A B2B Marketing Guide

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B2B Marketing

# Official Guide to Email Service Providers



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# About this report

B2B Marketing's *Official Guide to Email Service Providers* (ESP) is a comprehensive examination of ESP vendors. It's an indispensible resource for B2B marketers seeking to evaluate and purchase email software. It provides an introduction to the landscape, a comparison of vendor product features and a number of thought leadership articles on the technology. It also enables prospective clients to assess a select number of vendors in detail.

# Introduction

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# An introduction to email marketing

BY DAVE HOWELL

Even in an age dominated by social media, traditional forms of customer communications have remained relevant and effective – none more so than email.

Research from McKinsey reveals the extent to which email continues to be a leading marketing channel: email marketing is 40 times more effective at acquiring new customers. Marketing emails are three times more likely to result in a transaction than social media. And transactions resulting from email marketing are on average 17 per cent higher than transactions resulting from social media interactions.

Over the last few years email as a marketing channel has clearly been overshadowed by social media. Marketers keen to harness the power of Facebook, Twitter and LinkedIn have placed less emphasis on email. However, The Radicati Group estimate by 2016 there will be 4.3 billion email accounts with over 700 million emails being accessed via mobile devices. And it's the ability to reach consumers via these devices with email messages that should be powering B2B marketers' campaigns.

In the B2B marketing space, email also continues to lead. Conclusions from the *2014 State of Email Marketing* report are telling in that nearly 90 per cent of respondents to the survey cited email as the direct communications channel responsible for driving the most traffic to their websites. 'Email also came out on top when it came to which channels served to deliver most leads for respondent businesses,' the report revealed. 'It was selected by 62 per cent of respondents as one of their top three lead acquisition routes, ahead of face-to-face meetings (51 per cent), events (48 per cent) and telemarketing (44 per cent). In a world where 'people buy from people,' it is testament to the ongoing potency of the email in a business setting that an electronic communication is able to outshine mediums based much more on one-to-one interaction.'

For B2B marketers a renewed focus on email should be a priority, as its low cost yet ability to connect on a highly personal level with potential customers can't be ignored. Well-crafted email campaigns can be the first point of contact, or a reinforcement mechanism to keep sales and communications channels open.

## Benefits

Email marketing can serve many purposes but is at its most potent when strengthening existing commercial relationships. Research from ACCENT is highly relevant here, as a survey concluded that 86 per cent of consumers stated it was important to have a relationship with the business they had just made a purchase from. These findings in the B2C space more than translate into the B2B channel.

'Despite widely accepted sentiment, driving customer engagement does not end once a customer makes a purchase,' states ACCENT. Now more than ever, marketers need to seize the moment and put effort into creating a long, ongoing relationship with each customer – recognising that brands have the opportunity to create brand advocates through post-purchase engagement.

Using email offers B2B enterprises more than simply another sales channel to exploit. Because of its personal nature, it shares a number of traits with social media in that email messages are often some of the most shared content that businesses and individuals receive.

Once an email channel has been opened with new or existing clients, this relationship can be developed over significant amounts of time. B2B marketers that want to evolve the purchasing lifecycle with their customers can

use email to make those lasting connections. Email then is a different proposition to social media and not a replacement.

## Challenges

For marketers, leveraging their email messages means managing a number of components including email data, design and integration with other marketing collateral. Email is often not seen as the initial step on a customer's journey through the sales funnel, but an end in itself.

Landing pages that emails link to continue to be poorly designed, especially for mobile devices. Indeed, Google's assessment of customer behaviour concludes that 61 per cent of users are unlikely to return to a mobile website if they had trouble accessing it. But even more worrying is that 40 per cent would visit a competitor's site instead. Email then, must have a clear path to the campaign's call-to-action.

One of the main stress points for B2B marketers when it comes to email is the quality of the data they are using. Big data has been an influence on all enterprises since the inception of social media, but high quality customer data has always been the lynchpin of email marketing that delivers high levels of conversions.

Often B2B marketers will spend far too much time with the design of their email campaigns. Certainly potential commercial partners are used to seeing well-designed email messages, but these communications also need to be personalised, well timed and delivered to the correct group of recipients. The challenge today is to balance these components to ensure every email campaign is effective.

