**IBC365 CONTENT LEAD GENERATION CAMPAIGNS**

Design and scope targeted lead generation campaigns using existing content assets or content produced with IBC to generate leads at various stages of the Sales Funnel.

IBC will gate and promote your content to targeted sections of its 250,000+ community and work with partners to capture leads for you on an agreed timeline.

**STEP 1: CHOOSE CRITERIA FROM**
- Core Business Type e.g. broadcaster, OTT platform
- Job role e.g. C-level
- Work Area e.g. Technical and Engineering
- Organisation size e.g. 5,000+ employees
- Geography

**STEP 2: DESIGN YOUR CAMPAIGN**
- Which assets to use e.g. whitepaper, video
- Qualifying questions e.g. “when is your next procurement cycle starting?”
- Exclude existing customers
- Target a key account list
- Start date, target end date, monthly lead cap

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<tr>
<th>CQL</th>
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<tbody>
<tr>
<td>Very broad industries, departments, job roles and geographies</td>
<td>Specific roles, industries and geographies + Firmographics</td>
<td>Specific roles, industries and geographies + Firmographics + Qualifying questions</td>
<td>Specific roles, industries and geographies + Firmographics + Qualifying questions + Exclusion list</td>
<td>Specific roles, industries and geographies + Firmographics + Qualifying questions + Exclusion list + Buyer ready</td>
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<td>FROM £99</td>
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