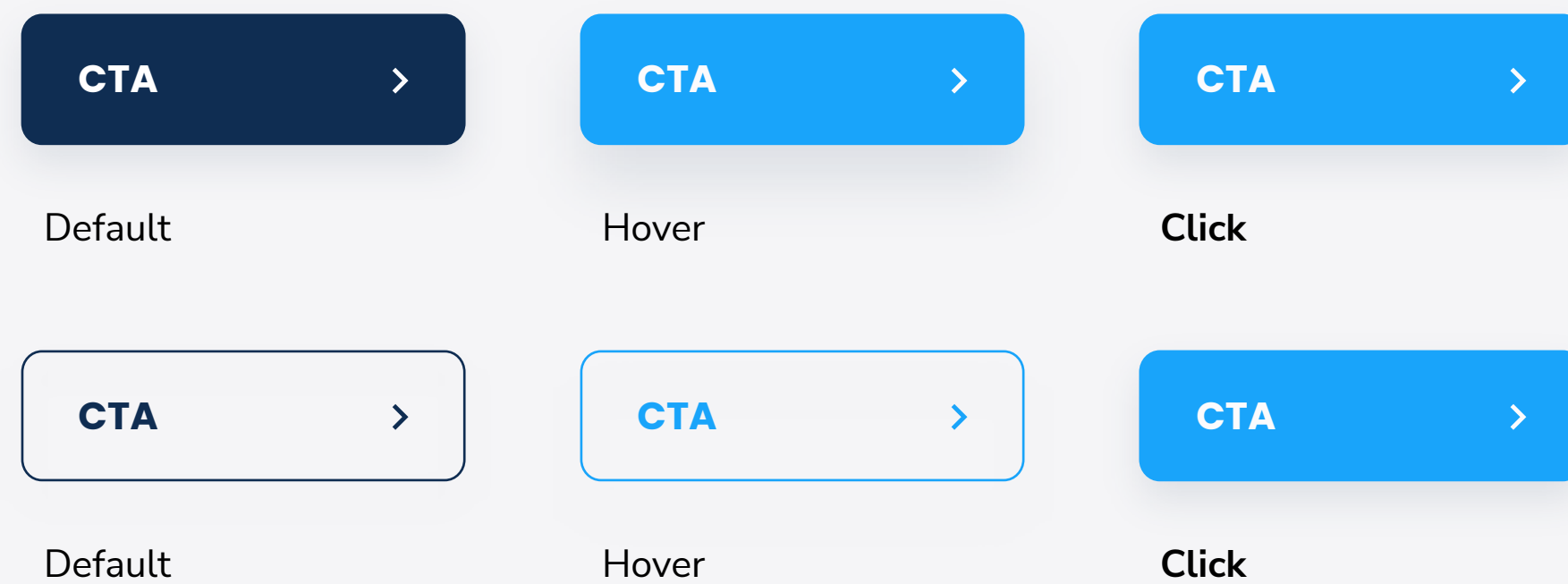
If time allows for button styles.