## Future

Email then continues to have the power to connect with customers especially on mobile devices. Marketing resources may have been somewhat diverted towards social media channels, but B2B marketers are realising that email still has its place at the table. Increasingly, marketing automation is including email as a central component of its features.

And email will continue to be a cost effective channel that B2B organisations can efficiently leverage. Marketing budgets, however, continue to be squeezed. Email in this scenario can be a powerful answer for enterprises in the B2B space that want to reach new customers without significantly increasing their spending on marketing activities.

Because of the potential to be spammed with hundreds, if not thousands, of unwanted messages, consumers and businesses alike have built digital bunkers around their email addresses. Companies that can penetrate those walls with timely and well-targeted messages will find an audience ready and waiting to buy their goods or services.

Social media may be the new kid on the marketing block, but these channels are just beginning to understand the rules of engagement, and how social commerce is a part of the commercial landscape. Today email remains the most effective direct marketing channel any business can use.

# Vendor comments

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# The power of decentralisation

PETER BYRE
DIRECTOR
CONCEP



Email, it's been around for an age hasn't it? Yet it is still a valuable and performing tool in any B2B marketers' arsenal and therefore continues to gather investment.

"The Sagefrog Marketing Group surveyed B2B marketing and management professionals from a cross-section of industries in the summer of 2013 and found 45 per cent of respondents expected to see an increase in email budgets in the next year," says eMarketer.

B2B organisations might have multiple offices, many business units and typically a range of product lines. Allowing specific marketers to communicate on these different propositions can add a lot of value to the end client. Relevance is a very powerful objective and the time saved by no longer needing a whole team executing campaigns on behalf of these disparate parts of your organisation can be significant. There are legitimate worries to this approach that include brand consistency, multiple versions of the same contact and quality control. Therefore, ensuring your email service provider has a technology platform and a selection of services that can support this approach is crucial.

Decentralisation allows marketers to focus on key strategic challenges, such as generating relevant content, analysing audience personas, data integration and brand. From the marketers we know, those are preferable tasks to building multiple email campaigns for different parts of your organisation.

So, what can you achieve right now? One of the key determinants of your email success is the quality of the content and the tone. As we have identified, B2B organisations have many different audiences and the most complete understanding of these audiences is likely to reside in the relevant parts of your organisation. Arming them with tools to either personalise or completely control the distribution of content and event invitations can open up that knowledge so a campaign's relevancy and targeting can be optimised. This can be achieved by moving away from the ubiquitous 'about us' message, into engaging and educational content that tackles issues your audience are facing or don't even know about yet. Your specific departments are the key to this insight and will help you shift the balance away from the corporate message.

There is, quite rightly, a lot of hype around advanced techniques, such as automation. This relies on great data, a solid understanding of a customer's purchasing journey and then plenty of valuable content aligned to that journey. This can be a profitable approach, but for traditional firms that opportunity is some way off.

Aside from full automation, another hot topic is mobile. Although a broad subject, mobile's intersection with email is relevant for all businesses. Emails are read on mobile devices, there are plenty of stats on the subject but simply take a look around the office. There are emails being scrolled through on the BlackBerry (yes, I said BlackBerry not iPhone) right now. The technology to deliver a great experience on any device is available to everyone, but how do you decide what approach to take? By using reporting you can see how your recipients are reading your emails – this is likely to be different by business unit or region. So, ensure your campaigns are aligned to what that data is telling you.

Decentralisation is a tactic that has worked well in many firms, regardless of their industry and is a great way to utilise the insight within your organisation and not just your data. Hopefully the benefits of this approach make decentralisation an option worth exploring for your business. After all, anything that ensures a better experience for the recipient is worth looking at.

# Eight ways to integrate social media into your email marketing

GRACIE STEWART
MARKETING EXECUTIVE
NEWZAPP



Rather than making email obsolete, widespread use of social media has, in many ways, made email an even more powerful marketing channel. I'm sure many of you already use email and social media to help promote your business, but how many of you integrate your social media and email marketing?

Including and promoting social sharing, or share with your network options, in an email campaign is beneficial for a number of reasons:

- They extend the reach of your emails: The more people who share your email, the more potential you have for opens, clicks and conversions.
- They provide an opportunity for list growth: The more eyes on your emails, the better chance you have of gaining new subscribers.

So how do you integrate the two?

