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By Lee Constantine

## LaunchBit releases poll data about B2B marketers

Las Vegas, NV – LaunchBit, an email ad network, announced today that they conducted a poll with B2B sales and marketing professionals that measures the cost, quality, and importance of their relationship marketing programs.

The poll revealed statistics regarding average cost per lead that B2B marketers are getting at the top of their marketing funnel, as well as the tools used most often to develop engagement during their lead nurturing programs. The poll is titled “*5 Takes on Relationship Marketing*,” as it reflects the growing realization that generating qualified leads and expanding your customer base greatly depends on the relationships you create and support within the industry.

Please click the link to view the [B2B Lead Generation Insights](#)

In their attempt to reach out to partners and customers with their “5 Takes on Relationship Marketing Poll,” the growing company also added an incentive that not only increased the amount of data on their poll, but it also contributed to the relief efforts of a tragedy half-way around the globe.

For every poll completed, LaunchBit pledged to donate \$1 to the victims of Typhoon Haiyan in the Philippines via the American Red Cross. Elizabeth Yin, CEO and Co-founder of LaunchBit, said “The Haiyan Typhoon was a tragic catastrophe. From all of us at LaunchBit, our heart goes out to all who were affected, including family members of some folks on our own staff. Donating towards the relief efforts is the least we can do.”

### Who we are

LaunchBit is a B2B ad network that works with over 4,000 publishers worldwide to help companies generate high quality leads through in-email ad placements, targeted blogs, and audience targeting on ad exchanges. To learn how you can cost-effectively grow your B2B leads, visit [launchbit.com](http://launchbit.com) or read our blog at [launchbit.com/blog](http://launchbit.com/blog).