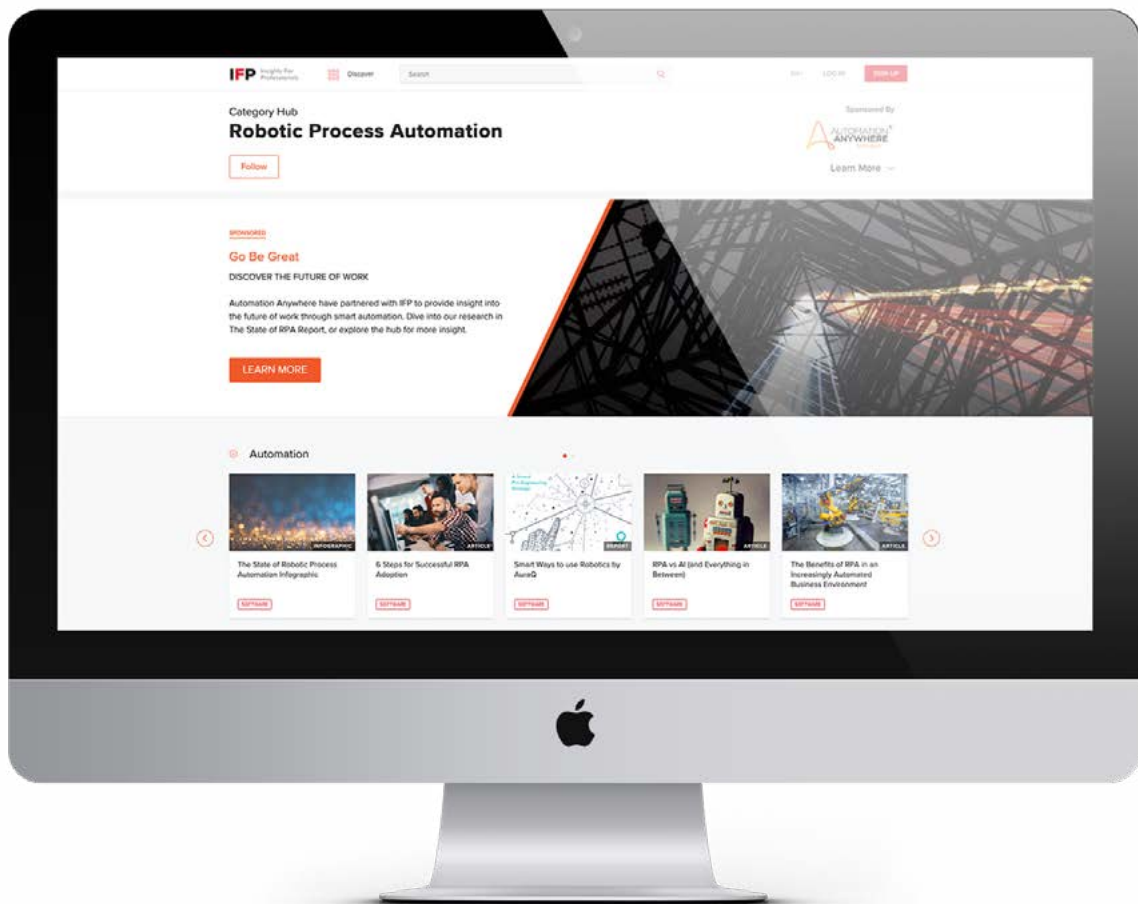


Inbox**INBOUND**

InboxInsight 

www.inboxinsight.com

“ Build a relationship with 3.5M active members on the IFP platform ”



Inbox**INBOUND** drives cut-through by creating a hub on a specific topic for your brand. We curate your best content, and optimize it using insight, then drive a relevant audience to the hub with multiple digital touchpoints. This finds the right decision makers, and educates them, positioning your brand as an authority in your specialist area.

Hubs create a rich user experience to engage the IFP community with your content. They provide you with a powerful end-to-end content amplification solution built around creating seamless digital experiences and optimized user journeys. They also allow you to understand your audiences' interests, content performance and fast-track engagement with real-time reporting.



What is InboxINBOUND?

InboxINBOUND is formed of 4 key elements.

1 Hub

InboxINBOUND hubs are comprised of 10 – 30 pieces of content around a specific topic. We can host as many of your content marketing resources (guides, whitepapers, infographics, videos, etc.) as you wish on the hub.

