

Penton SmartReach™

The intelligent business data source.

SmartReach Web Target

LEVERAGES COMPANY INFO FROM WEB ACTIVITY TO DELIVER ACTIONABLE SALES INTELLIGENCE AND REAL-TIME LEADS

Penton SmartReach™ Web Target is the platform for a new type of sales intelligence and lead targeting. With Web Target, you will know the right time to engage prospects and when to intercept current clients that might be looking to switch.

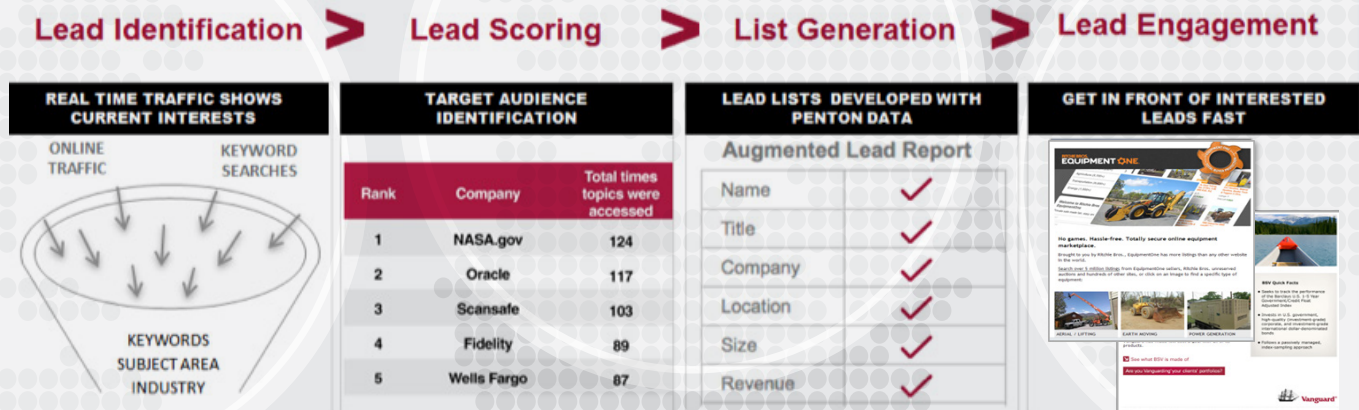
How It Works

- The web activity of millions of businesses is captured on Penton sites and across business sites on the open web.
- We determine who these companies are and rank the top organizations using our activity analytics to report on specific topics of interest, activity location and overall activity levels.
- Individuals in target roles are matched within activity hot spots to identify “likely suspects” on buying teams.

- You receive leads with ongoing frequency, based on your sales schedule and get your marketing messages in front of the decision makers from companies who are actively researching your topics.

SmartReach™ Web Target leverages Penton’s award-winning editorial that drives web traffic to industry-specific web sites. We analyze the activity from the 60 million business decision makers that frequent Penton® brand sites each month and from a selection of relevant, business sites across the open web.

Targeted leads come from our Penton SmartReach™ database of 16 million actively engaged and qualified registrant and subscribers across 16 market sectors – from Aviation and Agriculture to Technology and Wealth Management.



Whether you need to fill your sales pipeline or research the competition, **Penton SmartReach™ Web Target** can help. To get started on your custom program — go to: marketing.penton.com/smartreach

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HAS A CUSTOM SOLUTION THAT WILL WORK FOR YOUR BUSINESS

PACKAGE 1:

BUSINESS INTELLIGENCE REPORT

Penton SmartReach™ Web Target provides you with companies (by domain) that are displaying interest in your matching keywords, products and services. Report includes ranked data showing unique users and page views by company domain, keywords accessed and firmographic data on companies.

You'll receive:

- Business Intelligence Overview Report
- Company Domain list

PACKAGE 2:

BUSINESS INTELLIGENCE REPORT + SALES LEADS

All the actionable data of the Business Intelligence Report with a hot list of prospects from companies displaying interest in your matching keywords, products and services.

You'll receive:

- Business Intelligence Overview Report
- Company Domain list
- Lead list, up to 50 contacts, including name, title, company, address, and phone.

PACKAGE 3:

BUSINESS INTELLIGENCE REPORT + LEAD ENGAGEMENT PROGRAM

Get new leads into your pipeline from companies displaying an interest in your topics. Actively communicate to these targeted prospects with co-branded emails, standard eNewsletters and your company's webinars.

You'll receive:

- Business Intelligence Overview Report
- Company Domain list
- Multi-touch email campaign, up to 10,000 names (including email design)

PACKAGE 4:

COMPANY TRACKING REPORT

Get the inside scoop on what your competitors and clients are doing in the marketplace. This report will track the activity of up to 8 companies at a time, so that you have a glass door perspective on the issues and concerns that matter most to your market area.

You'll receive:

- Company Tracking Report

Penton SmartReach™ is your next generation connection to the **RIGHT** people, in the **RIGHT** companies, making **REAL** business decisions. marketing.penton.com/smartreach