we may need to use the current btn states

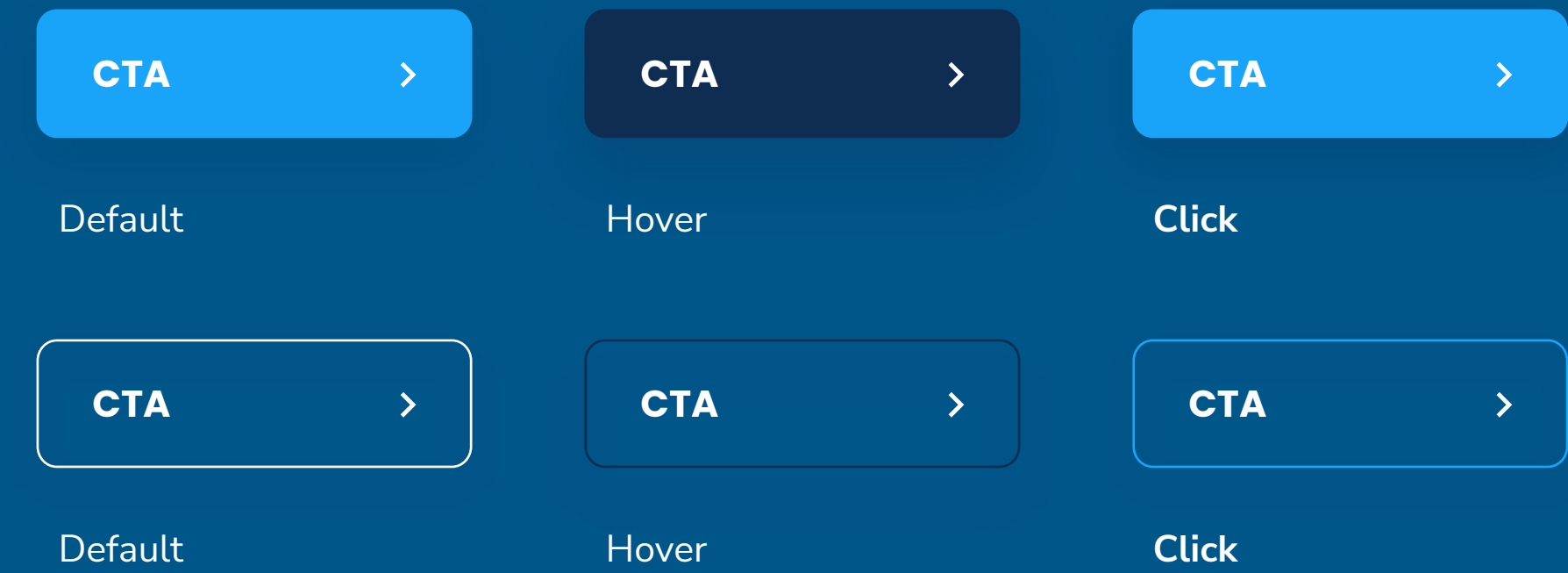
Button states / Light background



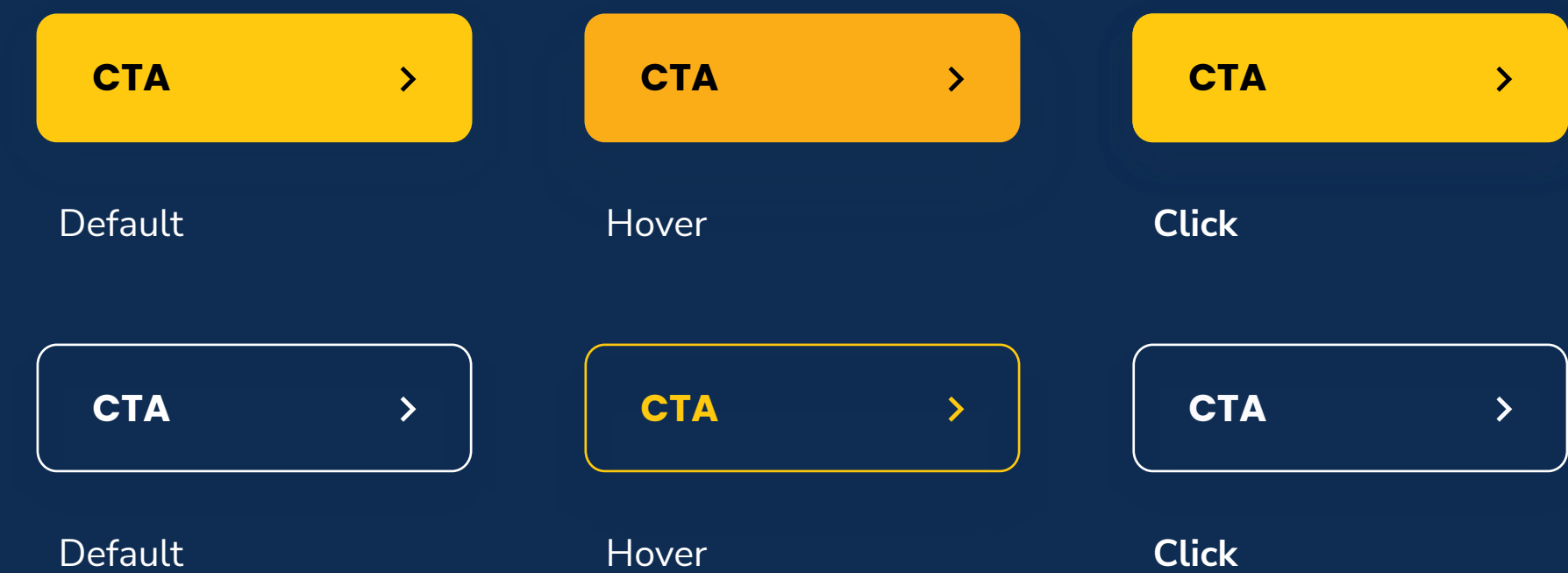
Button states / Light background

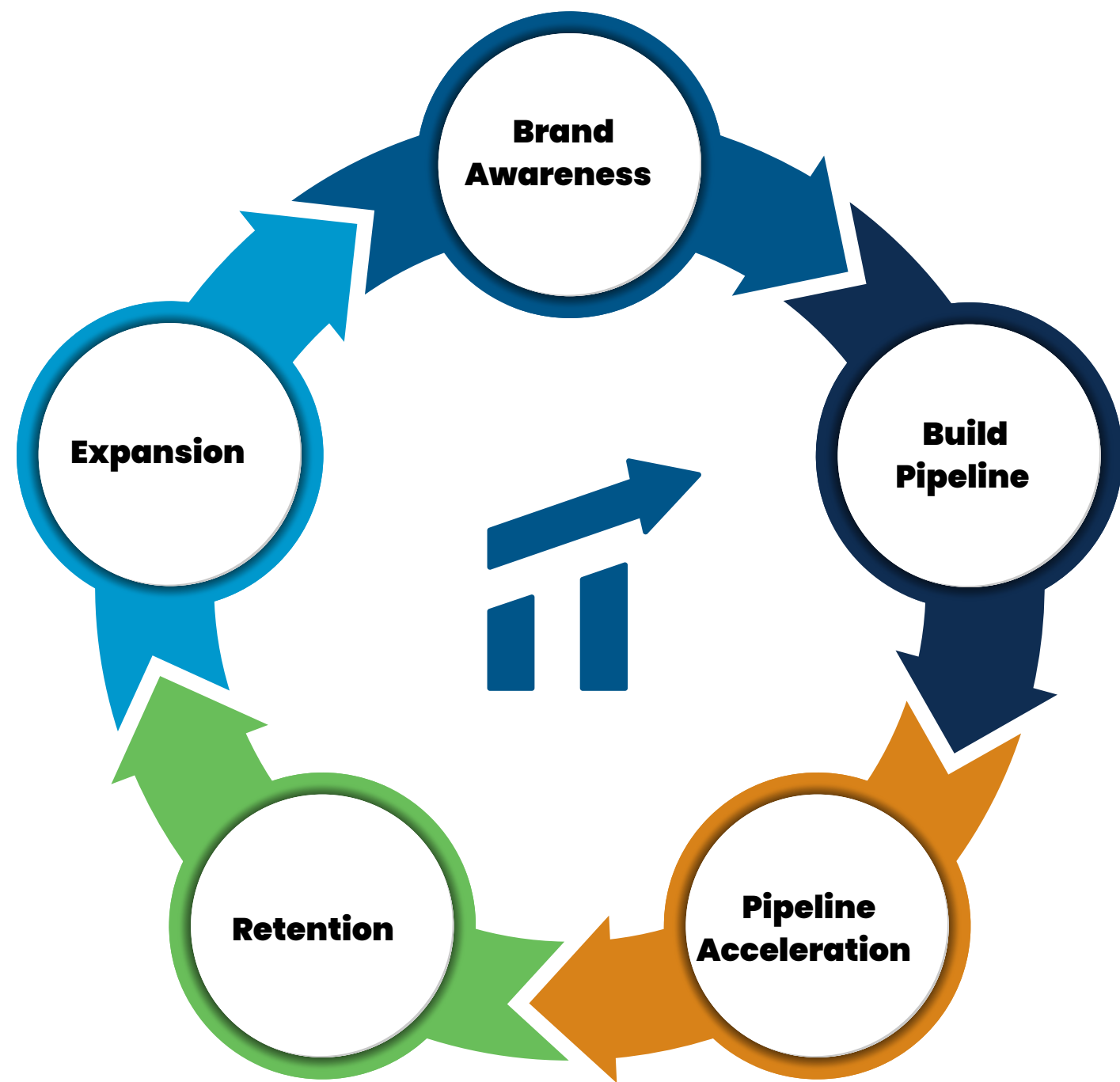


Button states / Dark background



Button states / Dark background





Revenue Flywheel

Brand Awareness	Build Pipeline	Pipeline Acceleration	Retention	Retention
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Brand Awareness

Example: Terminus helps you identify and target your ideal customer profile and connect with engaged accounts. With expanded targeting, residential reach and industry-best fraud rates, you'll get better return on your ad spend with Terminus.

