

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

- 20 minute audio event with our featured industry expert
- Guaranteed leads
- Pre-event marketing
 - Market promotion and exposure across
 - Informa's technology brands
 - Promotions via email and social media
- On-demand archive available for post-Podcast listening

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.



Ask your Informa Representative for more information and pricing.