

Gather Insights Into Customer Intent & Readiness To Purchase

Target Lead Engagement Program

Accelerate your leads through the sales funnel and gather insight into customer's intent to purchase through custom content delivered to your target audience. Qualified leads are captured through a specially designed branded landing page.

- We provide an audience of up to 7,500 contacts based on your target audience
- 4 custom email touch points
- Weekly reports on engaged leads will be provided including lead prioritization based on profile fit and level of engagement. Summary reporting is available at end of program



A Targeted lead touch program

- Develop message
Educate > Engage > Convert
- Map email touch points
- Create associated landing pages
- Lead engagement reporting

Complimentary Solutions

Content

Use whitepapers or infographics to drive lead generation.

Pop Quiz

Engage and educate your target audience while collecting user demographics.

Webinar

Promote valuable insights gained from research to Penton audience to drive leads.