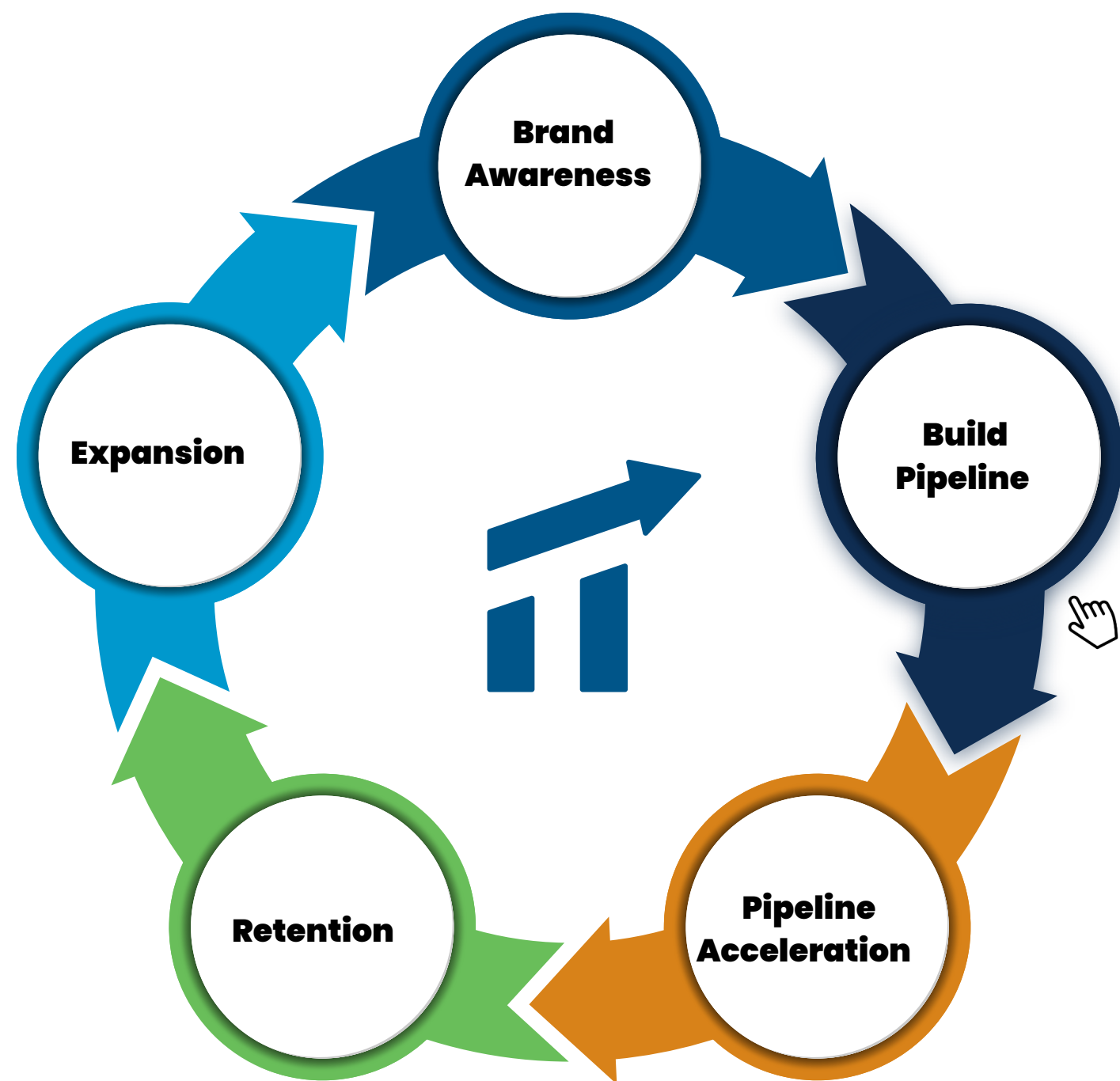
secondary link could go to why terminus

Secondary Link optional

CTA
>

Btn goes to solutions page

Revenue Flywheel



Brand Awareness	Build Pipeline	Pipeline Acceleration	Retention	Retention
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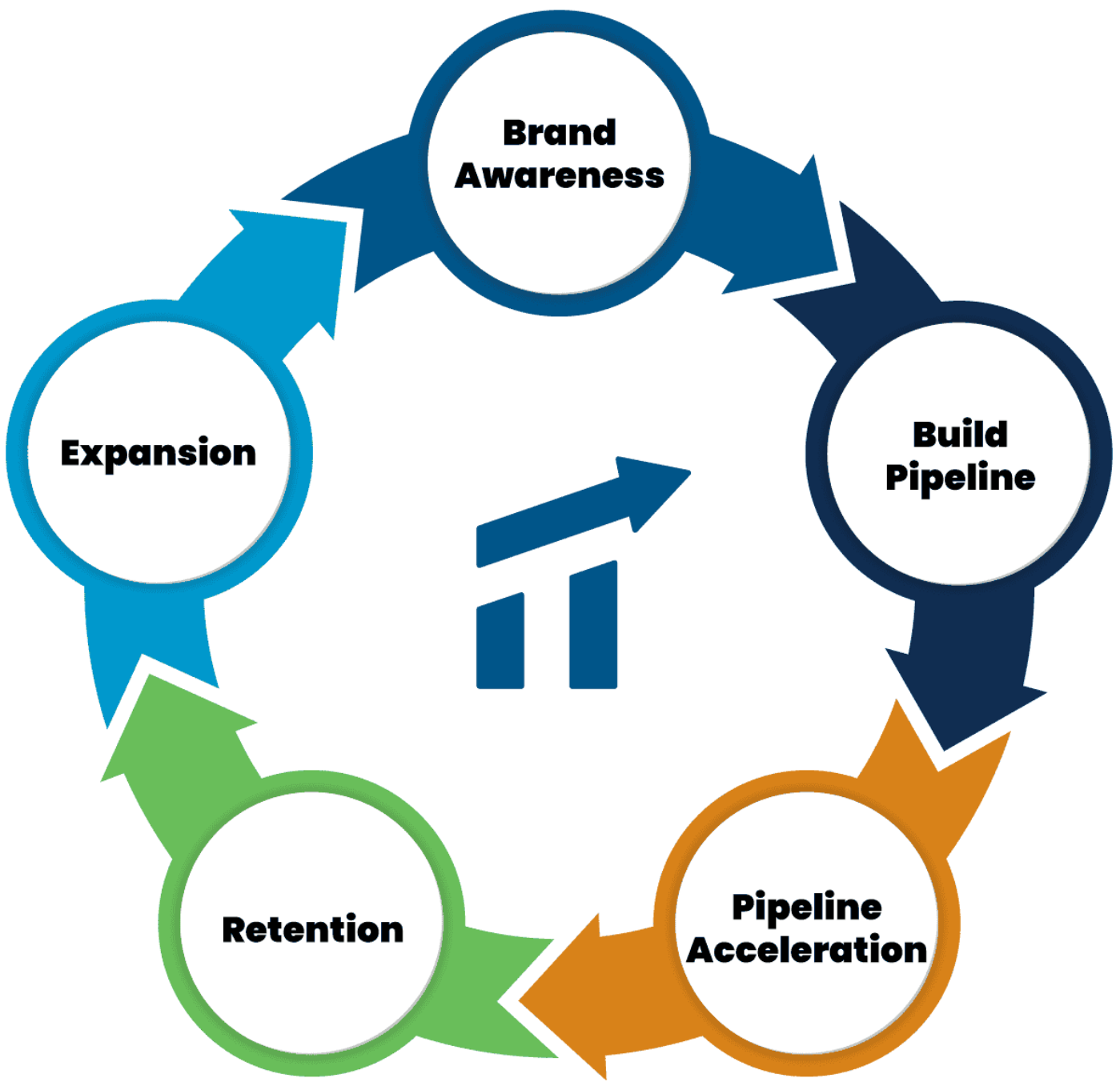
Build Pipeline

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Secondary Link optional

CTA
>

Btns active states



Revenue Flywheel

Brand Awareness

Brand Awareness

Example: Terminus helps you identify and target your ideal customer profile and connect with engaged accounts. With expanded targeting, residential reach and industry-best fraud rates, you'll get better return on your ad spend with Terminus.

[Secondary Link if needed](#)

CTA



Build Pipeline

Pipeline Acceleration

Retention

Retention

existing block just swapping the background color and adding a white box with a drop shadow.



Knowing you can't influence when a company is ready to buy, you want to be positive you are the best possible option in their eyes, or the person they trust the most when that decision comes up



Doug Houvener

Director, Revenue Operations, [WebPT](#)



Knowing you can't influence when a company is ready to buy, you want to be positive you are the best possible option in their eyes, or the person they trust the most when that decision comes up



Doug Houvener

Director, Revenue Operations, [WebPT](#)

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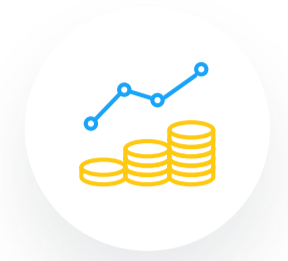
Knowing you can't influence when a company is ready to buy, you want to be positive you are the best possible option in their eyes, or the person they trust the most when that decision comes up



Doug Houvener

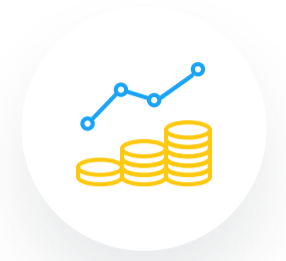
Director, Revenue Operations, [WebPT](#)

Section Title



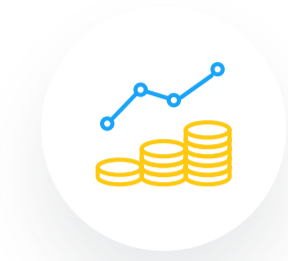
More ROAS

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Expanded Targeting

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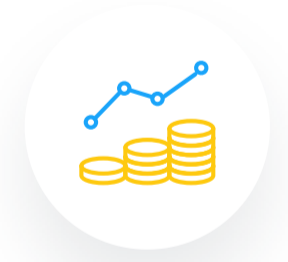
Less Fraud

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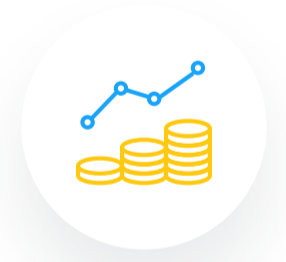
Dropshadow added on active state

Section Title



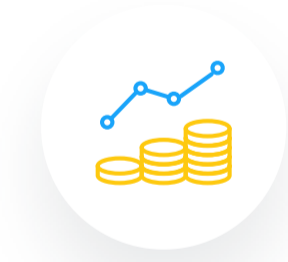
More ROAS

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Expanded Targeting

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Less Fraud

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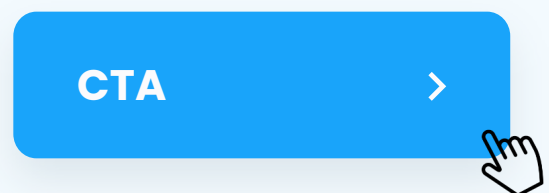
related and or blog

in some cases may have descriptions and or may not need a button

[See all blogs >](#)