**Social media icons**
Every single email you send should include social media links or icons. This is the easiest and most effective way to link your email marketing activities with your social media marketing efforts. With one click your subscriber will instantly be driven to your social media pages where they can 'like' or 'follow' you.

**Social media share buttons**
In addition to encouraging your email recipients to connect with you on social media, you should also be prompting them to share your emails with their own personal social media networks. For this reason, your email content needs to be engaging so your subscribers will want to share it with their friends and therefore increase your campaign's overall reach.

**Announce upcoming emails via social media**
Use your social media platforms as a way to spread the word about your email and the content it holds. This will help encourage people to subscribe as you're giving them a sneak peek at what they're missing out on.

**Share links to online copies of your email on your social media pages**
Once you've sent out your email you should post the online link on all your social media channels. If your followers like what they see, chances are they will subscribe so they don't miss the next one.

**Use your interactions with fans on social media to help determine email content**
By observing what the most popular topics are on your Facebook page, or by asking your fans what they'd like to see in your emails you can tailor the content towards their interests. That way they'll want to sign up to receive the content they had a hand in creating or asking for.

**Ask for the conversion**
In your emails, ask your recipients to like your social media pages, and on your social media pages, ask fans to subscribe to your email list. The more points of contact you have with your audience, the better.

**Let email subscribers know about social media contests or special offers and vice versa**
If you are holding a contest or giveaway on social media, don't keep it a secret. Send an email to let your subscribers know what they're missing out on if they don't connect with you via social media. Or if you have informed your subscribers of a special offer via email make sure you let your social media followers know about it too.

**Add an email sign-up form to your social media pages**
As well as having a sign-up form on your website you should have one on social media pages that allow it, e.g. Facebook. This will help encourage your followers to sign up as they don't even have to leave Facebook to do so, thus adding another avenue for increasing your subscriber list and promoting your business.

# Exploring best practice in multichannel online communication

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It's not easy to be recognised and remembered by an audience in today's diversified online world. And it's hard to keep customers or subscribers for longer than a day. Changing trends and preferences have spawned a huge variety of tools and strategies that can be overwhelming, because each requires a different approach. Success isn't guaranteed unless your campaigns take prevailing consumer trends into account. Your strategies must address the needs and preferences of heterogeneous online audiences.

**Synergy of communication channels**

It's a mistake to treat email, social media, display ads and landing pages as separate channels. You'll miss their full potential. Instead, combine these tools to deliver a unified message to diverse audiences.

1. **Display ads.** This can be your first point of contact with prospects. Display ads drive traffic to your sign-up forms and landing pages to help build an engaged audience. Make sure they are consistent with the message and goals of your campaign.
2. **Landing pages.** Use landing pages to persuade visitors to take certain actions, such as subscribing to a drip campaign. When integrated with autoresponders, they are perfect for generating and nurturing leads.
3. **Social media.** Integrated with your email campaigns, social sites can expose your message to new audiences. They can assume a more personal, informal tone that resonates with your brand community.

For best results, combine these three channels with email. At different stages of customer relationships, they can serve different purposes. They can grab attention and create positive first impressions. They enable you to engage with your audience and build lasting relationships. They let you get closer and more personal.

**Importance of mobile optimisation**

Fifty-six per cent of adults now own a smartphone. Most of them check their emails on mobile. That's why it's not enough to create beautiful newsletters. Now they need to be beautiful and mobile-ready. An email that looks bad is an obstacle to a perfect user experience. And it can have a negative influence on buying decisions. Studies have shown over 70 per cent of recipients delete emails that look bad on mobile devices and 34 per cent won't buy if the email is corrupted or makes it hard to move to the next step. So it's essential to adjust email for mobile. To stay ahead of the curve, ESPs and email marketers must embrace the shift to responsive email design.

**Email automation challenges and opportunities**

Until recently this technology was perceived as too advanced and complicated for limited-budget small- and medium-size list managers. Not anymore. Modern solutions let you set up messages that respond to recipient inbox behaviour. They can offer engaging content tailored to their needs and stage in the customer lifecycle. You can automate personal touches that correspond with recipient inbox routines. You can send personalised thank you emails, birthday vouchers and reactivation emails. These personal touches build brand reputation, customer loyalty and ROI.

