

Objectives

- Target 2000 specific accounts
- Target VP-level and C-level executives
- Create high-value content around key initiatives
- Drive registration for content and build databases
- Deliver highly targeted leads

Components

- Research
- Data mining
- Newsletter (quarterly)
- White Papers (quarterly)
- e-Newsletter (quarterly)
- e-Seminars
- Online registration, lead tracking and ranking

Results

- Lead generation
 - Delivered 29,000 email matches into names accounts
 - Registered leads (four quarters)
 - Estimated 200 leads, delivered 720
- eSeminars
 - Seven 60 minute eSeminars
 - Estimated 2,100 leads, delivered 2,855
 - Registrations – 2,855; Attendance – 1,424
- Two 30 minute events
 - Estimated 200 leads, delivered 494
 - Registrations – 494; Attendance – 238

Total Program Performance

- Estimated leads 2,500
- Delivered leads 4,069
- % of goal 163%

