

COST PER LEAD

PROGRAM DESCRIPTION

A Multi-Touch Cost Per Lead (CPL) program is a lead generation program that we will host and gate on our site. Content can be a video, white paper or other. These should be useful resources inclusive of helpful, industry-related tidbits. **Please do not submit any content previously used within the last 6 months in this market.** Please refrain from product-specific assets as they do not perform as well.

*Assets hosted on competitive media company sites will not be accepted.

Examples of Ideal Content: White papers, ebooks, FAQs, Research reports, Ask the Experts guides

Types of CPL Programs

Single Touch: A single touch program requires 1 asset

Double Touch: A double touch program requires 3 assets

Triple Touch: A triple touch program requires 4 assets

Tips for writing the summary:

Ensure the provided copy aligns with the target audience you have identified for the campaign. Use engaging, concise, and active language to draw the user in and help them understand the value of the information provided in the asset. Include 3-5 bulleted key takeaways for the end of the summary that communicates to the user. Example: What will they learn? How will they benefit? Articulate what is unique about the asset; Stating the challenge and providing the solution (How companies are solving X by using Y). Avoid language that is overly promotional - the audience wants to learn about relevant industry trends and shared/common challenges, and your point of view, but does not want to be "sold" to.

DELIVERABLES NEEDED

- **1 - 4 assets:** This content will be hosted on our site. Content can be a video, whitepaper or other. Acceptable formats include .pdf or .mp4.
- **Asset Title (1 per asset):** Each title should be no more than 10 words.
- **Asset Teaser (1 per asset):** 250 characters Max including spaces.
- **Asset Summary (1 per asset):** A brief summary of the what the users will gain from downloading your content. Each summary should be 50-80 words.

- **Featured Image (1 per asset):** We recommend a stock image sized at 1540px x 800 px. Additionally, the images should have a centralized focus. Accepted formats include .jpg or .png. Featured images cannot include text, logos, or play symbols. Images may appear differently across different devices, browsers, and page templates. Because of this, we cannot guarantee images will not get cutoff or appear distorted across all platforms.
- **Company Logo:** The logo should be 262px x 100px. Accepted formats include .jpg or .png.
- **Lead List:** Email addresses for anyone on your team that you would like to receive a copy of the lead report.