

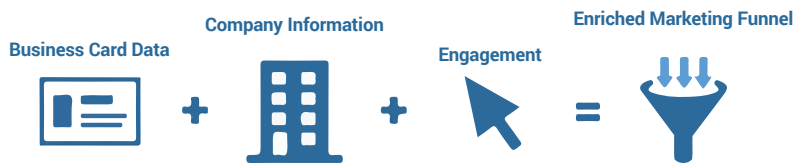


B2B Demand Generation Lead Generation

Today, the business-to-business (B2B) ecosystem is ruled by self-education. Potential buyers are moving increasingly further through the buying process without ever talking to a sales rep. The key to developing business relationships is connecting potential buyers with relevant content early in their buying process. Unfortunately, starting a conversation can be one of the most difficult tasks for marketing and sales teams.

Running an outbound lead generation campaign with HiP allows you to put your top-of-funnel, educational assets – like white papers and ebooks – in the hands of your target audience. This early-stage involvement positions your company as a trusted advisor and sets your team up for warm, compelling conversations down the line.

HiP's content-centric approach to outbound lead generation uses a multi-broadcast, email-based campaign to drive engagement around your asset. As the campaign progresses, we deliver leads in incremental batches until we reach the specified lead allocation. Only after receiving your leads are you invoiced for the agreed-upon CPL.



Forrester Research reports that 65% of decision makers will award business to the company that creates the buying vision.

Get in Touch with the People Who Matter:

- Target your audience by company, industry, number of employees, and annual revenue
- Select specific job titles, organization levels, or job functions
- Limit your search to certain geographies, down to the city and zip code level
- Further qualify your leads with custom questions

Get a Comprehensive View of your Leads:

- **Demographic information** – names, titles, company, address
- **Verified contact information**, including phone and business email
- **Engagement information** – times, dates, devices information, browser, IP address

