

PENTON SMARTREACH

When you want to reach key influencers and stake-holders critical to your campaigns.

As your data and direct marketing partner, we'll connect you to buyers and deliver results-driven programs that optimize ROI for your marketing activities. Offerings range from lead generation programs, targeted email campaigns, audience extension, behavioral targeting, co-registration and more.

SIMPLE DETAILS

- Reach 16 vertical markets across 5 sectors
- Self-reported data from 18 million business decision makers who engage with Penton
- Over 1,000 data points and behavioral characteristics to gain insight from

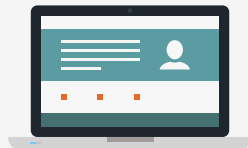


AUDIENCE EXTENSION

Gain access to over 98% of Penton's online display inventory as they move around online. Our Audience Extension program allows you to retarget your prospects across the web with relevant messaging and ads at a time when they are interested.

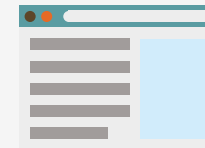
USEFUL FOR

- Positioning your value in front of customers at their moment of relevance
- Generating leads
- Driving website traffic



WEB TARGET

Data gathered from the online activity of millions of Penton site & open web users provides business insights and predictive sales buying intelligence. Learn when and where to engage prospects based on their online behavior.



CO-REG/TELE-REGISTRATION

Display your offers during the registration or subscription process of a Penton brand. Be seen by highly qualified prospects and have leads passed directly to you.

