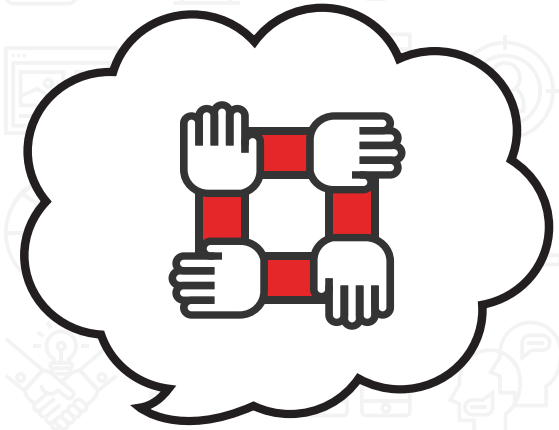


# HR COMMUNITY INSIGHT PACK



LEADERSHIP

PAY & BENEFITS

EMPLOYMENT LAW

TALENT MANAGEMENT

LEARNING & DEVELOPMENT

RECRUITMENT & ON-BOARDING

**InboxInsight** 

[www.inboxinsight.com](http://www.inboxinsight.com)

## InboxInsight

Inbox Insight are B2B Marketing Experts specializing in **Content Amplification**.

We are the gateway to Insights for Professionals a global community of **3.5M+ active business professionals**.

## IFP Insights For Professionals

Every day our communities of B2B buyers, thought leaders and industry influencers are traversing the **Insights for Professionals** platform and our industry bulletins looking for fresh content that will help them:

- Solve a problem
- Expand their knowledge
- Forge new business partnerships
- Research areas of interest
- Find new services



**Just wanted to let you know I LOVE your articles.** ””

**I really enjoy the content you and your team produce. It is high quality and helpful.** ””

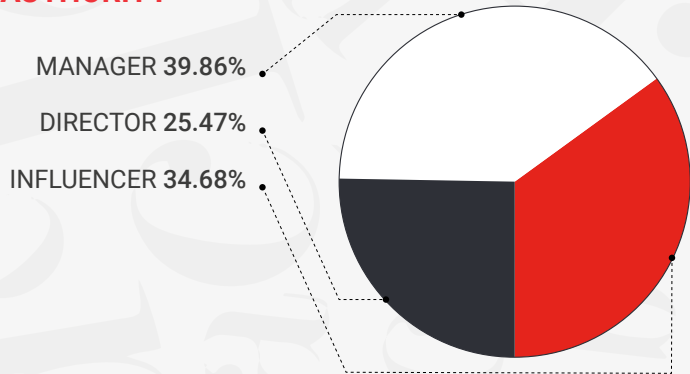
**The content is brilliant and continues being informative and keeps us abreast of new stuff.** ””