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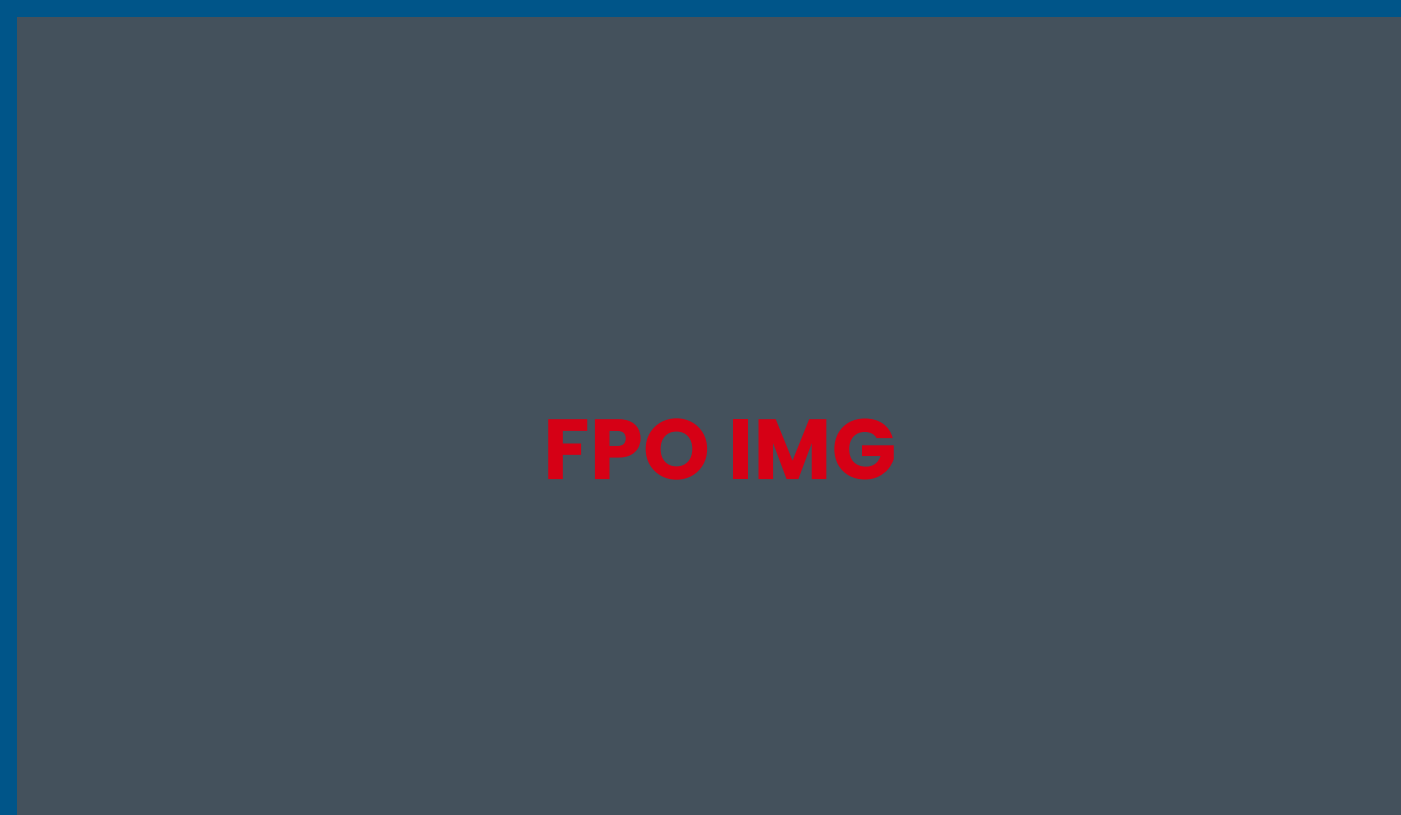


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