B2B LEAD GENERATION
LEAD GENERATION WITH IQ DIGITAL
One-stop access to the relevant business and IT decision-makers

**IT INVESTMENT DECISIONS** are made **NOT ONLY BY IT DECISION-MAKERS**; 41% of these decisions are made by business decision-makers.¹

Via our portfolio, you reach **MORE THAN 50% OF THE DECISION-MAKERS** and decision influencers in Germany with a single booking.¹

Obtain **VALIDATED LEADS** that exactly match your defined criteria and requirements – use these leads for your own CRM.

¹ LAE 2015 survey – throughout Germany
HOW DOES LEAD GENERATION WORK?
A small introduction to our B2B marketing strategy

DISPLAY ADVERTISING
on selected sites in the iq digital network

DIRECT MARKETING
using our database

Users have to REGISTER/LOG IN before they can see your content.

The USERS ARE VALIDATED, selected on the basis of your criteria and forwarded to you.

1 Source: AGOF daily digital facts 2018 12, Ø month (oct – dec 2018), total population 16+
Combination of Sueddeutsche.de (df), WirtschaftsWoche Online (df), FAZ.NET (df), Handelsblatt Online (df) and ZEIT ONLINE (df)
LEAD SOLUTIONS ALONG THE B2B PURCHASING PROCESS
Our solutions to meet your requirements

**Awareness**

**Thought Leadership**

**STAND-ALONE MAILINGS**
A direct line to relevant target groups via tailor-made, high-reach, stand-alone mailings

**Interest**

**Lead Generation**

**BASIC LEADS**
Providing basic contact information of people who are generally interested in your content, topics and products

**ADVANCED LEADS**
Providing detailed contact information as the basis for your own more extensive marketing activities

**Decision**

**Multi-Touch Leads**

**SEGMENTED LEADS**
Providing additional contact information of people who fulfil certain (predefined) criteria (e.g. sector, function)

**Custom Leads**
Providing tailored leads specifically suited to your requirements

**Action**
LEAD SOLUTIONS ALONG THE B2B PURCHASING PROCESS

Our solutions to meet your requirements
THOUGHT LEADERSHIP
Establishing your products and boosting your brand awareness – with stand-alone mailings

- Through the structured distribution of content that is of relevance to the target group
  - Putting topics on the agenda
  - Establishing thought leadership
  - Communicating your expertise
- Targeted communication with business decision-makers via specially configured mailing lists
- Direct access to the boardrooms of German companies, heads of department, managers or influencers
STAND-ALONE MAILINGS
Your direct line to your target group

YOUR CHALLENGE, OUR SOLUTION

- You want to systematically direct your topics and content to your specific target group.
- We send your message to the matching recipients using a targeted stand-alone mailing concept.

ADVANTAGES FOR YOU

- **Systematic** communication with your target group
- **No wastage**
- **Direct contact**: your message in the mailbox of addressees
- Additionally possible on request: generation of contact data for your more extensive communication

OUR SERVICES

- Production and dispatch of the stand-alone mailing
- **Optimisation** suggestions for texts and visuals: ideal communication with your target group to ensure the highest possible opening rates
- Selection of suitable contacts based on preconfigured distribution lists
- **Volume guarantee**: Guaranteed number of recipients

*CPM = cost per mille
1You can find more information on the available distribution lists in the Annex
LEAD SOLUTIONS ALONG THE B2B PURCHASING PROCESS

Our solutions to meet your requirements

- **AWARENESS**
  - STAND-ALONE MAILINGS

- **INTEREST**
  - BASIC LEADS
  - ADVANCED LEADS

- **DECISION**
  - SEGMENTED LEADS

- **ACTION**
  - CUSTOM LEADS
LEAD GENERATION
More people interested in your products

- Our scalable and cost-efficient service so that you can:
  - Acquire leads interested in your topics
  - Incorporate these contacts in your communication process

- Two options:

<table>
<thead>
<tr>
<th>BASIC OPT-IN LEADS</th>
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<tbody>
<tr>
<td>- Building and promoting customer engagement</td>
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<tr>
<td>- Obtaining permissioned leads via content syndication: our reach for your content*</td>
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<tr>
<td>- Using these leads for your own more extensive marketing communication</td>
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</table>

<table>
<thead>
<tr>
<th>ADVANCED OPT-IN LEADS</th>
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<tbody>
<tr>
<td>- Added advantage compared to basic opt-in leads: additional information on the interested parties (job title, address details, contact options etc.)</td>
</tr>
<tr>
<td>- Use of these leads for your more extensive sales activities: webinars, trade fair events etc.</td>
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</tbody>
</table>

*Whitepaper, video webcast or audio webcast – you can find more information in the Annex to this presentation
BASIC LEADS
Basic contact information

YOUR CHALLENGE, OUR SOLUTION

- For your e-mail marketing database, you need qualified contacts who are interested in your content.
- What we can do for you is to generate reachable e-mail addresses with opt-in and a basic interest in your topics – e.g. to feed your own e-mail marketing tool.