Content is then broken down and repurposed into all different formats; video, long form, short form, imagery – so it appeals to how users want to engage with your message.

Hubs are designed to educate the user about a specific topic and answer all the questions that they have based on what their level of knowledge is, and what more they need to understand. The new platform will also allow us to gather intent data and personalize the content for each user.

2 Content

We'll populate the content hub with your content such as research papers, guides, eBooks, articles, infographics, blogs and videos, released against a pre-agreed content calendar.

Programs cover strategy & research, idea generation, content creation and design, to deliver on-page optimization on IFP.

Hubs are a content-rich environment designed to feed into short- and long-tail keywords around specific search queries.

3 Media

We use a combination of digital channels to amplify your content and help your message reach relevant business decision makers. We'll leverage our own channels, as well as bringing together an integrated media plan, to deliver a campaign underpinned by our unique audience data.

Targeted media and email workflows guide the customer journey, driving the users back into the hub to continue engaging with content around a topic area.

The content repurposed as articles will be pushed across email, social, and programmatic - targeting intent data and the target lead profile. We then retarget users to drive them back to your content on IFP.

We will then push users that have engaged with the hub, and built trust with your brand, through to your website via remarketing.

4 Analytics

Our all-in-one dashboard gives you a holistic overview your campaign performance, boosting your demand generation pipeline by delivering multiple touchpoints to educate your audience.

See which pages are the top performers for traffic, and which generate the most engagement. Track page performance and learn from user behavior to optimize your content marketing campaigns for longer duration and higher retention.

Monitor audience trends and discover persona interests with access to audience data, including Company Size / Revenue, Domain and Interest Areas.

Why Inbox**INBOUND**?

Deliver Brand Cut-through

By sponsoring the creation of this content and bringing it together underneath your brand umbrella you position yourselves as industry experts. You support the buyer's journey by providing them with deep, insightful and genuinely helpful content while leveraging the IFP brand as an impartial source known to the user.

Category Hubs create a contextually rich environment, ultimately driving higher levels of re-engagement with your content. Optimized user journeys engage our community and allow them to dive deep into high quality insights sponsored by your brand.

Native content is a great way to create authenticity and shows your brand as offering initial value to our communities before requesting their details as lead capture. Hubs reduce the barriers to audience engagement, and let members binge on your content without having to go through gates.

Strategic Content Marketing

Inbox**INBOUND** comes with enough content in each package to drive initial engagement, as well as letting you give us as much content as you like to host. We understand demand generation and our Hub content strategy is geared around creating content journeys that educate with insight throughout the research, consideration and conversion stages.

We can take your content and expand it across multiple formats to increase engagement as part of the campaign - without requiring resources your side. Our in-house content specialists are on hand to handle the B2B digital content requests you have across web, editorial, email, PDF, creative and video.

The creation of a content hub on IFP also allows us to create deep links into your own resources where appropriate. This drives referral traffic and page authority boosting your SEO rankings for the topic.

Data-driven Approach

The hub's content strategy and media optimization is built around using first party intent data by design. Our IFP community is comprised of 3.5m senior professionals and we can model your audience using this data to drive the right audience to the hub, across EMEA, US and APAC audiences for global reach.