# BITESIZE INSIGHTS FRESH OUT OF OUR HR COMMUNITY

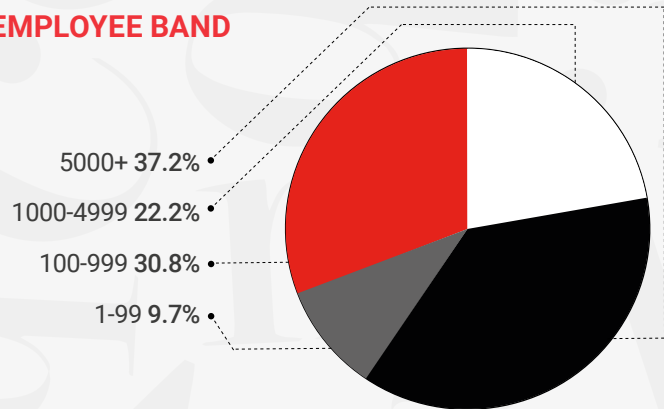


## AUDIENCE BREAKDOWN

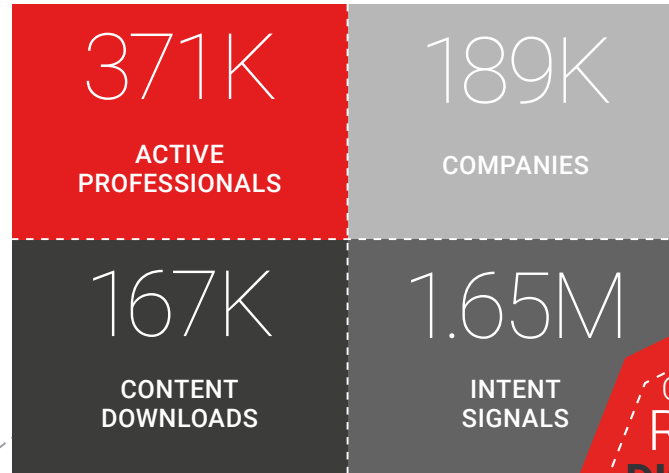
### AUTHORITY



### EMPLOYEE BAND



UK & I	EMEA	US	All Regions
48,048	64,868	258,487	371,403



## INTENT TAGS

These are just some of the digital signals we're able to capture from each individual subscriber. These signals **illuminate criteria** that define your target audiences such as **topics of interest, purchase intent** and **content consumption patterns**.

Here are the most popular intent tags assigned to our HR subscribers. You can greatly enhance the effectiveness of your campaign by leveraging these tags to target audiences that demonstrate an active interest in these topic areas.



# BITESIZE INSIGHTS FRESH OUT OF OUR HR COMMUNITY



## TOP 20 HR TRENDS



<b>TALENT</b>	EMPLOYEE ENGAGEMENT	<b>64%</b>
	PERFORMANCE MANAGEMENT	<b>31%</b>



<b>RECRUITMENT</b>	RECRUITMENT	<b>79%</b>
	RETENTION	<b>9%</b>



<b>LEADERSHIP</b>	HR MANAGEMENT	<b>50%</b>
	COMPANY CULTURE	<b>16%</b>
	HR TECHNOLOGY	<b>12%</b>



<b>EMPLOYMENT LAW</b>	EMPLOYMENT LAW	<b>31%</b>
	DIVERSITY	<b>22%</b>
	DISCRIMINATION	<b>9%</b>

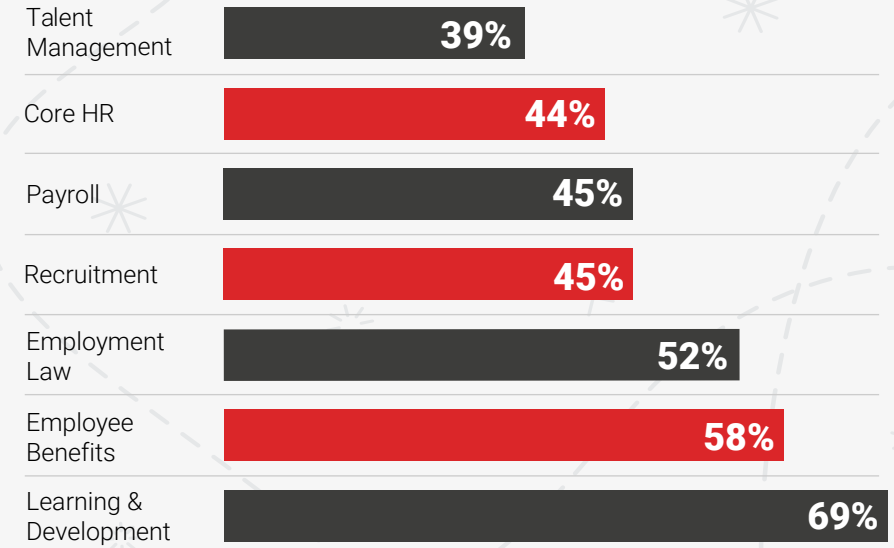


<b>PAY AND BENEFITS</b>	FLEXIBLE WORKING	<b>76%</b>
	EMPLOYEE BENEFITS	<b>14%</b>
	SALARY	<b>6%</b>



<b>LEARNING AND DEVELOPMENT</b>	EMPLOYEE ASSESSMENT	<b>74%</b>
	SKILLS GAP	<b>9%</b>

## WHICH TYPES OF TECHNOLOGY DO YOU INTEND TO INVEST IN NEXT YEAR?



## 3 BIGGEST HR CHALLENGES

Companies should be thinking more about their company culture as well as the benefits they offer - with 21.66% of respondents interested in unique benefits as a trend.

Internal communications was a challenge for 40.63% of managers.

Securing enough budget is a challenge for 23.04% of directors.