Email is still the Madonna of online marketing, but to stay on top it needs to team up with the new generation stars: not only the social media Lady Gaga, but also the new ones that emerge every year.

Multichannel marketing, email automation and responsive design are technologies that can help you stay ahead of your competitors as they bring you closer to your audience. They help provide relevant content exactly when your subscribers need it and let them know there's a human behind the brand. And that's the kind of brand they want to buy from.

# Using email marketing to drive customer loyalty

CHRIS BODDICE
MARKETING DIRECTOR
DOTMAILER



There were more than 2.4 billion email users in 2013 and this figure is expected to rise to 2.7 billion by 2017, so it's hardly surprising that over the last decade email has evolved into one of the most effective and direct methods of customer communication.

Many sceptics claim that it's dying as a marketing channel but the latest research tells a different story: email is almost 40 times better at acquiring new customers than Facebook and Twitter.

However, many marketers are still guilty of focusing their email efforts solely on lead generation and customer acquisition, without any clear proposition for customer retention. It's important to be aware that as long as you invest in an intuitive email marketing platform, email can play a pivotal role in your customer loyalty programme. Here are some top tips for getting the strategy right:

**Understand your target customer**
Too many organisations still have the habit of sending generic email messages to their entire customer database. This approach is clearly misguided, as email marketing is unique as a channel in that it provides the opportunity to market to an audience not just once but many times over. Understanding what is relevant to your customers in order to create this one-to-one messaging means building and maintaining sophisticated intelligence about them. This has to go much deeper than just understanding open and click-through rates. You need to track their buying process and behaviour, measure their levels of engagement with your marketing and your business as well as monitor social profiles to really understand and influence their loyalty through your email marketing.

**Data integration**
Currently the market is well served by CRM applications but not all are capable of responding to the full range of requirements that most companies have. Critical to the success of any email loyalty programme is effective integration between your email marketing platform and your CRM database, as it's essential to have a seamless transfer of data between the two.

Effective integration allows you to automate laborious data tasks to give you a single, up-to-date view of your customers' engagement, which in turn enables data-driven targeting and automation.

A scalable, robust and flexible CRM database will expertly capture data from your email platform and combine it with web browsing data, purchase data and social media interactions to inform those all-important segmentation decisions.

**Automating the conversation**
Building customer loyalty is a journey, not a destination, and the further along the journey your organisation goes the greater your database of customers will become, and the greater the requirements to send the right message to the right person at the right time.

This is the point at which you're going to let the email marketing do the work for you by introducing email marketing automation.

Email marketing automation calls for a set of rules and triggers to ensure relevant, timely messages are sent to specific target groups. You will need to understand the customer journey and lifecycle in detail and their likely interest points and motivators, so you can map these in advance and design appropriate content and schedule responsive triggered emails. It goes without saying a well conceived and considered email automation plan goes a long way in driving cross-sell and cementing loyalty.



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**Defining an effective loyalty content strategy**

Content is the final piece of the puzzle. A meaningful email loyalty strategy will involve having an ongoing dialogue with customers, which keeps them informed and interested and helps them feel valued and incentivised. This can be achieved through product news, special offers, exclusive promotions, invitations to events and loyalty points schemes. Aside from the obvious focus on customer nurture, email loyalty campaigns should also incorporate customer research and referral programmes.

Customer research is a valuable offshoot of email marketing and is great for test-launching products, identifying trends and opinions, inviting reaction to new developments or simply finding out what factors are likely to improve a customer's perception of your brand. A good email platform should feature an integrated suite of online survey tools that will enable you to send automated emails based on survey responses and respondent behaviour.

Similarly, email provides a powerful tool for building referral programmes. To encourage customers to participate you will most certainly need to offer an incentive whether it be vouchers or a free upgrade. Referral programmes give customers the opportunity to spread the word that they are pleased with your products and a chance to share their experiences and views. In turn, this insight can be used to inform product improvements, marketing activity and lead generation.

**Understanding the benefits**

A data-rich CRM system, dynamic segmentation, sophisticated automation and compelling content are the key components of any transformative email marketing strategy. Get all the elements right and email should provide you with the perfect platform from which to nurture customer intimacy, trust and satisfaction, and these are without a doubt critical factors for creating loyalty, support and ultimately advocacy.