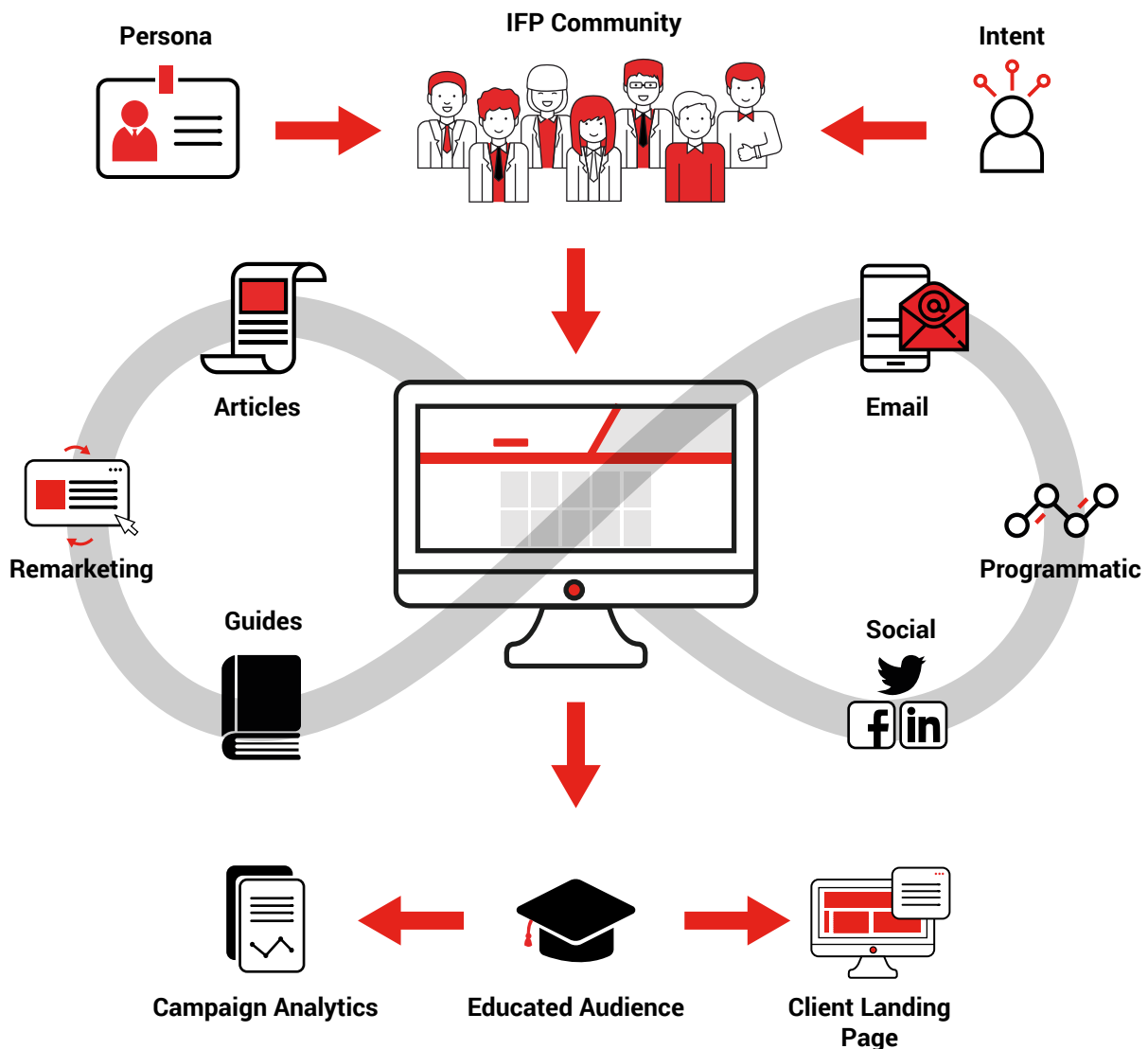
We have a team of channel experts that can run all aspects of digital to amplify your content message and optimize the results of your campaign. You get access to a specialist team entirely focused on your success. We are able to give guidance on what will work, and feedback how to improve campaigns.

Stay in the loop with how your campaign is performing and demonstrate results to stakeholders with our content performance and audience insight dashboard. Track all opt-in engagements and see their content consumption history.

We connect your message to our audience based on your objectives

How does InboxINBOUND work?

- We have a briefing call to discuss the category that you will cover. By mapping the intent data against our audience we can understand their interests. We then craft content against an **agreed content calendar**.
- Once the content is published we will target relevant audiences using Paid Social, Programmatic, Email and Video, and run an **integrated media plan** to drive your target audience to the hub.
- Users land on the hub and engage with your content, reading articles, watching videos, or previewing the guides and whitepapers on offer. Once signed up they can view as many whitepapers as they like without seeing any more gates – encouraging them to **engage with multiple assets**.
- Calls to action in the articles drive users back into the hub to explore other content. If they leave the site, we use sequential tactics to show them ads for the hub and content via **remarketing and email workflows**. Once we've engaged them we can also remarket to them and drive them to your website or landing pages.
- We provide an **analytics dashboard** that shows you how the campaign is performing. You can measure the number of opted in engagements you receive, and even see who they are and which pieces of content they have engaged with. We then model converters and build out audiences to drive the most relevant traffic.



