CONTENT CONNECT

Lead generation for today's marketers.

The B2B buying process has changed — and content is critical to modern lead generation. Extend your reach by showcasing your content to our proven network of B2B decision-makers. We'll position your content in front of your target audience to drive the leads needed to meet your goals.



Drive leads with your:

Analyst reports Buyer's guides How-to videos Infographics Product demos Research Software downloads Survey findings Webinars Whitepapers

SHOWCASING YOUR CONTENT

- 1. We share your content with our targeted B2B decision-maker network via email
- 2. Leads are captured with well-designed and conversion-focused landing pages to maximize your lead volume
- 3. Your content is delivered to the prospect while the lead is delivered exclusively to you in real-time

CAMPAIGNS DESIGNED BY YOU

- Determine the lead goal for your campaign and the lead data you want to collect
- Select the content assets you want us to promote - our platform can handle all types
- Choose your real-time lead delivery method including email, CRM integration, CSV, XML and more

-- Content Connect leads are priced on a simple, cost-per-lead (CPL) basis. --

Make that critical first impression by putting your content in the hands of our exclusive B2B network.