# Marketing engineering is the key challenge for successful B2B email marketing

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INTERNATIONAL BUSINESS DEVELOPMENT
ARTEGIC



According to the last *Quartz Global Executives Study*, email marketing is the most important measure to reach decision makers in companies. But there are some special characteristics in B2B business that must be anticipated in email marketing.

Most purchasing decisions deal with highly specific products like management software or industrial machinery. This means the final purchase is usually preceded by a long information and decision process. Also, after-sales services and consulting are common in B2B. These characteristics can result in long and complex customer lifecycles. Furthermore, few recipients in B2B have a concrete purchase intention at the time they give their email marketing opt-in. So lead nurturing becomes one of the main tasks in B2B email marketing: systematically developing a recipient to become a customer.

**Lead nurturing through personalised lifecycle communication**

With lead nurturing, email marketing can really demonstrate its strengths. Email marketing can provide every recipient at every point of the customer lifecycle with content exactly tailored to the needs of the company, personal preferences and, in addition, raise interest for a concrete product or service. The whole dialogue from the point of lead generation to handing over the lead to the sales team is fully individualised.

But individualised lifecycle communication is no longer practical manually, making marketing automation indispensable. An effective lead nurturing method is, for example, triggered follow-up campaigns, which dynamically adapt to the recipients reactions. First, the recipient receives general information on a topic and when they react to it, the information becomes more solution-orientated, focusing on specific challenges the recipient's company is facing.

**Legally generating opt-ins**

For personalised email marketing, deep insights about the recipients are needed, which are generated by analysis of personal data. But collecting and using personal data for marketing purposes is only legal with the permission (opt-in) of the recipient, in addition to the 'general' email marketing opt-in. Gathering opt-ins for extensive profiling is therefore a very important issue.

With data use management technology it is possible to automatically execute opt-up campaigns based on the current opt-in status of the single recipient. For example: if a recipient registers for a newsletter without giving an additional profiling opt-in, they are asked for the additional opt-in as a part of the welcome campaign. If they do not react to it, they receive special opt-up mailings, asking for the opt-in, at regular intervals.

**Optimising processes with automated content processing**

An often underestimated challenge in email marketing is the allocation of large amounts of relevant and highly granular content. The more precise the personalisation becomes, the more specific the content must be and more single fragments of content are needed. The amount of required content even increases in international communication, when different languages must be addressed. Industry sector and market analysis, whitepapers, checklists, case studies and practical tips are good examples of relevant content for B2B email marketing.

In most companies, the particular content, or at least the resources to create the content, already exist. But gathering, editing and approval processes are inefficient and become a bottleneck for the whole communication.

To solve this problem the content processing must be automated, for example by using special

excel sheets, which are filled with content and automatically transform this content into the right marketing measures.

**Marketing engineering is the key to success**

The challenges that come with personalised email marketing demand close integration of marketing and information technology: marketing engineering. Lead nurturing, data use management and automated content processing are the marketing engineering key tasks for successful B2B email marketing, but there is even more to consider in the future.

# Why email should be at the centre of your integrated marketing strategy

ROBERT WESTAWAY
HEAD OF EMAIL OPERATIONS
ENABLER



In an increasingly competitive and noisy online marketing space, getting and keeping the attention of your target audience is a challenge. This is why savvy marketers are exploring a wide range of digital channels to engage with their customers – both existing and future.

Social media platforms from LinkedIn or Twitter, to Pinterest or even Snapchat can all provide marketers with valuable tools to engage and sell through, with the advantage of getting directly into someone's newsfeed and being able to spark immediate interest and engagement. Online advertising, including display, native and content (if targeted correctly) are all increasingly effective at capturing attention, broadening reach and ultimately driving traffic. However, none of these beat the high levels of engagement that email can achieve, which is why email marketing should be at the core of a strong B2B marketing strategy.

**Email gets results**

Email has been around since the dawn of the internet and is an often overlooked medium, but when you look at its effectiveness you soon see it is unbeatable.

In a B2B context email is even more of a valuable channel. It doesn't get stopped by ad-blockers, it's a medium your target audience are most likely permitted to use in office hours and as long as it isn't spam, it gets directly into your audience's inbox. Once received it can be filed, filtered or shared by its recipient. If the email content adds value to your audience it will be read, when the recipient wants to, in their place of choosing and at their pace. And with an average of 47 per cent of all emails now being opened via mobile, email is one of the first things people look at when 'killing time' on their mobile.