ADVANTAGES FOR YOU

- Simple and scalable
- You only pay for validated leads who have consented to be contacted by you.
  - No wastage
  - Performance-based payment
  - No cost risk for you

OUR SERVICES

- Production of the landing page with call-to-action
- Production of teasers and ads
- Utilisation of the reach of the iq digital network: your content is teased with display advertising.
- Publicising of your content via newsletter ad
- Reporting
- Volume guarantee: Guaranteed number of opt-ins

*CPL = cost per lead
# ADVANCED LEADS

**Detailed contact information for more extensive sales activities**

<table>
<thead>
<tr>
<th>YOUR CHALLENGE, OUR SOLUTION</th>
<th>ADVANTAGES FOR YOU</th>
<th>OUR SERVICES</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ You need detailed contact data to use in your own sales activities</td>
<td>☐ Simple and scalable</td>
<td></td>
</tr>
<tr>
<td>☐ We generate validated “business card leads” for you – with name, position, company, address, e-mail, phone no.</td>
<td>☐ You only pay for validated leads who have consented to be contacted by you.</td>
<td></td>
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<tr>
<td></td>
<td>☐ More detailed contact information than with basic leads</td>
<td></td>
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*CPL = cost per lead

**CPL * 70€**

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LEAD SOLUTIONS ALONG THE B2B PURCHASING PROCESS

Our solutions to meet your requirements

- **AWARENESS**
- **INTEREST**
- **DECISION**
- **ACTION**

- **THOUGHT LEADERSHIP**
  - STAND-ALONE MAILINGS

- **LEAD GENERATION**
  - BASIC LEADS
  - ADVANCED LEADS

- **MULTI-TOUCH LEADS**
  - SEGMENTED LEADS
  - CUSTOM LEADS
MULTI-TOUCH LEADS
Turning interested persons into customers

- The right information at the right time for the right recipients in order to:
  - Build trust
  - Establish expertise
  - Increase the sales-readiness of the leads

- Two options:
  
  **SEGMENTED LEADS**
  - Attracting interested persons with specific characteristics – e.g. function, sector …

  **CUSTOM LEADS**
  - Precisely the leads you need!
  - Maximum alignment of selection parameters and optimum qualification of leads
SEGMENTED LEADS
Selection of leads based on predefined segments

YOUR CHALLENGE, OUR SOLUTION
- You want to obtain interested contacts with specific characteristics, e.g. based on sector or function within the company.
- Our criteria preselection offers you a cost-effective and intelligent means of generating exactly the right contacts.

ADVANTAGES FOR YOU
- You only pay for validated leads who have consented to be contacted by you.
  - No wastage
  - Performance-based payment
  - No cost risk for you
- Selection of predefined segments ensures effective control of the target group.

OUR SERVICES
- Production of predefined segments (size of company, turnover, sector, department, position, readiness for sales)
- Production of landing page, teasers and ads
- Utilisation of the reach of the iq digital network
- Production and dispatch of stand-alone mailings
- Reporting
- Volume guarantee: Guaranteed number of leads

*CPL = cost per lead
CUSTOM LEADS
Our “made-to-measure solution” to meet your specific requirements

YOUR CHALLENGE, OUR SOLUTION

- Your target group is so specific that predefined segments cannot depict it.
- We provide you with qualified leads based on the specific parameters we have coordinated with you.

