

LEAD LIFECYCLING SERVICES



Recipient of the Eloqua
"Marketing Center of
Excellence" Award

Turning Prospects Into Customers.

We don't just generate leads, we help you generate revenue! Even quality leads can go stale if they are not properly managed and nurtured. Lead Lifecycling uses a combination of expert content, targeted email communications and behavioral data to nurture, score and qualify prospects. Our marketing automation and sales qualification techniques accelerate leads through the sales funnel with minimal input from your marketing and sales teams.

Our Approach.

Target the right buyer.

- We know your customers. We know what they are reading and the topics they respond to, which allows us to produce a lead generation program that builds good quality leads with true interest quickly.
- Our strategy team works closely with you to develop a lead generation and marketing plan that delivers.

Nurture leads with engaging content.

- Leads receive educational content that is relevant to your product area and moves them through the sales funnel.
- Real-time action. With insight into a buyer's behaviors, we can deliver the right message, at the right time.

Get the right opportunities to sales.

- Leads are prioritized by a combination of demographics and engagement.
- You receive sales-ready opportunities daily with insights into a lead's actions.

Lead Lifecycling Works.

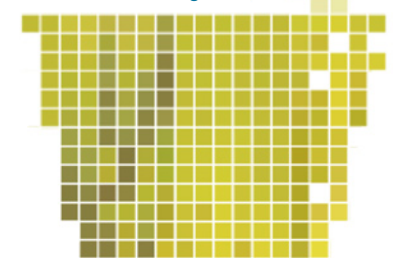
- Companies that excel at lead nurturing are able to generate 50% more sales-ready leads at 33% lower cost-per-lead. *
- Lead scoring is a way of prioritizing leads based on both demographic and behavioral criteria. Best in class companies using lead scoring benefit from a 107% better lead conversion rate, 40% greater average deal size and 17% better forecast accuracy. **

* Forrester Research
** Aberdeen Group, June 2010

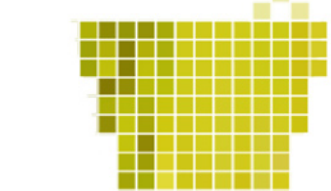
Behavior-based process moves leads down a funnel until they become sales-ready opportunities.

LEAD POOL

Supplied by client or Penton Lead Generation Program.



LEAD NURTURING



LEAD SCORING



SALES-READY OPPORTUNITY



Contact your sales representative or Penton Marketing Services directly for more information.

LEAD LIFECYCLING PACKAGES

- CONTENT
- WEBSITES
- SEARCH MARKETING
- SOCIAL MEDIA
- LEAD LIFECYCLING
- MOBILE
- VIDEO

Capabilities:

- Strategy
- Management
- Creative
- Copywriting
- Lead Generation
- Lead Nurturing
- Lead Scoring
- Executive Analysis and Review

Enhance your Lead Generation efforts with:

- Web Seminar
- Virtual Event
- White Papers
- eNewsletter
- Video
- Pay-Per-Click

Nurture Leads That are up to 107% More Likely to Convert

You need to generate revenue quickly and efficiently while reaching new markets. As the largest BtoB publisher, Penton Marketing Services can help. Penton’s Lead Lifecycling packages offer prioritized, nurtured leads with minimal input from your marketing team. These leads will be ready to talk to your sales team, be more educated on you and your products, and ultimately close faster than other leads which are not nurtured and prioritized.

Lead Lifecycling Packages:

<p>■ Lead Pool Option 1: Penton generates leads. Penton content strategists recommend and create a custom lead generating vehicle – such as a webinar, white paper or ebook – to generate a pool of prospects with an expressed interest in your product or service topic area Option 2: Client provides the leads. Client supplied leads should be pre-qualified, and not older than 3 months without any client engagement.</p>	<p>■ A Penton Lead Generation program can be custom created to suit your needs, but it is not required.</p>
<p>■ Lead Nurturing Action-based marketing program warms leads by providing them with the educational information they need to make a buying decision.</p> <ul style="list-style-type: none"> • Custom White Paper or similar 3-4 page educational piece, produced by Penton Marketing Services • 3 bundled content assets (related articles) produced by Penton Marketing Services. Client may submit up to 3 assets to be considered for the program • Templated email and branded landing page with registration form is created for each marketed asset <p>■ Lead Scoring All leads will be scored based on a combination of demographic inputs and behavioral actions.</p> <ul style="list-style-type: none"> • Penton, with client guidance, develops scoring criteria that determines sales-readiness • Qualified leads, with insight to lead behavior, provided daily or timed to client needs <p>■ Reporting & Consultation Every program has a series of reporting and review status update meetings.</p> <ul style="list-style-type: none"> • Status updates include lead progression and campaign statistic reports • Executive summary review at end of project 	<p>■ 3-4 week lead time is required to create custom asset.</p> <p>■ Lead Nurturing and Scoring programs require a minimum 3 month commitment.</p> <p>■ A Lead Nurturing and Scoring program can be run with client or Penton generated leads.</p>

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