

Content Syndication Lead Touch

When your lead quality is more important than your lead quantity.

Lead Touch provides marketers with the opportunity to reach a relevant Penton audience of 5,000. Promote white papers, drive content engagement, increase lead quality, improve event attendance, promote new products and more!

DETAILS

- 3-touch email strategy
- Sent to an audience of 5,000
- Written using Penton's editorial expertise
- Design is included
- Detailed summary reporting

USEFUL FOR

- Content promotion
- Increasing lead quality
- Driving event attendance
- Promoting new products/services



LEGEND:
 1. Yellow - Hot leads (2 or more requests)
 2. Pink - did not register for live event but viewed PDF document

| Email Address | First Name | Last Name | Title | Company | How many employees does your company have? | Interested | Attended On Demand | Did not attend On Demand | Click To See Details | Click To See Details |
|---------------|------------|-----------|-----------------|----------|--|------------|--------------------|--------------------------|----------------------|----------------------|
| xxx@xxxx.com | Joe | Smith | Quality Control | CompanyA | Less Than 50 | Y | Y | Y | Y | Y |
| xxx@xxxx.com | Betty | Brown | IT/IS | CompanyB | 500 - 999 | Y | Y | Y | Y | Y |
| xxx@xxxx.com | Beth | Wallace | far | CompanyC | 40,000 or More | Y | Y | Y | Y | Y |
| xxx@xxxx.com | Sam | Hughes | Founder | CompanyD | 1000-4,999 | Y | Y | Y | Y | Y |
| xxx@xxxx.com | Melissa | Johnson | Director | CompanyE | 50-99 | Y | Y | Y | Y | Y |
| xxx@xxxx.com | Matt | Pewey | Dir | CompanyF | Less Than 50 | Y | Y | Y | Y | Y |

PROGRAM FEATURES

- **1st Email**
5,000 qualified industry contacts
- **2nd & 3rd Emails**
Smaller list, more engaged
- **Summary Report**
Lead engagement and prioritization

