

## BEHAVIORAL/RETARGETING

# Engage prospects based on online purchasing research and interest.

Web Target is a web-based business intelligence product that enables marketers to identify, target and nurture business decision makers early in the sales cycle. By utilizing proprietary programming and algorithms, Web Target aggregates billions of points of data across 125 Informa sites in Informa's five core sectors, and across the Internet.

**SIMPLE DETAILS**

- Sophisticated digital marketing solution that leverages content consumption & user behavior to predict buying behavior in real-time
- Includes: Business intelligence report, lead generation program, company tracking option and custom web target solution
- 3,6,9 or 12-month subscriptions available
- Request base packages & pricing online

**USEFUL FOR**

- Observing activities of existing clients
- Gaining intent data & insights to improve marketing programs and integrate into existing CRM tools

**ADDITIONAL SERVICES****eNewsletters**

After learning insights on your audience, create a targeted email campaign to generate leads.