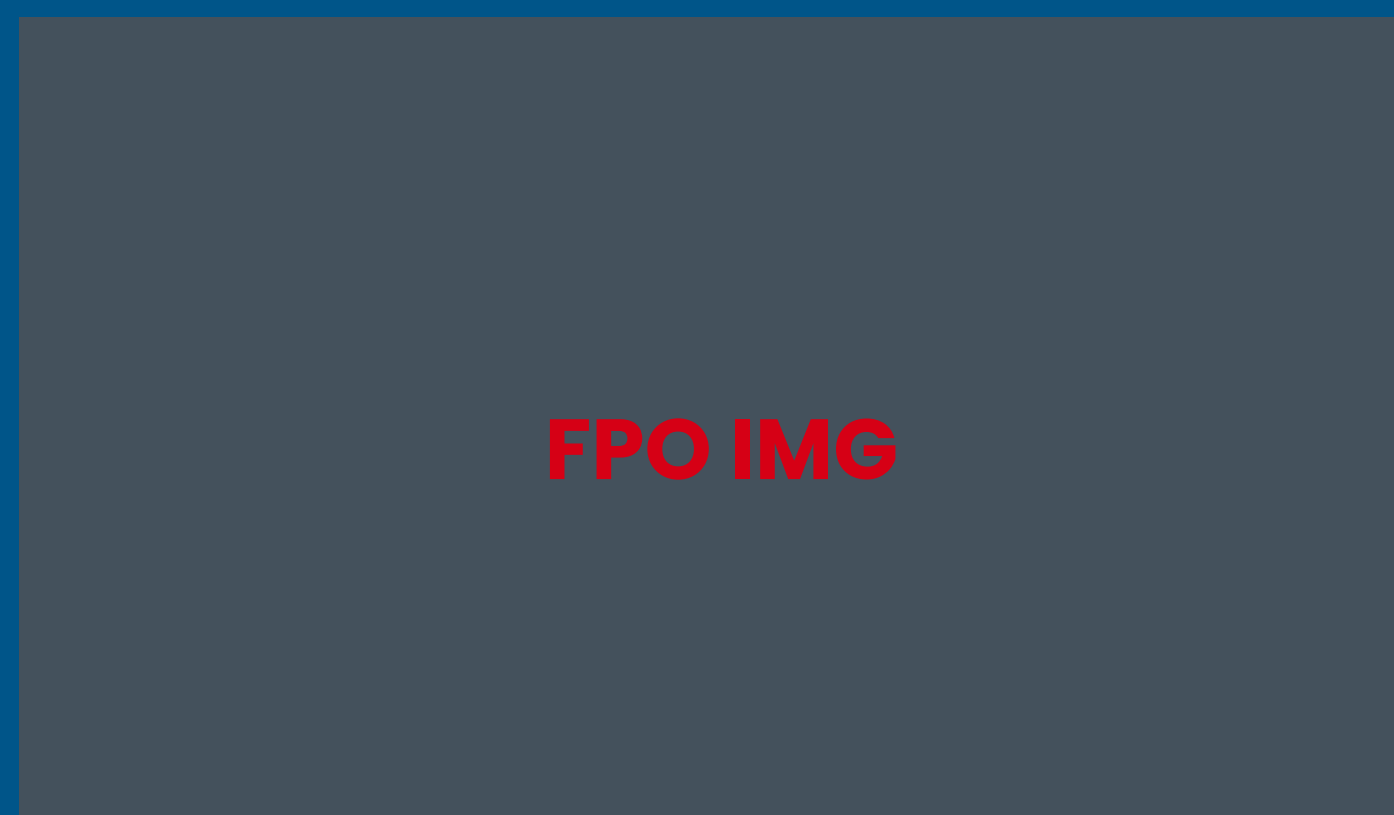


Blog Titles

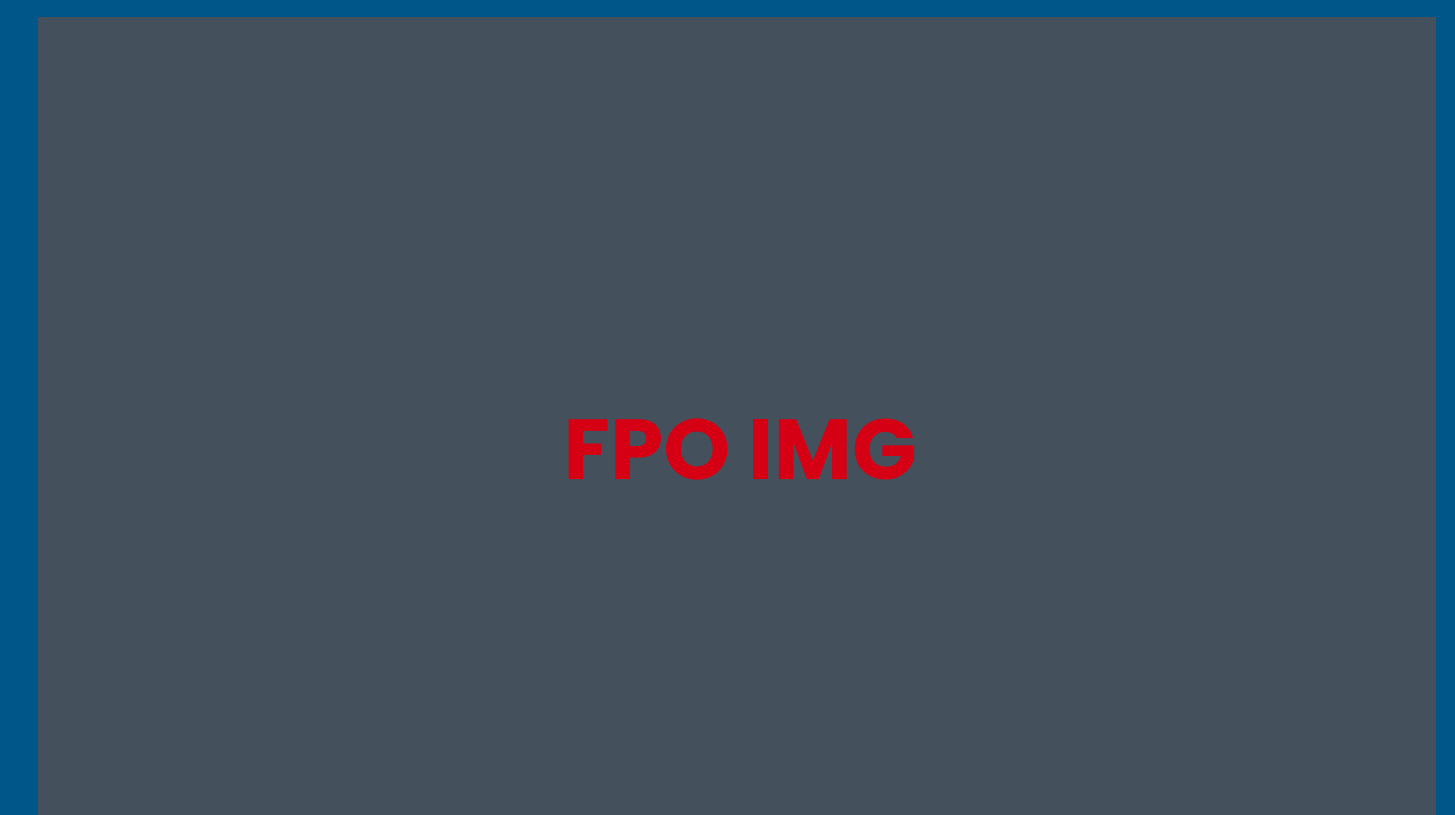
[See all blogs >](#)