ADVANTAGES FOR YOU

- Performance-based payment means no wastage and no cost risk.
- Optimum alignment to your needs by means of customised segmentation
- Use of all channels to address your target group: display advertising + stand-alone mailings + telemarketing

OUR SERVICES

- Production of customised segments and qualification questions
- Production of landing page, teasers and ads
- Utilisation of the reach of the iq digital network
- Handling of stand-alone mailings and telemarketing
- Reporting
- Volume guarantee: Guaranteed number of leads

*CPL = cost per lead
WE LOOK FORWARD TO HEARING FROM YOU

Nielsen 1, 2, 3a, 3b, 5-7

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Nielsen 4

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STAND-ALONE MAILINGS
Available preconfigured distribution lists

**SMEs**
- Business decision-makers in SMEs
  - Size of company: 50-750 employees
  - Heads of Department and Managing Directors
  - Distribution list: max. 30,000 recipients

**FINANCE**
- Business decision-makers in the area of vertical finance
  - Heads of Department and Managing Directors
  - Distribution list: max 20,000 recipients

**INDUSTRY**
- Business decision-makers from the manufacturing industry
  - Heads of Department and Managing Directors
  - Distribution list: max 40,000 recipients

**FURTHER LISTS TO FOLLOW**

Correct as of: 08/2017
YOUR CONTENT – THREE FORMATS
Multiple options for communication with your target group

WHITEPAPER
A document that explains a specific topic expertly and as impartially as possible. Users can retrieve the documents online, providing the target group with practical value added for their work environments.

VIDEO WEBCAST
A Web TV format that is staged live and is then available on demand for six months on a website. The target group experience the topic audiovisually and interactively.

AUDIO WEBCAST
An animated presentation positioned on a website. A speaker guides the user through the presentation and is shown in a photo.
Saloodo is a digital marketplace for freight and transport orders. The platform provides an end-to-end solution for the entire transport process. Saloodo is a new venture launched by DHL and, together with WirtschaftsWoche, aims to raise awareness for its logistics solutions while also attracting users to register free of charge.

**STAND-ALONE MAILINGS**

**Case study**

**BRIEFING**

- Company sizes: from 50 employees
- Position: logisticians, buyers, marketing managers and CEOs
- Goal: awareness campaign with call-to-action linking to an external registration page in order to boost registration numbers

**SOLUTION**

- Stand-alone mailings
- Target group: logistics, purchasing, marketing and management
- Audience: 28,000 addressees
Appmatics is a successful company in the area of application testing for mobile user devices. The increasing complexity of mobile applications, coupled with the huge variety of user devices and differing user preferences, means that wide-ranging application tests represent a real challenge for developers.

**BRIEFING**
- To underpin the efficiency of the sales channel, the company needs contacts who are very interested in app testing and would like to know more about the product and service portfolio of Appmatics.
- Company sizes: from 50 employees
- Function: IT decision-makers, marketing and product managers
- Goal: 100 leads
- Asset – whitepaper: “Mobile App Testing: Challenges, Approaches and Solutions”

**SOLUTION**
- Opt-in leads: business card leads
- Content syndication via whitepaper DB and iq digital portfolio
- Newsletter teasers
The SAS Institute, founded in 1976, is a globally operating software house and the biggest business analytics provider worldwide. Alongside software for statistical analysis, data mining and business intelligence, SAS today also provides special solutions for predictive analytics, Web analytics, text mining and data mining as well as business intelligence platforms and solutions for customer intelligence (CI), risk intelligence (RI) or supply chain intelligence (SCI).

<table>
<thead>
<tr>
<th>BRIEFING</th>
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<tbody>
<tr>
<td>■ Company sizes: from 2,000 employees</td>
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<tr>
<td>■ Functions: IT decision-makers, marketing managers, CRM specialists and campaign managers</td>
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<tr>
<td>■ Goal: 66 leads</td>
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<tr>
<td>■ Asset – whitepaper: “Five Uncomfortable Hypotheses on Digital Marketing”</td>
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<tr>
<th>SOLUTION</th>
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<tbody>
<tr>
<td>■ Segmented leads</td>
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<tr>
<td>■ Target group: business decision-makers (marketing and IT)</td>
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<td>■ Content syndication via whitepaper DB and iq digital portfolio</td>
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<tr>
<td>■ Stand-alone mailings</td>
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<td>■ Telemarketing</td>
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KPMG International is a global network of legally autonomous and independent companies in the field of auditing, tax consulting and business/management consulting domiciled in Zug (Switzerland) and with operational headquarters in Amstelveen (Netherlands).

Over time, KPMG has developed projects into various products, for which it is now seeking sales channels. At the same time, KPMG is also interested in nurturing processes geared towards maintaining existing contacts and making these contacts sales-ready.

**BRIEFING**
- IT decision-makers and Managing Directors
- Size of company: from 5,000 employees
- Asset – whitepaper: “Recognising and Assessing Indirect Use of SAP”

**SOLUTION**
- Target group: IT decision-makers
- Content syndication via whitepaper DB and iq digital portfolio
- Stand-alone mailings
- Qualification via telemarketing