

# Content Syndication



## Generate Leads with Your Content

Ziff Davis B2B's content syndication network reaches a diverse audience of 11 million business and technology professionals.

### Business Benefits

- > Meet your volume requirements
- > Fill your sales funnel
- > Boost your conversion benchmark

### Third Party Leads

No content? No worries. Third party leads from Ziff Davis B2B are ideal for nurturing programs and demand generation for your marketing and sales teams. We'll help you build a large database of competitively priced leads who have articulated interest in a product, service, or solution in your market.

Your educational content can attract more active buyers if it's available in the right online channels. In order to deliver high value leads, we manage every aspect of content syndication, including assets, distribution, landing pages and lead delivery.

We generate more leads that fit your target profile because of our proven three-step process:

- 1 Segment** – We zero in on your requirements and determine where and how to reach your target audience.
- 2 Intelligent Distribution** – After we review your content, we select assets with the greatest potential and syndicate them across our media network.
- 3 Engagement** – With the right piece of content placed in front of the right buyers, we generate leads. Before being delivered, your leads are audited using both human and automated filtering to ensure the highest quality is met.

Our clients regularly report that our method generates leads that often convert several percentage points greater than the industry average for similar leads.



#### About Ziff Davis B2B

Ziff Davis B2B is a leading provider of research to technology buyers and high-quality leads to IT vendors. As part of the Ziff Davis family, Ziff Davis B2B has access to over 50 million in-market technology buyers every month and supports the company's core mission of enabling technology buyers to make more informed business decisions.

#### Contact Ziff Davis B2B

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