

When lead quality is more important than lead quantity.

Content Lead Touch provides marketers with the opportunity to reach a relevant Informa audience of 5,000. Promote white papers, drive content engagement, increase lead quality, improve event attendance, promote new products and more!

SIMPLE DETAILS

3-touch email strategy

Sent to audience of 5,000

Written using Informa's editorial expertise

Design is included

Detailed summary reporting

ADDITIONAL SERVICES

Online Surveys

Knowing what your audience wants to consume, you can target them better.

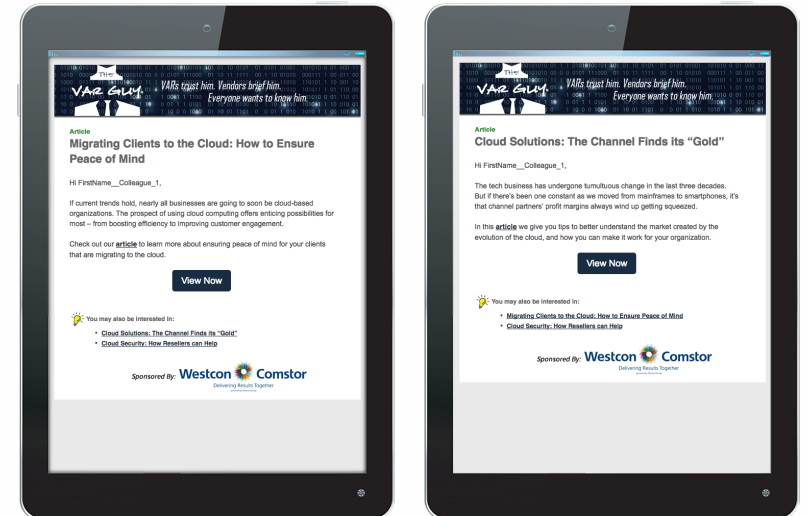
USEFUL FOR

Content promotion

Increasing lead quality

Drive event attendance

Promote new products/services



Lead Touch Program

FEATURES:

- **1st Email**
5,000 qualified industry contacts
- **2nd & 3rd Emails**
Smaller list, more engaged
- **Summary Report**
Lead engagement & prioritization