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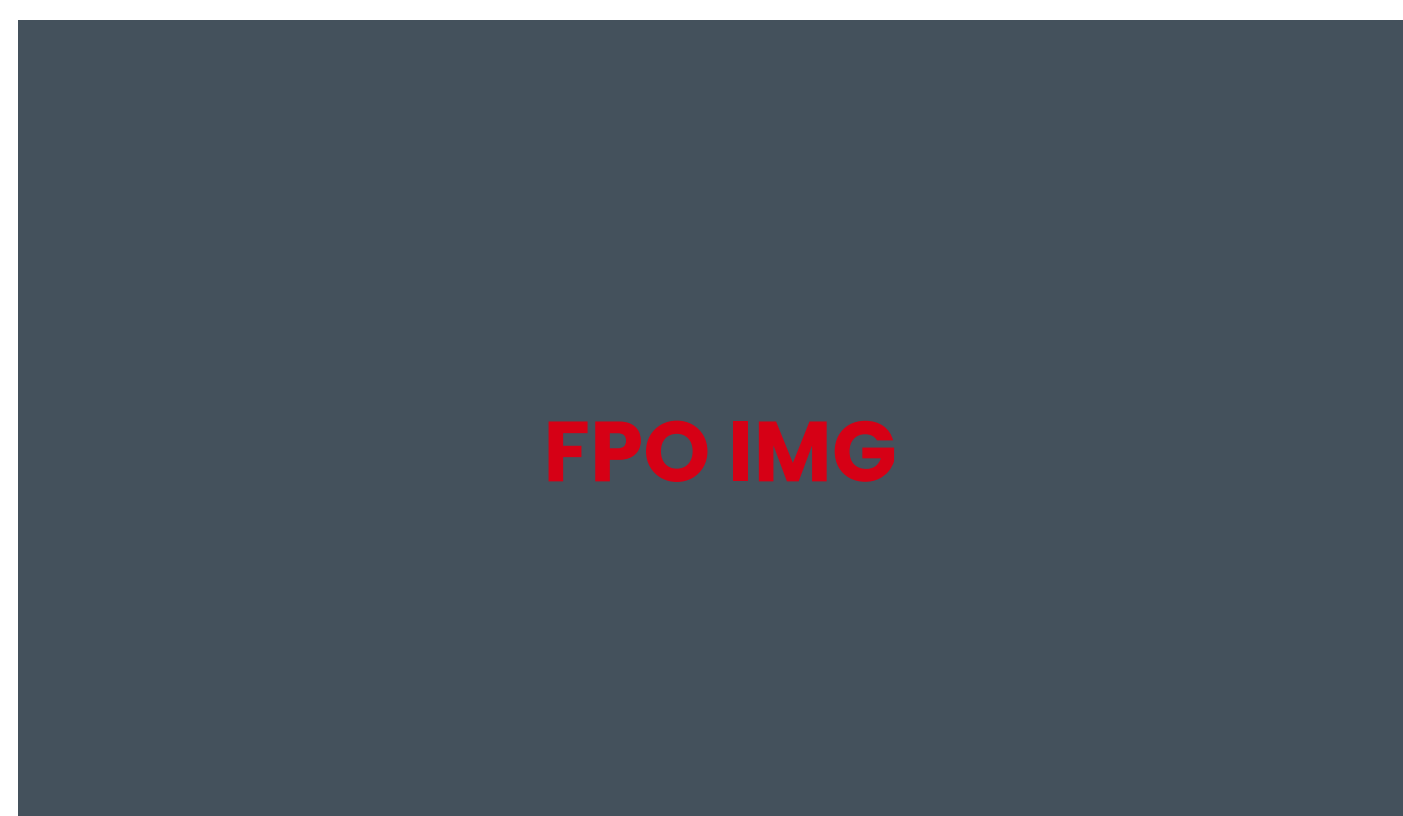
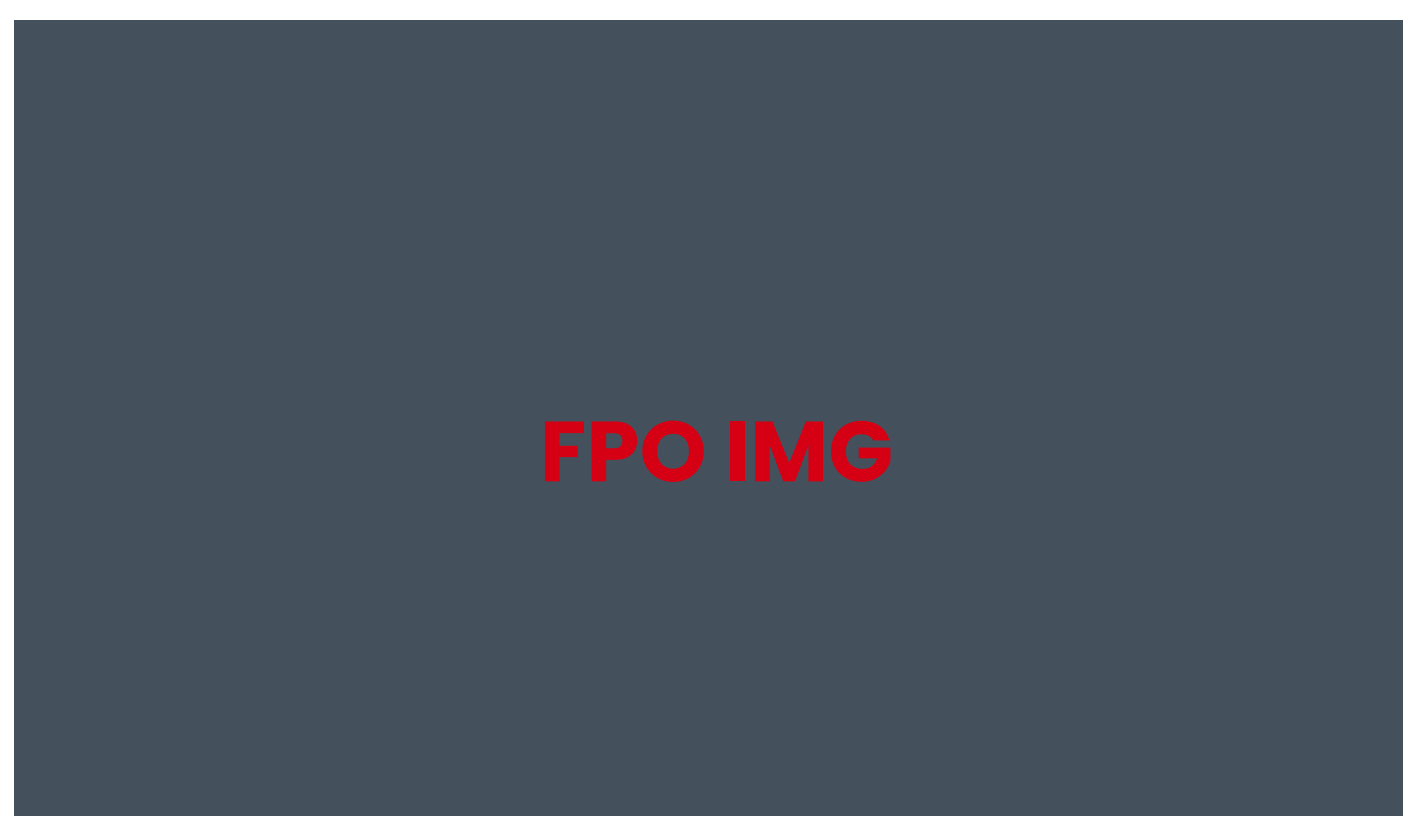
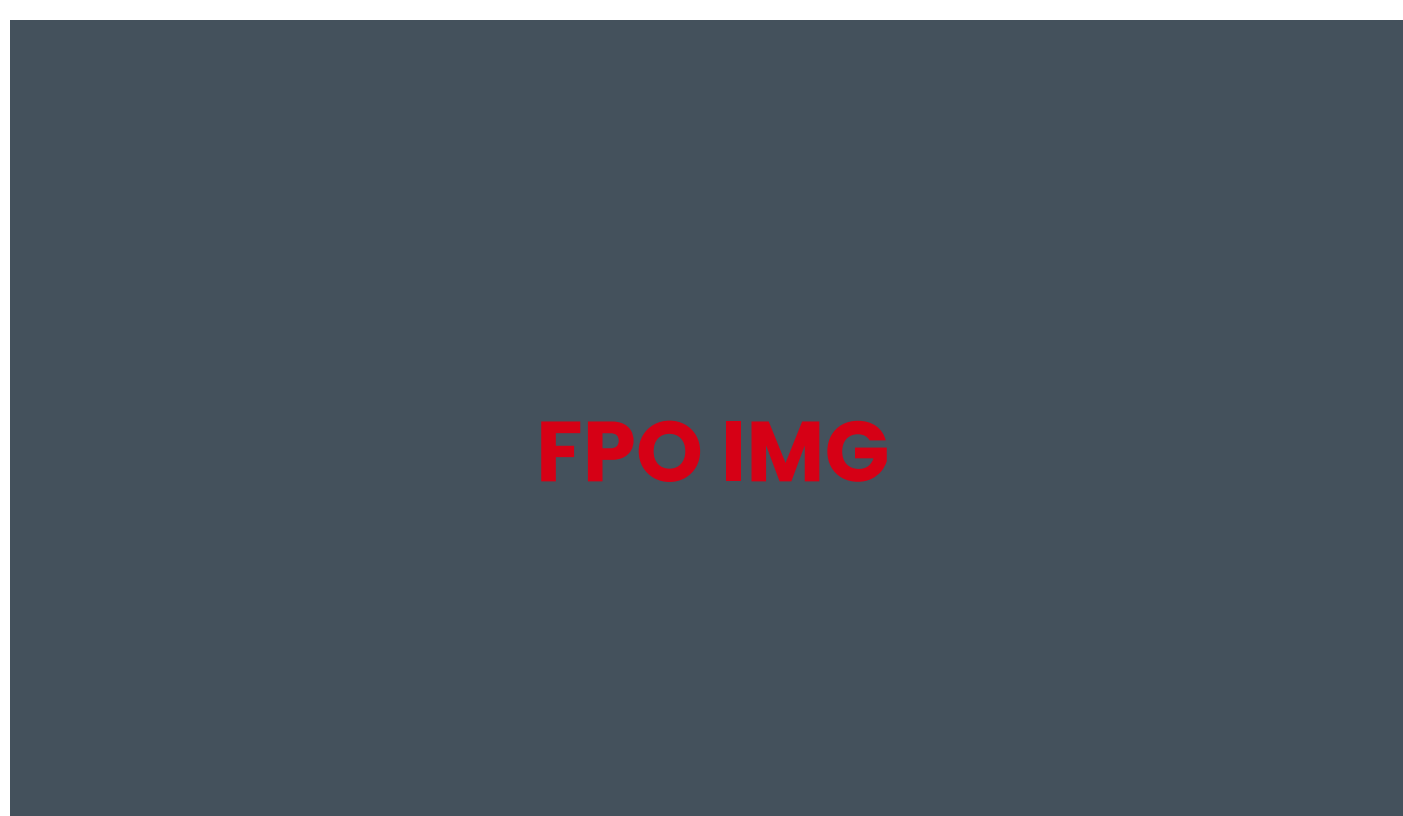
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Why Terminus

