

This strategic approach provides advanced marketers with the unique opportunity to position critical content assets to targeted segments within our audience. Utilizing our hyper-engagement strategy, the campaign messaging will shepherd users toward greater awareness and consideration.



flow Creates Greater Value

- Warmer, sales-ready leads
- Better response to campaigns due to targeting/relevance
- Ability to segment prospects based on interests/behaviors
- Leads move faster through the funnel
- Higher acceptance of leads from sales
- Contributes greater value to sales pipeline



WE DO THE HEAVY LIFTING

Our **Performance Marketing Team** will manage every aspect of the campaign execution, including creative development and tactical optimization. From the launch of the campaign to its completion, we will provide complete transparency to allow our partners to monitor messaging performance and asset effectiveness.

Audience Segmentation

- We will customize an audience segment(s) that aligns with our partner's target customer profile.

Content Assets

- Landing pages will be crafted for our partner's assets and configured to accelerate conversions. Enhanced tracking will be applied to measure the engagement and to activate campaign automation.

Targeted Promotions

- We will customize different e-mail and advertising creatives for each asset in the campaign served to the target audience. Each marketing piece is created in-house by our team.

Advanced Reporting

- Our Performance Marketing Team will report on all sources, tactics, impressions, conversions, and actions for the campaign. We offer complete transparency into the execution and performance of our efforts throughout.

FLOW

FLOW is Marketing Orchestration. This strategic approach provides marketers with a unique opportunity to position critical assets to our audience. The campaign will guide users through a journey of communication triggered by engagement to nurture Marketing Qualified Leads (MQL).

MARKETING SERVICES

Our Marketing Services Team will manage every aspect of the campaign execution, including creative development and tactical optimization. From the launch of the campaign to its completion, we will provide complete transparency to allow our partners to monitor messaging performance and asset effectiveness.

- Ungated and Gated assets (customizable)
- Term = starts at 3 months, 3 assets
- Homepage visibility
- 3x + native ad, modal, and display ads
- 9+ emails
- 3x + paid social media ads
- 100k + paid native ad impressions
- Report = Leads + enhanced analytics report including the performance of promotions and the company names of engaged users
- Price: Starting at \$36,000