IBC365 Lead Generation for Content

IBC365 offers you the ability to generate sales leads from engaged subscribers using your existing content assets such as a whitepaper, ebook or report on the site or new publications that we write together using IBC’s editorial team.

You can either pay a fixed price to organically attract leads on the site or design a cost per lead campaign where you pay only for the types of interested party that are relevant to you.

You can filter leads based on their level of qualification, country, job level or core business area and you can add further qualifying questions that you require.

IBC will send you the leads received on a weekly basis and at the end of each month will invoice you for the number of leads you’ve received that month.

You can set a cap for how much you want that campaign to cost or for the number of leads you want to receive, otherwise it can continue until together we assess that a new content asset is needed to maximise the effectiveness of the campaign.

- All campaigns will provide the following info as standard:

<table>
<thead>
<tr>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Name</td>
</tr>
<tr>
<td>Last Name</td>
</tr>
<tr>
<td>Company</td>
</tr>
<tr>
<td>Job Title</td>
</tr>
<tr>
<td>Country</td>
</tr>
<tr>
<td>Email</td>
</tr>
<tr>
<td>Job Function (CEO, Manager etc)</td>
</tr>
<tr>
<td>Core Business Type (Broadcaster, Film Industry, Mobile etc)</td>
</tr>
<tr>
<td>Work Area (Technical &amp; Engineering, Operations etc)</td>
</tr>
</tbody>
</table>

- If you need to capture additional fields this is possible, see below for detail
- The minimum campaign size is 80 leads which are paid up front (this does not apply to sales ready leads)

1. Select qualification level:
   - Content Qualified (top of funnel) - £50
     Lead downloaded and engaged with relevant content
   - Nuture Ready (middle of funnel) - £120
     Qualifying questions were asked to ensure the lead is more than merely interested
   - Sales Ready (bottom of funnel) - £250
     The lead was spoken to on the phone and they were assessed as ready-to-buy
2. **Select optional filters:**
   Costs are per filter category not field i.e. you can choose two countries and it is still £10
   - **Filter country +£10**
     Nearly any country
   - **Filter job level (CEO, Manager etc) +£10**
     Chairman, Owner or Partner
     CEO, COO or President
     VP, EVP, Director
     Manager or Head of Department
     Professional Engineer or Developer
     Entrepreneur
     Editor / Publisher
     Executive or Assistant
     Consultant / Freelance / Independent
     Journalist / Writer / Photographer
     Student / Intern or Educator
   - **Filter Core Business Type (Broadcaster, Film Industry etc) +£10**
     Broadcaster / Content Provider
     OTT
     Film Industry
     Cloud / Enterprise IT
     Telecoms / Cable and Satellite Operator
     Mobile
     Distribution and Delivery
     VR, AR and Mixed Reality
     Content Production / Post Production
     Technology / Service Provider
     Equipment / Software Manufacturer
     Government / Industry Body
     Consultancy / Analytics / Research
     Financial Services

3. **Add any additional new fields**
   - One extra field +£40
   - Two extra fields +£70
   - Three extra fields +£100
     For example:
     - What is your budget for new KVM hardware?
     - Will you be sourcing new MAM software in the next six months?
     - When do you plan to review your existing storage architecture?
Example 1 - Costs after six months:

1. A US-only Content Qualified Lead campaign capped at six months having delivered 158 by the end of the 6th month:
   - Content Qualified: £50
   - Filter Country: +£10
   - First 80 up front = 80 x £60 = £4,800
   - Total cost: £9,480

2. Nuture Ready managers and above capped at £12,000
   - Nuture Ready: £120
   - Filter Job Title: +£10
   - £7,500/130 = 93 individuals (rounded up)
   - First 80 up front = 80 x £130 = £10,400
   - 12 more x £130 = £1,560
   - Total cost: £11,960

3. Sales Ready Leads from the Mobile industry no more than two per month for 6 months
   - Sales Ready: £250
   - Filter core business area: +£10
   - 2 x 6 = 12 x £260
   - Total cost = £3,120

Example 2 over hypothetical 8-month period

<table>
<thead>
<tr>
<th>Month</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Leads</td>
<td>0(80)</td>
<td>23</td>
<td>17</td>
<td>15</td>
<td>2</td>
<td>3</td>
<td>9</td>
</tr>
<tr>
<td>Total Leads</td>
<td>0(80)</td>
<td>23</td>
<td>40</td>
<td>78</td>
<td>80</td>
<td>83</td>
<td>74</td>
</tr>
<tr>
<td>Price Per Lead</td>
<td>£130</td>
<td>£130</td>
<td>£130</td>
<td>£130</td>
<td>£130</td>
<td>£130</td>
<td>£130</td>
</tr>
<tr>
<td>Invoice</td>
<td>£10,400</td>
<td>£0</td>
<td>£0</td>
<td>£0</td>
<td>£0</td>
<td>£390</td>
<td>£1,170</td>
</tr>
<tr>
<td>Cumulative cost</td>
<td>£10,400</td>
<td>£10,400</td>
<td>£10,400</td>
<td>£10,400</td>
<td>£10,400</td>
<td>£11,100</td>
<td>£11,960</td>
</tr>
</tbody>
</table>