



Direct Marketing and Lead Generation

Whitepapers, case studies or research studies are powerful B2B offerings that can stimulate high click-through rates and result in driving prospects down the affinity funnel and developing hot leads. Our products offer communication channels for you to both connect with our readers and receive valuable information from them.

Product Name	Basic Product Overview	Description	Deliverable	Price
BRONZE	Email Third Party List Rental – One Touch	Standard custom email to your target audience to drive traffic to your website. Audiences can be targeted based on industry segment, job function, buying influence, geographical area and more!	Standard email reporting across all campaigns	CPM: \$400/1000 Provide your own HTML creative or use a Babcox email template = Free of charge Custom email template designed by Babcox = \$250 set up.
		<p>Standard custom email to your target audience to drive traffic to your website.</p> <p>For users who click within the email, you will receive all of the available basic contact info on these individuals (soft leads), with the exception of email addresses.</p>	<p>Standard email reporting across all campaigns.</p> <p>Soft Leads: <i>Available contact information of subscribers who click through with the exception of email addresses.</i></p>	<p>CPM: Bronze + \$75 Provide your own HTML creative or use a Babcox email template = Free of charge</p> <p>Custom email template = \$250 set up.</p>
SILVER	Email Third Party List Rental – One Touch with Lead Delivery	Maximize your email efforts and generate leads.	Standard email reporting across all campaigns.	CPM: Bronze + \$150
		<p>Our three-touch email program is designed to engage your audience and increase opens and click-throughs.</p> <p>Babcox sends your message to your target audience, followed by additional emails to non-opens to encourage engagement.</p> <p>When a user clicks on your offer in the email, they're taken to a registration form managed by Babcox.</p> <p>After completing the form, the user receives your content. You receive all the data collected on the registration page.</p> <p>For users who click on the email but don't complete the registration form, you will receive all of the available basic contact info on these individuals (soft leads), with the exception of email addresses.</p>	<p>Standard email reporting across all campaigns.</p> <p>Soft Leads: <i>Available contact information of subscribers who click through with the exception of email addresses.</i></p> <p>Hard Leads: <i>Full contact information on all downloads, and any additional information requested from sponsor.</i></p>	<p>+ \$1,250 fixed price for form development and lead delivery</p> <p>Provide your own HTML creative or use a Babcox email template = Free of charge</p> <p>Custom email template = \$250 set up.</p>
GOLD	Email Third Party List Rental - Three-Touch with Lead Delivery	Implementation of the three-touch email program +	Standard email reporting across all campaigns.	CPM: Bronze + \$200
		<p>The opportunity to engage Babcox Media's website users.</p> <p>As individuals subscribe to a magazine or eNewsletter, you'll get the opportunity to reach them immediately with a promotion offering your content asset.</p> <p>Downloadable content is displayed within the confirmation message, and drip email campaign that follows a subscription.</p> <p>Digital interception will be displayed throughout the browsing experience to encourage content asset engagement.</p> <p>You'll receive contact information on all subscribers who click on the promotional message.</p> <p>For users who click on the email but don't complete the registration form, you will receive all of the available basic contact info on these individuals (soft leads), with the exception of email addresses.</p>	<p>Standard email reporting across all campaigns.</p> <p>Soft Leads: <i>Available contact information of subscribers who click through with the exception of email addresses.</i></p> <p>Hard Leads: <i>Full contact information on all downloads, and any additional information requested from sponsor.</i></p>	<p>+ \$2,500 fixed price for form development, site interception efforts & lead delivery</p> <p>Provide your own HTML creative or use a Babcox email template = Free of charge</p> <p>Custom email template = \$250 set up.</p>
PLATINUM	Ongoing Lead Acquisition Campaign on Specific Babcox Media Web Properties with Lead Delivery	Implementation of the three-touch email program +	Standard email reporting across all campaigns.	CPM: Bronze + \$200
		<p>The opportunity to engage Babcox Media's website users.</p> <p>As individuals subscribe to a magazine or eNewsletter, you'll get the opportunity to reach them immediately with a promotion offering your content asset.</p> <p>Downloadable content is displayed within the confirmation message, and drip email campaign that follows a subscription.</p> <p>Digital interception will be displayed throughout the browsing experience to encourage content asset engagement.</p> <p>You'll receive contact information on all subscribers who click on the promotional message.</p> <p>For users who click on the email but don't complete the registration form, you will receive all of the available basic contact info on these individuals (soft leads), with the exception of email addresses.</p>	<p>Standard email reporting across all campaigns.</p> <p>Soft Leads: <i>Available contact information of subscribers who click through with the exception of email addresses.</i></p> <p>Hard Leads: <i>Full contact information on all downloads, and any additional information requested from sponsor.</i></p>	<p>+ \$2,500 fixed price for form development, site interception efforts & lead delivery</p> <p>Provide your own HTML creative or use a Babcox email template = Free of charge</p> <p>Custom email template = \$250 set up.</p>



47%

Nurtured leads make **47%** larger purchases than non-nurtured leads.

(Source: The Annuitas Group)

We can offer the following customized options with our content and marketing services:

- Webinars
- Research
- Infographics
- Retargeting
- White Papers
- Custom Web Pages
- Precision Targeting Email Campaigns
- Phone Call Follow Up

Do you have enough information on your prospects?

We have the largest amount of first-party data in the auto care, tire, performance, commercial trucking, powersports, dealership and enthusiast markets. We can add information to your leads to help your sales team prioritize their prospects.

Types of enrichment data available to be appended to contact information:

- **Enhanced Address Data (full mailing address)**
- **Business Data (business profile, franchise data)**
- **Geographic Data (specific location)**
- **Behavioral Data (contextual, digital engagement)**

79%

of marketing leads never convert to sales. Lack of lead nurturing is the common cause for poor performance.

(Source: MarketingSherpa)