

Syndicated Content Distribution that Produces Results

White paper distribution services can be valuable and predictable lead-generation tools. The problem is that marketers must often sacrifice quality in order to reach specific quantities of targeted prospects.

NetLine focuses on lead *quality*. Drawing on our network of more than 2000 partner sites, we provide leads with the integrity and relevance to meet your specific needs.

Higher quality leads for your sales team

Most lead-generation vendors are more concerned with the quantity of leads they deliver than with the revenue that's ultimately generated by your sales team. NetLine has been generating successful online customer interactions for more than a decade. Our exclusive ProSource™ tool lets you set the precise balance you need between lead quality and quantity.

NetLine places your white papers across our network, on highly relevant sites and in contextually relevant positions. Since 1994, NetLine's TradePub.com network has been the leading online subscription source for controlled circulation magazines, catalogs, white papers, newsletters and other related publications. Today, TradePub.com collects qualified leads for more than 300 publications in 28 distinct industries, generating more than 1 million unique visitors per month.

In one of our recent white paper campaigns:

- 48 percent of the leads we delivered were VP / Director level or higher
- Out of these executive leads, 27 percent had intent to purchase within three months *and* approved budget
- 32 percent of the remaining executive leads were directly relevant to the project area

Contextual marketing produces results

The major Web portals offer plenty of traffic, but their targeting is unreliable at best. Plus, they have limited contextually relevant content. Specialized portals have slightly better targeting, but they're still limited to specific demographics or interests.

NetLine compliments traditional lead sources by emphasizing high quality, highly targeted leads. Our network reaches your desired demographics with contextually relevant content.

Our experts work with you to maximize the results of contextual marketing. For example, you might use DevShed to target developers with developer-specific offers, or perhaps eWEEK, to target IT professionals with your desired demographic and psychographic attributes.

The Challenges You Face:

- No precision targeting of audience with list rentals
- Not enough actionable leads
- Unmet need for *quality* leads with rigid vendor forms
- Lack of vendor results accountability
- Vendors won't expose your brand over theirs

NetLine Delivers the Answer:

- Broader reach beyond list rentals and online advertising
- Increased targeting by reaching sites that your target audiences value
- Increased offers-to-prospects conversion rates
- Stronger results with no burden on your marketing team
- Pay for performance
- Full branding on abstract summary, landing pages, and registration



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Customizable forms put you in control

Only you can define "quality" when it comes to leads worthy of passing along to your sales organization. That's why we work with you to select appropriate qualification criteria. For example, NetLine's ProSource tool lets you **target, qualify, and filter leads**. Since we build, host, and maintain the qualification forms on our site, we deliver qualified leads based on your specific requirements.



Pay-for-performance means a superior ROI

We've all seen lead-generation campaigns that produce truckloads of leads, only a fraction of which end up being useful. What if you could pay based on results instead of raw lead volume? With NetLine you can. Our proven effective ProSource tool ensures a superior ROI by matching costs with results.

Maximize your brand equity

Reinforcing your brand is a must when it comes to any marketing investment. We understand this fact and offer you full branding in terms of your white paper abstract, company logo, landing page, and registration forms.

Getting started is fast and easy

Getting started with NetLine could not be easier. Just tell us what white papers, technical collateral, or other content you want to promote and we'll take it from there. Just provide us with 1) offer documents, 2) your logo, and 3) some descriptive copy about your white papers. Our ProSource team will build your form and manage your offer delivery and performance across the network. Results are immediate!

Feature	Benefit
<ul style="list-style-type: none"> 300 publications and 2,000 partner sites with over 1M visitors per month 	<ul style="list-style-type: none"> Reach audiences with more relevant content based on contextual information
<ul style="list-style-type: none"> Customizable forms 	<ul style="list-style-type: none"> Helps you target, qualify and filter prospects
<ul style="list-style-type: none"> Pay for performance 	<ul style="list-style-type: none"> Increases the impact of your marketing dollars by tying spending to results
<ul style="list-style-type: none"> Full branding capabilities 	<ul style="list-style-type: none"> Allows maximizing your brand equity
<ul style="list-style-type: none"> Data adaptors with popular CRM and SFA environments 	<ul style="list-style-type: none"> Improves accuracy of leads and reduces time to sales action

Contextual direct marketing produces results