**Email gets engagement**

One of the clearest value-adding activities via email is enewsletters. As the internet becomes more fragmented and new platforms and services proliferate, the value of a targeted newsletter to a permission-based list increases. Benedict Evans of Andreessen Horowitz reported his newsletter, which went from zero to 10,000 subscribers in 12 months and is currently at around 20,000, achieves open and click-through rates of 60 per cent and over 35 per cent respectively, something you will never get on Facebook. That's 7000 highly engaged click-throughs from every newsletter.

**Email achieves retention**

As a B2B tool, enewsletters have a clear role in building reputation and maintaining relationships outside of the direct sales cycle. This longevity is hard to achieve through other channels. In studies users were asked to 'receive updates' from companies, only 10 per cent did so for Facebook updates, whereas 90 per cent opted for a newsletter.

**Email is cost-effective**

Good email marketing platforms will include facilities to amplify your emails' messages through social media. So by going for an email first strategy, you can leverage the investment across different channels. Write your content as long-form newsletter content and then create teasers for Twitter, LinkedIn and Facebook to keep the effort and costs down.

By placing email at the core of your digital marketing activities you can build value and longevity, as well as achieve engagement and successful ROI. Start with a content strategy and communications plan for your emails and then use a combination of owned, earned and paid media, such as social media and paid advertising, to complement your email activity and encourage sign-up.

# Getting to grips with marketing automation

STEVE DENNER
CO-FOUNDER AND COO
ADESTRA



Automated technology is revolutionising the world we live in and the impact for marketers is no different. The industry is being reshaped as marketing automation – a means to develop improved email marketing and sales campaigns – becomes increasingly accessible to businesses.

Today, automation software is being used by more companies looking to take advantage of the technology and the promise of marketing programmes driven by artificial intelligence. While the potential is exciting for many marketers, there is also a sense of trepidation, as only six per cent of marketers claim they feel confident enough to effectively use marketing automation technology to their company's advantage.

Complicating matters further, is despite these tools becoming more accessible and commonplace, there is no one-size-fits-all approach. Marketers need to think about how to implement automation software in a manner that ensures their strategy is effective.

**Don't try to go too fast too soon**

When implementing marketing automation software for the first time, pilot the technology with campaigns that are manageable in size, where you can easily pinpoint successes. Begin by mastering your automation software on more tactical campaigns, where you can see the immediate impact. Once you've done this, testing and learning as you go, you can move on to more complicated campaigns.

**Carry out a few simple 'engine' tests**

The term 'automation' could easily lead marketers to believe they can work on auto-pilot. This is not so. It is essential marketers do not take their eye off the ball. Marketers must ensure all elements of the campaign are operating as they should and that there are no broken links in the chain. Failure to do so might result in an automated approach quickly turning off potential customers – clearly not the aim of the game.

**Integration is key**

The purpose of marketing for any organisation is to help drive sales; it's essential that marketing fully understands how your organisation's sales cycle works. Integrating all marketing automation platforms into the CRM, ensuring both of these have the ability to talk to each other and share data, will help to benchmark and measure the effectiveness of all marketing activity.

**Think ahead to drive long-lead campaigns**

Marketing automation enables you to engage with your customers over a longer period of time, with more regular and relevant content. This is especially useful in B2B cycles, to keep you front-of-mind (and continue to demonstrate your value and expertise) when involved in long sales-cycles and purchase processes. Using automation as the backbone for your campaigns will help you to truly understand those you are targeting, making the sales process as streamlined as possible.

**How many of us are really in control?**

Marketing automation software can add value to marketing campaigns, but it's important to ensure all the bases are covered and there are resources dedicated to maintaining these technologies and maximising their potential. Marketing automation doesn't simply enable you to make a couple of clicks to save you time, it offers an opportunity to target more effectively and drive sales in the process.

The problem right now is too few marketers are planning, benchmarking and testing, and as a result, they are not getting the best out of their technology. If businesses want to see real returns they must focus on creating a team that both understands the business and has the time and attitudes to perfect how they implement their marketing automation software.

