

# 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**—generated from your white papers, research reports, case studies, or ebooks
- **Extensive registration program** with 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.



*DestinationCRM.com and CRM magazine are **top resources** for CRM professionals, offering high-quality content, diverse topics, engaging webcasts, and insightful case studies. They provide balanced coverage and informative conferences. Testimonials highlight their depth, breadth, and value, **benefiting sponsors with significant reach and thought leadership opportunities**. These platforms are essential for staying updated on CRM trends and best practices.*

VP, MARKETING  
**SHARPEN TECHNOLOGIES, INC**

## ➤ Recent Content Syndication Clients