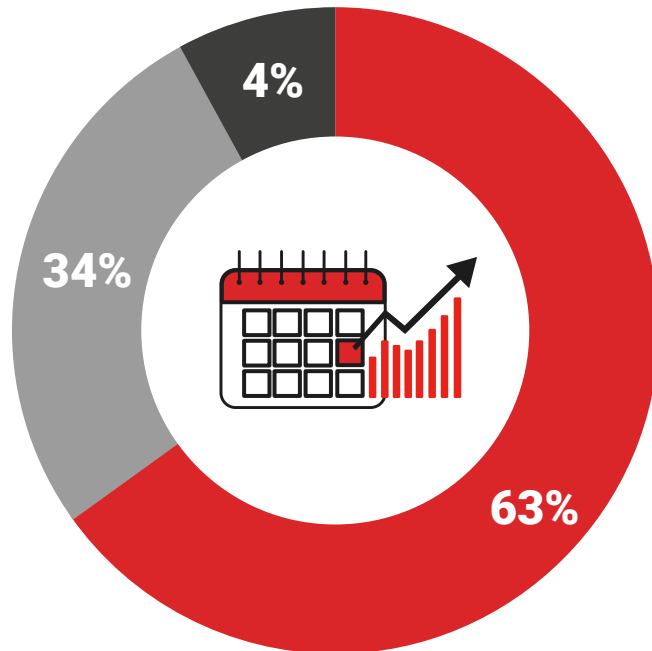


## HR BUYING BEHAVIOUR

**71% are involved in more than 6 technology purchases per year.** ””

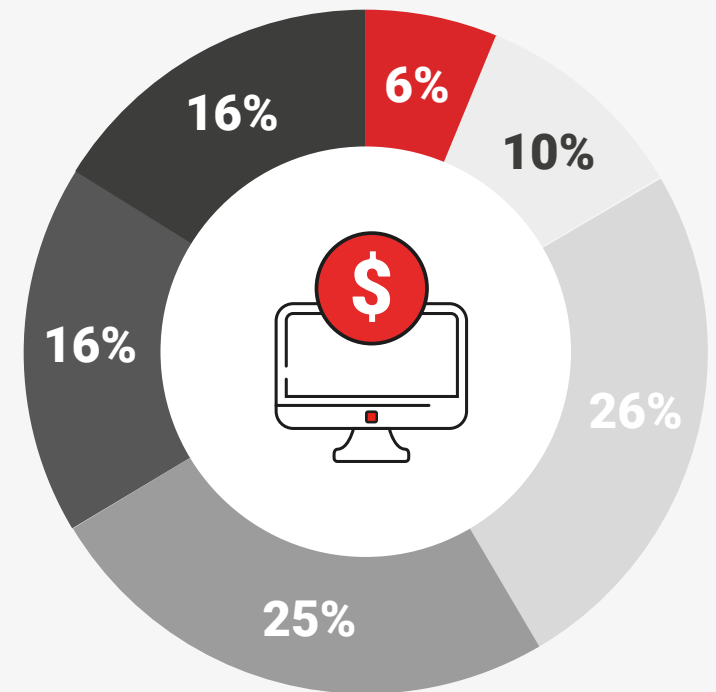
**COMPARED TO THE PAST 12 MONTHS - WILL YOUR OVERALL TECHNOLOGY BUDGET INCREASE, DECREASE OR REMAIN THE SAME IN THE NEXT 12 MONTHS?**

