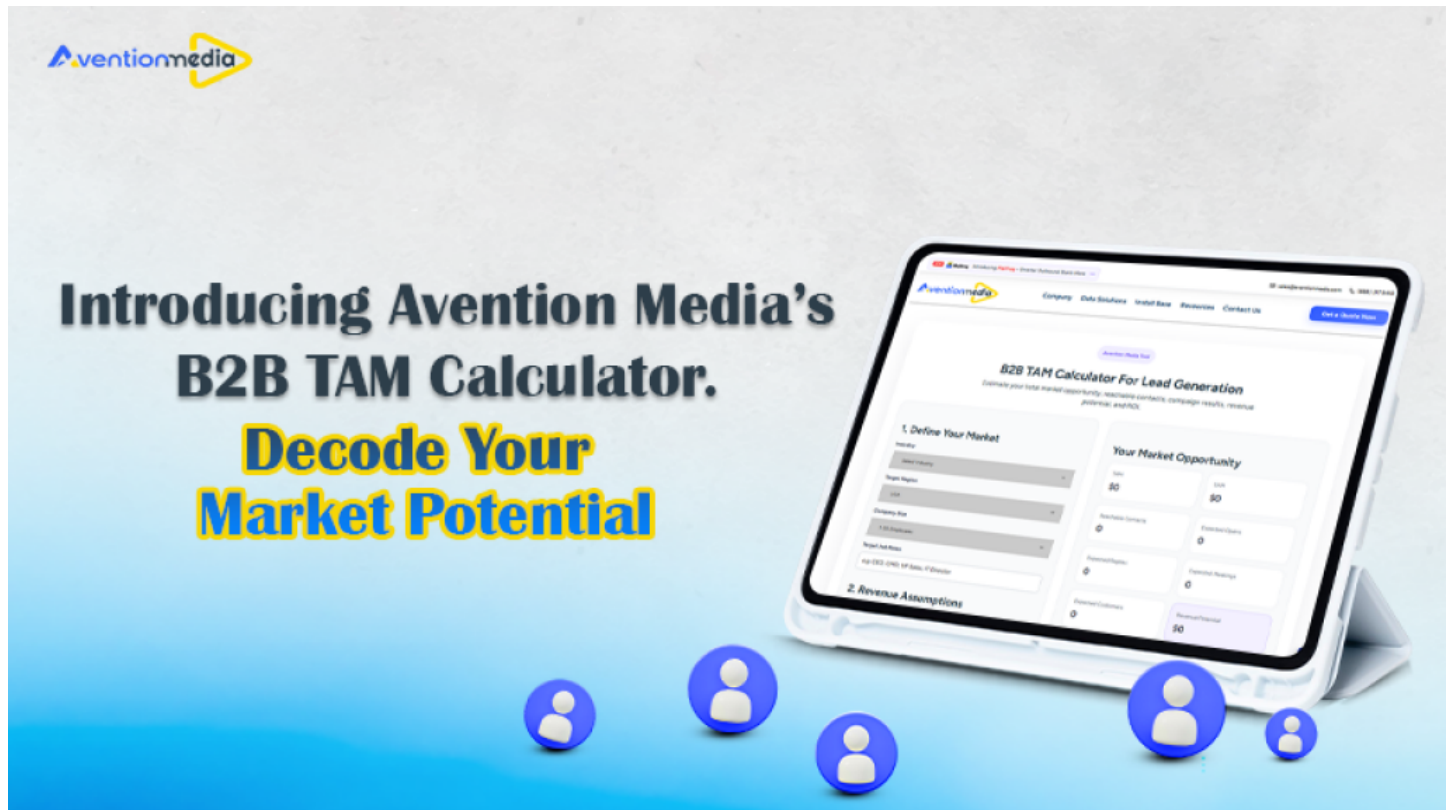


# Avention Media Launches B2B TAM Calculator to Revolutionize Lead Generation and Market Analysis

The new tool offers businesses a powerful solution to estimate their total market opportunity, campaign results, revenue potential, and ROI.



**New York City, New York May 11, 2026** ([Issuewire.com](http://Issuewire.com)) - Avention Media, a leading B2B database provider, announced the launch of its highly anticipated B2B TAM Calculator. This advanced tool empowers businesses to accurately assess their Total Addressable Market (TAM), estimate reachable contacts, and calculate campaign key performance indicators, ensuring optimized ROI and strategic outreach.

The B2B TAM Calculator enables organizations to define their market based on industry, region, and company size. By inputting target companies, contacts per company, and campaign costs, users can instantly estimate their potential market reach and revenue. Furthermore, this tool integrates critical forecasting metrics, such as email deliverability, open, reply, and lead conversion rates, providing a comprehensive view of your campaign's potential performance.

Key features of the B2B TAM Calculator include:

- TAM estimation based on target audience filters
- Reachable contact and company forecasting
- Campaign ROI and revenue prediction
- Email deliverability and engagement rate projections
- Lead conversion and sales opportunity estimation

- Easy-to-use interface with real-time calculations
- Scalable solutions suitable for startups, SMBs, and enterprises

"Our new B2B TAM Calculator is designed to help businesses understand the true potential of their lead generation campaigns and maximize their revenue opportunities," said Eric Hazelwood, CEO at Avention Media. "With accurate, data-driven insights, businesses can make more informed decisions, optimize their sales strategies, and see a tangible impact on their bottom line."

The B2B TAM Calculator is available to businesses of all sizes, with scalable pricing models tailored to different needs.

For more information on how to access the tool, visit the website link In Below:

<https://www.ventionmedia.com/marketing-tools/b2b-tam-calculator/>

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