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More ROAS

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More ROAS

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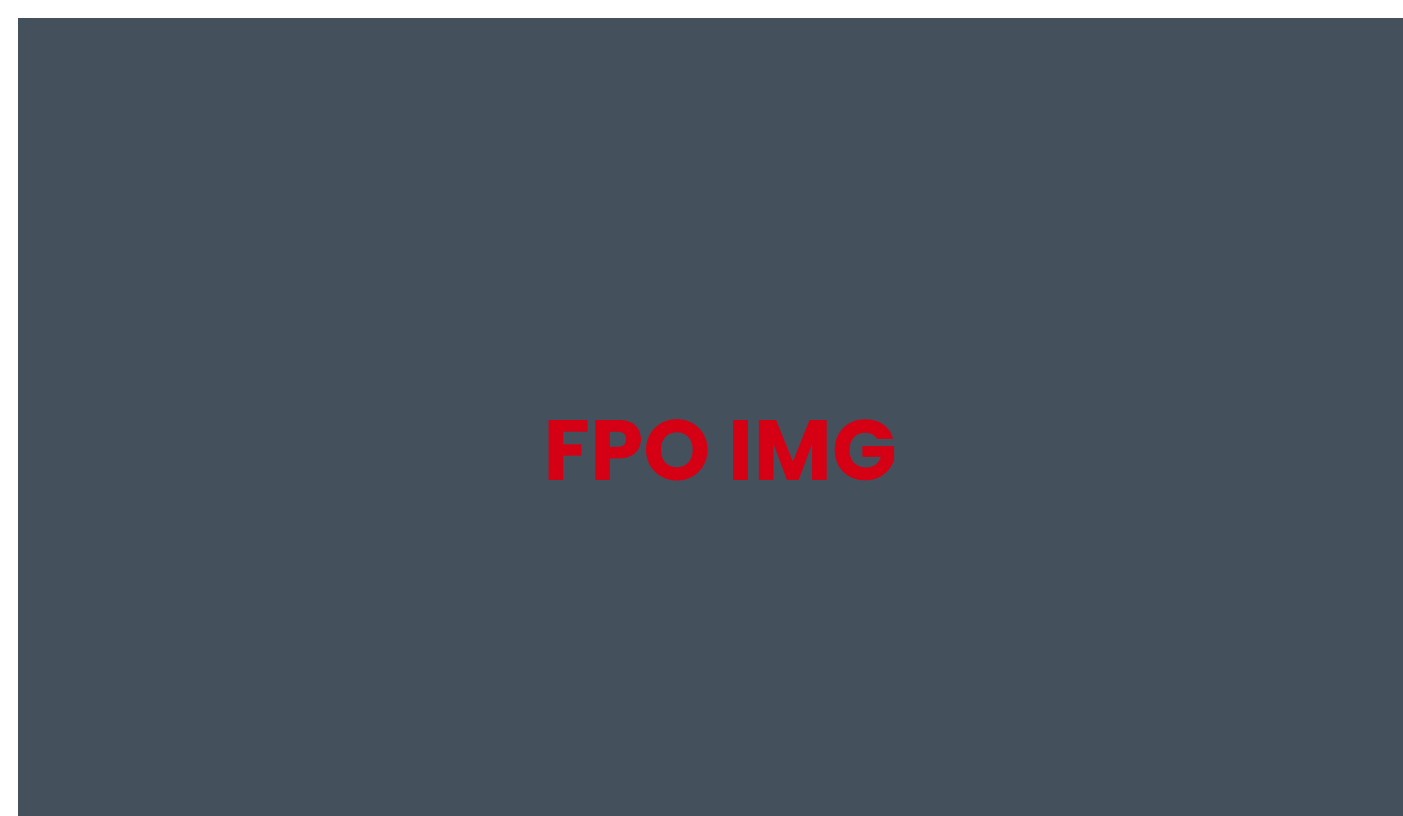
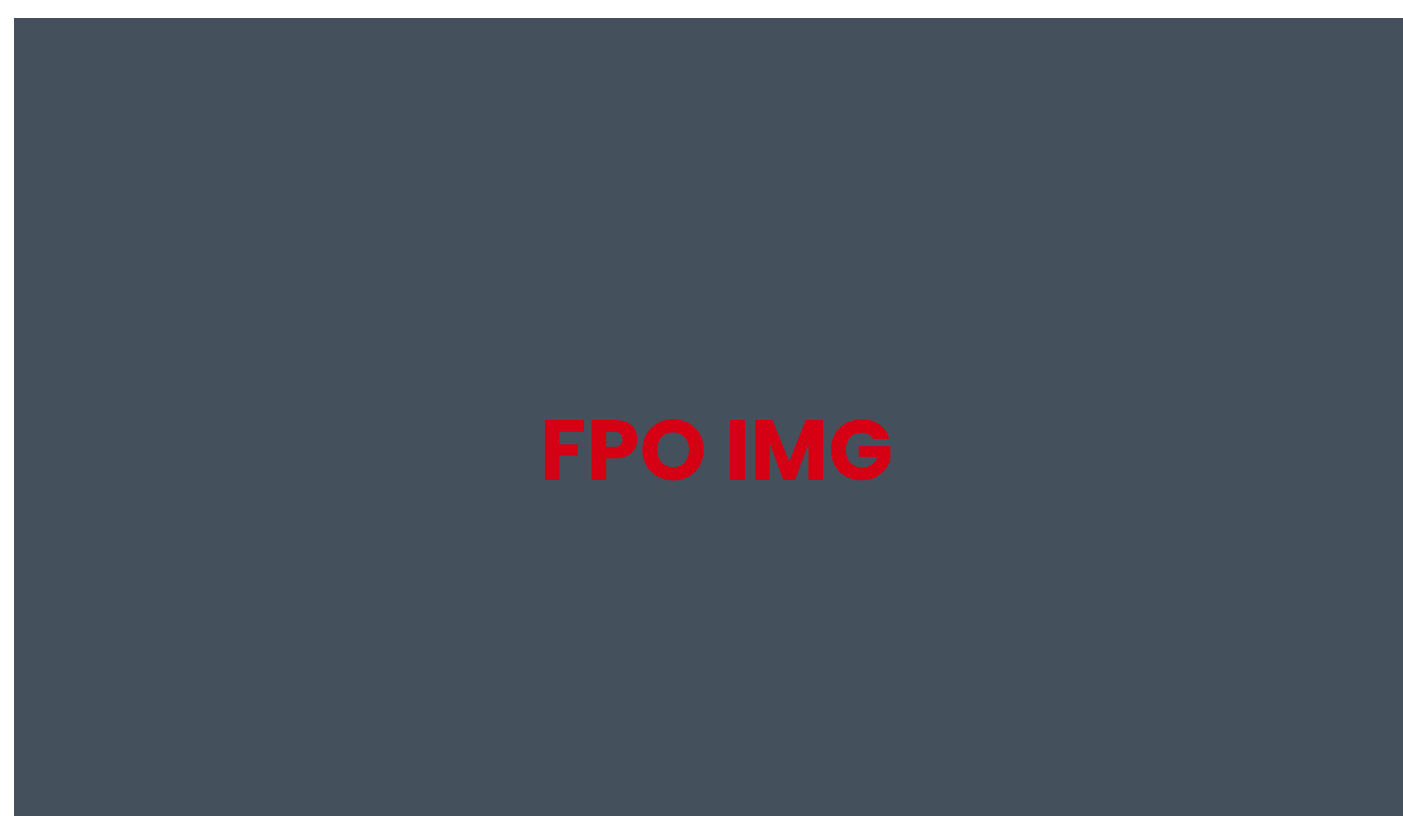
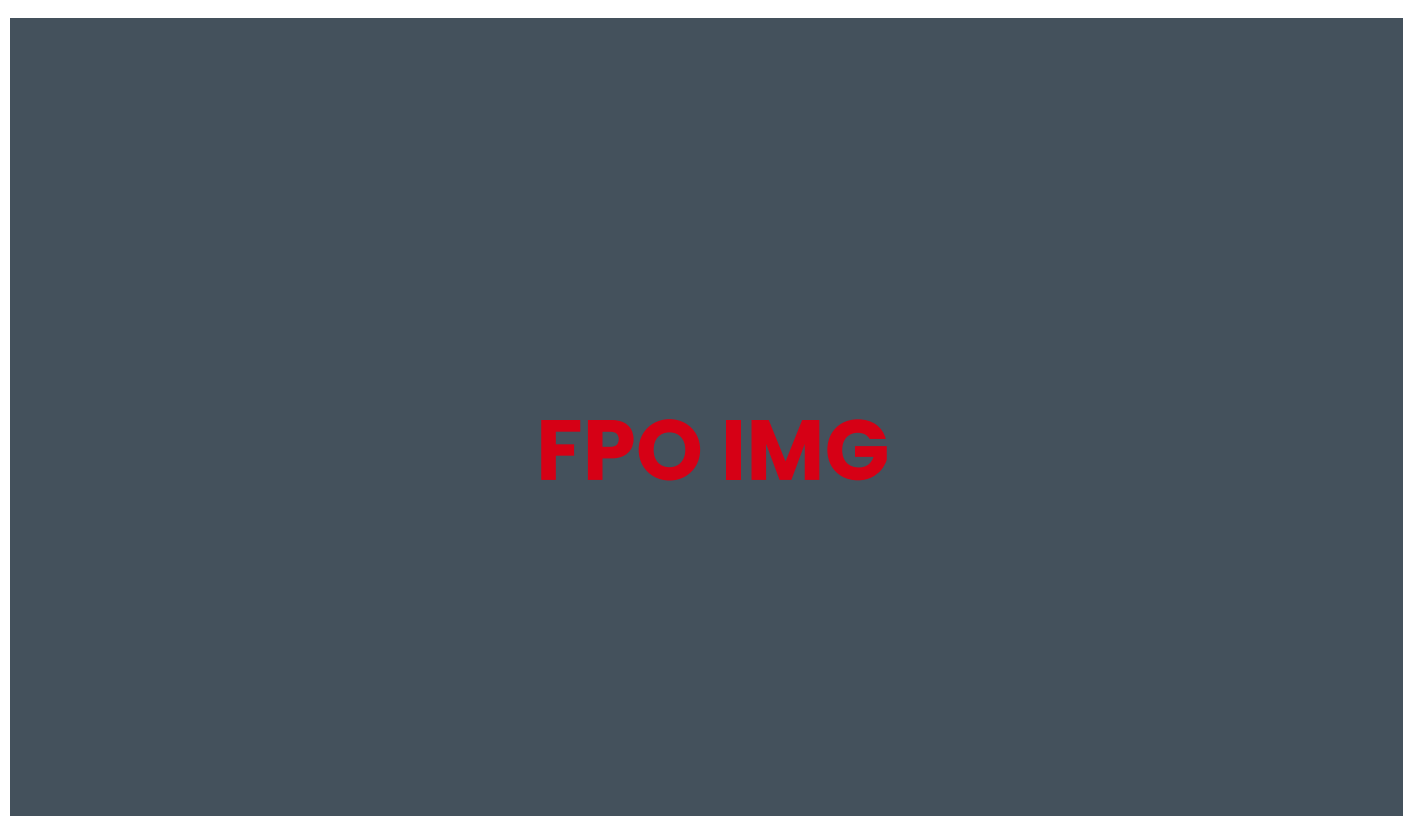
More ROAS