- Increase
- Remain same
- Decrease



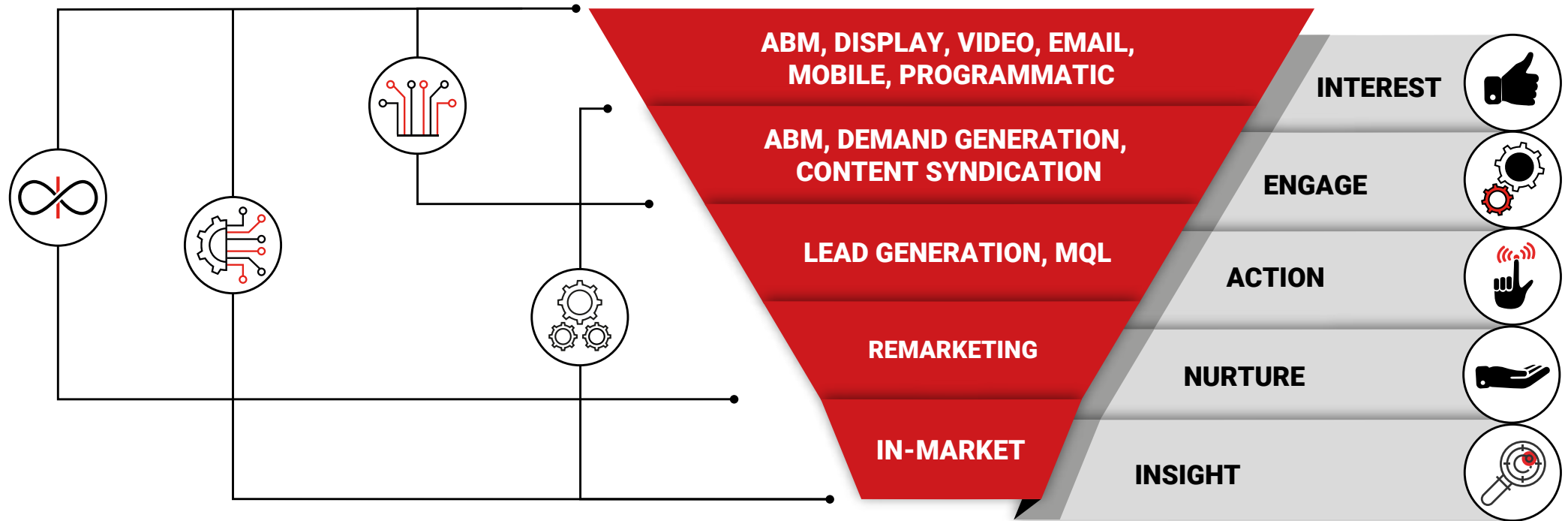
**HOW MUCH DID YOUR DEPARTMENT SPEND ON TECHNOLOGY LAST YEAR?**

- \$10-50K
- \$50-100K
- \$100-250K
- \$250-500K
- \$500k-1M
- More than \$1M



**86% said that they invested more in HR than expected last year.** ””

# PRODUCTS DESIGNED TO SUPPORT EACH STAGE OF THE FUNNEL



## Inbox**INBOUND**

Category Hub  
Digital Marketing  
Content Strategy  
Inbound Funnel  
Performance Reports  
Opt In Engagements



## Inbox**INTEGRATE**

Content Optimization  
Match Target Profiles  
Account Targeting / ABM  
Full Funnel Waterfall Program  
Content Syndication  
HQL / SQL Generation  
Newsletter Sponsorship  
Programmatic Retargeting  
Targeted Email  
Double Touch  
Lead Nurturing



## Inbox**NEXUS**

Programmatic Ads  
Email Marketing  
Audience Segmentation  
Create Interest  
Intent Data



## Inbox**ENGAGE**

Content Marketing  
Campaigns  
Generate Qualified Leads  
Match Target Profiles  
Account Targeting / ABM  
Full Funnel Waterfall Program  
(MQL, HQL, and SQL)



## Inbox**CREATE**

Banner Design  
HTML Email Design  
Content Creation  
Copywriting  
Graphic Design  
Content Repurposing

# CLIENTS YOU MAY RECOGNIZE:

*"I HAVE WORKED WITH INBOX INSIGHT FOR OVER 4 YEARS AND THEY ALWAYS EXECUTE HIGH QUALITY DIGITAL CAMPAIGNS. I WOULD RECOMMEND INBOX TO ANY CLIENT LOOKING TO EXECUTE COMPLEX DEMAND GENERATION ACTIVITY"*

**DWA**

*"THE LEAD QUALITY IS EXTREMELY GOOD AND THE FEEDBACK FROM OUR TELE PROSPECTORS HAS BEEN FANTASTIC"*

**IRON MOUNTAIN**

*"I WOULD STRONGLY RECOMMEND HAVING INBOX INSIGHT AS A TRUSTWORTHY PARTNER IN THE MARKETING MIX TO ANY COMPANY THAT'S MEASURED ON HIGH QUALITY LEADS"*

**IBM**





## USER FEEDBACK

*"I JUST WANTED TO LET YOU KNOW I LOVE YOUR ARTICLES"*

*"I FEEL EVERYTHING THAT IS POSTED CAN BE RELEVANT AND IS UP TO DATE"*

*"I LIKE TITLES LIKE '7 STEPS ON HOW TO' OR '5 KEY BEHAVIOURS OF...'"*

**Hungry for more?** Receive more timely insights into the latest topics, categories and trends taking our HR communities by storm. **Simply get in touch...**

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