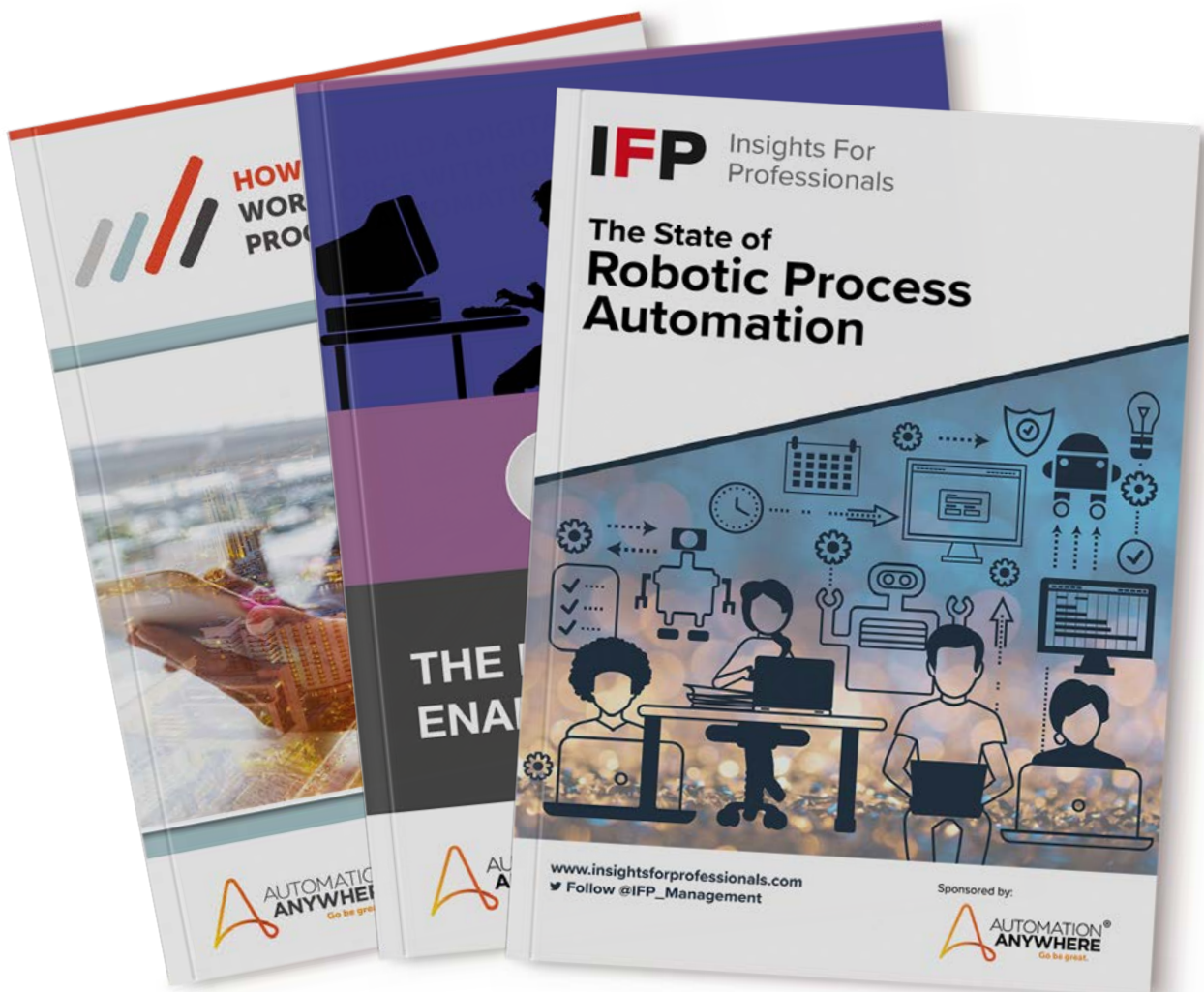
IFP Insights For Professionals

Inbox Insight's knowledge hub, and internationally recognized publishing identity, is Insights For Professionals. It's a central resource for our global community to access client content whenever and however they want it, for free.

In exchange we use knowledge of what our community members do professionally, overlaid with digital signals and a clarity on what resonates, to segment our audience and deliver effective content marketing for brands across the world.

As a result we have a flourishing community of **3.5M B2B professionals**, ready to receive the latest content from businesses just like you.

As part of the IFP brand, we continually create new content in the form of whitepapers, eBooks, infographics and blog posts to enable the ongoing professional development of our global community.



You can browse our selection of professional insights, or subscribe to our specialist email newsletters by visiting

www.insightsforprofessionals.com