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Why Terminus

Why Terminus without Subhead / Option



Headline

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Headline

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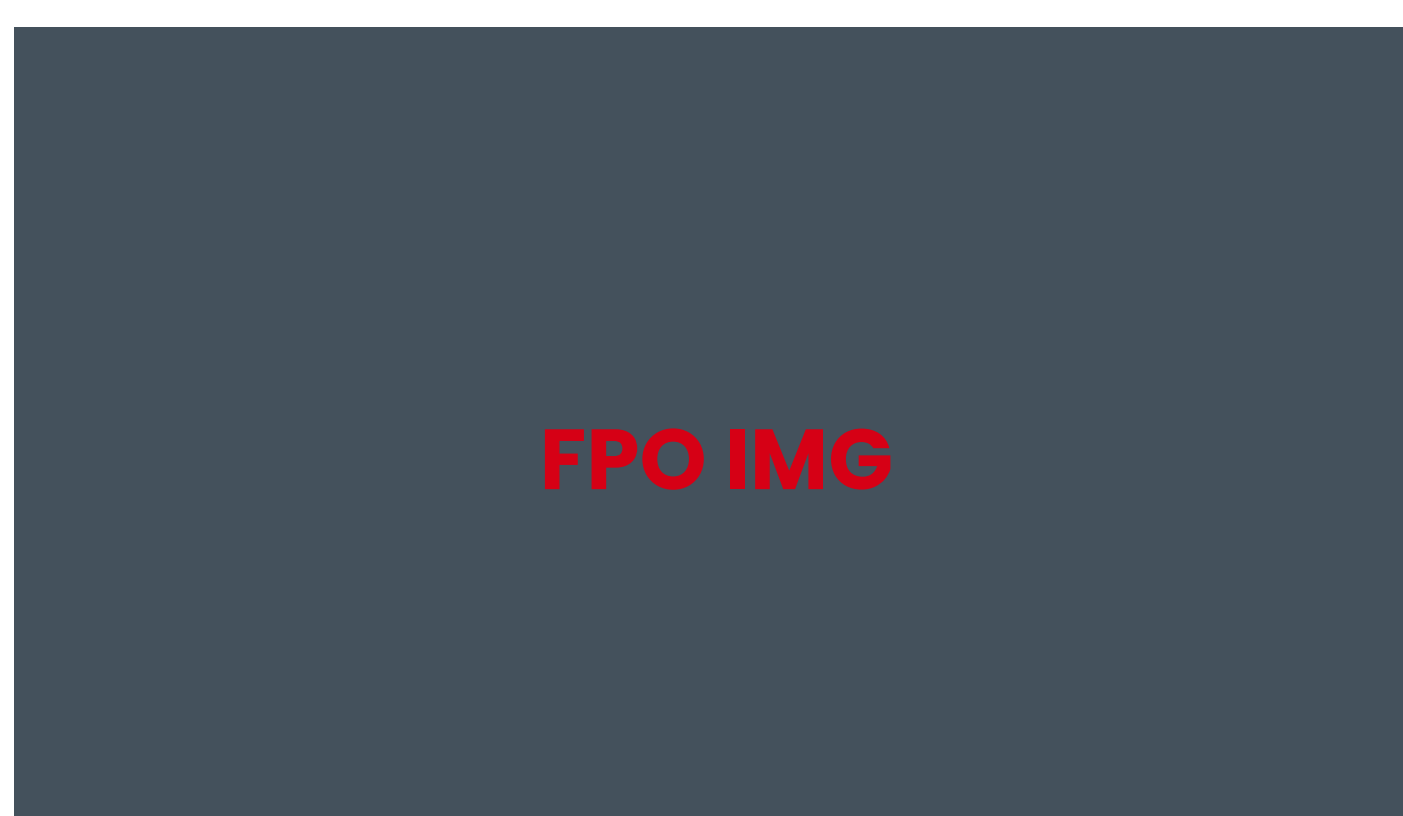
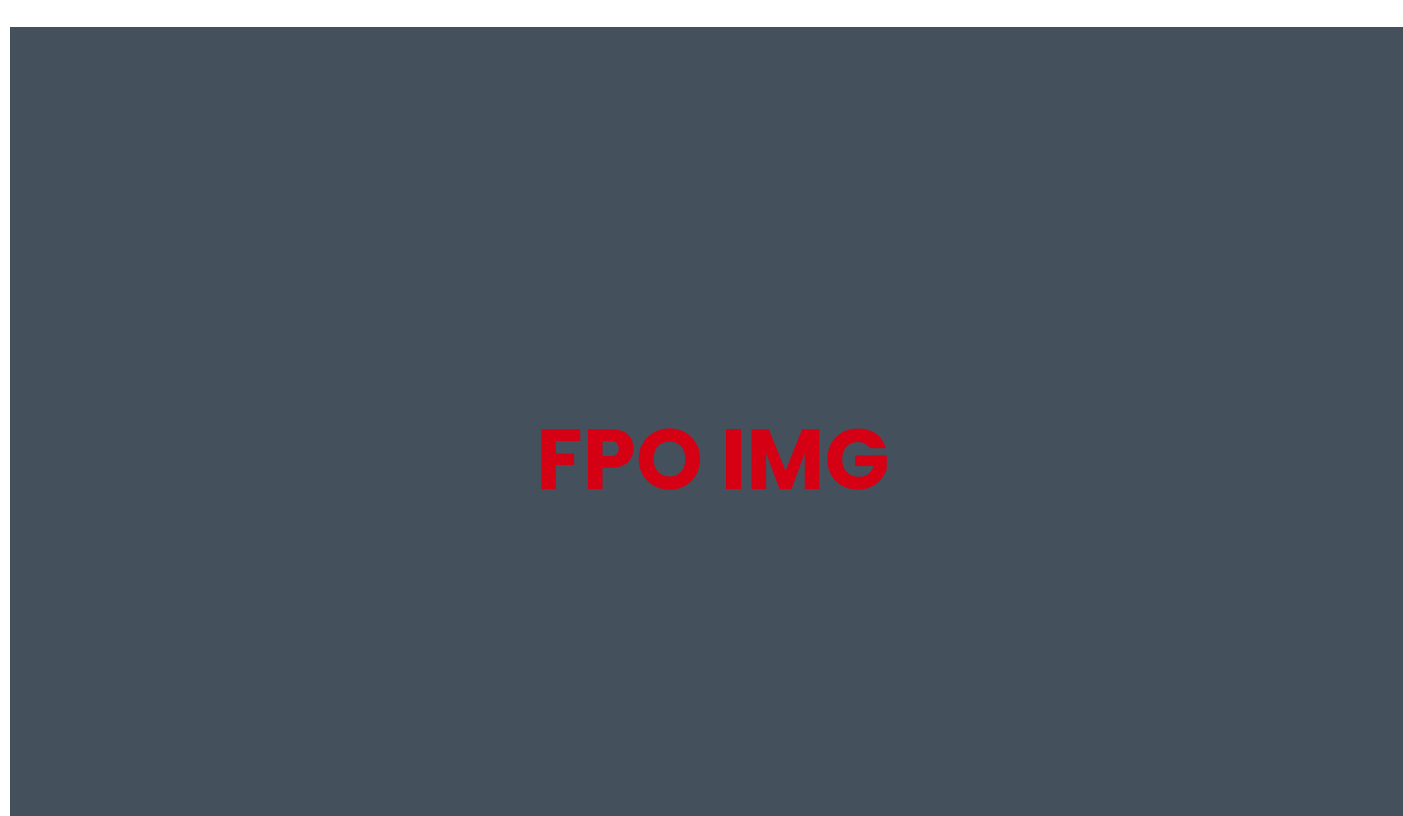
Headline

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Why Terminus

See all blogs >



Headline

Headline

Headline

Why Terminus without descriptions and btn states

Why Terminus

We built a B2B go-to-market platform with marketers in mind.
Here's how we're different than the competition:



60%

lower CPMs with no fixed rates



85%

lower fraud rate



90%

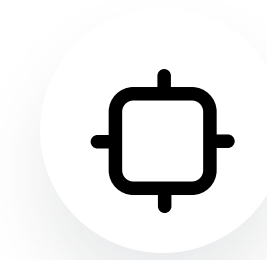
brand safety



More ad targeting options, including title,
department, and contextual



Privacy compliant and post-cookie proof
advertising



The most native engagement channels of any ABM
platform, including conversational marketing, web
personalization, LinkedIn, connected TV, audio ads,
and more



Expert digital, strategy, and support teams with years
of experience supporting ABM efforts



Step-by-step playbooks for use cases across the entire
customer lifecycle

Form Block Title

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First & Last Name *

Company*

Email*

Phone number*

Yes, I'd like to receive marketing communications. By opting in, you also agree to the storing and processing of your personal data as described in our Privacy Statement.

I'm not a robot

Let's Talk

Form Block Title

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Color Option

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Let's Talk

Section Title

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Additional Headline Here

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[Secondary Link if needed](#)



Section Title

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[Secondary Link if needed](#)




2 columns small tables

	 terminus	Other ABM Platforms
Reach (Unique Accounts)	74m	20 - 50m
Reach (Parent Companies)	2.8m	1.2m
Fraud Rate	<3%	8 - 20%
Brand Safety Rate	98%	60 - 80%

Additional Headline Here

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2 columns small tables

	 terminus	Other ABM Platforms
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