

CONTENT SYNDICATION / REPORTS & RESEARCH PROGRAMS

➤ We deliver thousands of qualified leads per year to marketers just like you.

We guarantee predictable lead volumes, so you plan your budgets and lead flow throughout the month. And we have the highest standard of lead quality in the industry, period.

➤ Content Marketing on destinationCRM.com

We offer a variety of different channels to get your content assets (white papers, case studies, research, ebooks) in front of our audience to provide you with actionable leads on a CPL basis. We have a variety of different programs, based on your lead criteria and content offering, which your sales representative can explain to you. Typical filters include Title, Industry, Company Size, Targeted Account List (TAL).

➤ What You Get

- **Highly qualified, actionable leads** — These are generated from your white papers, research reports, case studies, or ebooks.
- **Extensive registration program** — This includes multiple marketing touchpoints.
- **Sponsor exclusivity** — Enjoy 100% exclusive leads with these content programs.
- **Brand leverage** — Use the strength of our CRM brand and engagement of our audience.
- **A managed process** — We take care of all of the details: marketing, registration, and lead delivery.

➤ Recent Content Syndication Clients



LEAD PROGRAM OPTIONS

1 Touch

1 Touch + Intent

Double Touch

Downloads two white papers or other content assets.

Intent + Double Touch

CONTACT US FOR RATES

Adrienne Snyder
adrienne@destinationCRM.com
(201) 966-1439

Dennis Sullivan
dennis@infotoday.com
(203) 650-6920

CONTENT MARKETING & LEAD GENERATION

Turn your content into leads from the CRM and CX audience.

We promote your white papers, research reports, ebooks, and webinars to a targeted audience. Prospects register to access your content, and you receive their contact details for follow-up.

CHOOSE YOUR LEAD PROGRAM

Single Touch

ONE CONTENT DOWNLOAD

A prospect downloads one of your content assets, generating a lead for follow-up.

Single Touch + Intent Layer

ONE DOWNLOAD + INTENT TARGETING

Combines one content download with targeting based on recent buying-interest signals relevant to your solutions.

Double Touch

HIGHER-QUALITY LEADS / REPEAT ENGAGEMENT

A prospect downloads two different content assets at separate times, demonstrating repeat engagement and stronger buying interest.

Double Touch + Intent Layer

REPEAT ENGAGEMENT + INTENT TARGETING

Combines two separate content downloads with intent-based targeting relevant to your solutions.

WHAT IS THE INTENT LAYER?

Intent signals help identify destinationCRM users showing recent buying interest in CRM, CX, or related solutions.

SIGNALS MAY INCLUDE

- Online searches
- White paper downloads
- Webinar registrations
- Research into relevant topics

Topics are selected around your solutions.

TARGETING & DELIVERY

Filter by job title, industry, company size, or target account list. CRM Media manages promotion, registration, and lead delivery. Leads are exclusive to your program.

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East & Midwest
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Mountain & Pacific
Dennis Sullivan | (203) 650-6920
dennis@infotoday.com

RECENT CONTENT SYNDICATION CLIENTS

