

# 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 newsletters or custom email campaigns
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.