# Vendor product features

3

| | Adestra | artegic AG | Benchmark Internet Group | Campaign Master (UK) | CommuniGator | Concep | ContactLab | Experian Cross Channel Marketing | Flexmail | Implix | Inbox Warriors | Mail Agent | NewZapp | Pardot | PureResponse (Pure360) | Sentori | SHIFT Communications | SimplyCast | Submission Technology | VerticalResponse |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **PLATFORM** | | | | | | | | | | | | | | | | | | | | |
| Name of email platform | Adestra MessageFocus | artegic ELAINE | Benchmark Email | Campaign Master (UK) | CommiGator | Concep Send | ContactLab | Experian Cross Channel Marketing Platform | Flexmail Email Marketing Solutions | GetResponse.com | Inbox Warriors Mail | MailAgent | NewZapp Email Marketing | Pardot | PureResponse (Pure360) | Sentori | Message Systems Momentum | SimplyCast | Variant4 | Vertical Response |
| **DATA** | | | | | | | | | | | | | | | | | | | | |
| Segmentation options | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Subscriber profiles | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | – | ✓ | ✓ | ✓ |
| Behavioural targeting | ✓ | ✓ | ✓ | ✓ | ✓ | × | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | – | – | ✓ | × |
| Data audit | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | – | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | × |
| Sign-up forms | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | × | ✓ | ✓ | ✓ |
| Social data capture | ✓ | ✓ | ✓ | ✓ | ✓ | × | ✓ | ✓ | – | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | × | × | ✓ | ✓ |
| Single campaign opt-out | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | – | ✓ | ✓ | ✓ |
| Universal opt-out | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | × | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **CREATION** | | | | | | | | | | | | | | | | | | | | |
| Email designer | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | × | ✓ | ✓ | ✓ |
| Email templates | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Mobile-ready templates | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| RSS-to-email | ✓ | ✓ | ✓ | ✓ | × | ✓ | ✓ | × | ✓ | ✓ | ✓ | × | × | ✓ | ✓ | × | ✓ | ✓ | × | × |
| Web-to-email | ✓ | ✓ | ✓ | ✓ | × | ✓ | × | × | ✓ | – | ✓ | × | × | ✓ | ✓ | × | – | ✓ | ✓ | × |
| Dynamic/personalised content | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **DELIVERY** | | | | | | | | | | | | | | | | | | | | |
| Mobile optimisation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Auto-responders | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | × |
| Spam diagnostics | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | × |
| Delivery scheduling | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Email testing (A/B testing) | ✓ | ✓ | ✓ | ✓ | ✓ | × | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | × |
| Delivery by time zone | × | ✓ | ✓ | ✓ | × | ✓ | ✓ | ✓ | – | ✓ | × | × | ✓ | ✓ | ✓ | × | ✓ | × | × | × |
| Inbox preview | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | × | × | ✓ | ✓ | ✓ |
| Re-send to non-opens | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | × | ✓ | ✓ | ✓ | ✓ |
| Automation | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| **ANALYTICS** | | | | | | | | | | | | | | | | | | | | |
| Click/open rates | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Bounces | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Location reporting | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | × | ✓ | ✓ | × | ✓ | × | ✓ | × |
| Social reporting | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | – | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | – | ✓ | ✓ | ✓ |
| PDF reports | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | × | ✓ | × | ✓ | ✓ |
| Sharing | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Campaign archives | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Google analytics integration | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | – | ✓ | ✓ | × |
| **SUPPORT** | | | | | | | | | | | | | | | | | | | | |
| Mobile app | × | × | ✓ | ✓ | × | ✓ | × | × | – | ✓ | ✓ | × | × | ✓ | × | × | – | × | × | ✓ |
| Live chat support | ✓ | × | ✓ | × | ✓ | × | × | × | – | ✓ | × | × | × | ✓ | × | × | × | ✓ | ✓ | ✓ |
| Phone support | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Webinars | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | × | ✓ |
| Videos | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | × | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | × | ✓ |
| Best practice resources | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |

# Vendors in detail

4

# 4.1 Adestra



| | |
|---|---|
| **Name** | Adestra |
| **Date founded** | 2004 |
| **HQ address** | Holywell House, Osney Mead<br>Oxford, OX2 0EA |
| **Website** | adestra.com |
| **Telephone number** | +44 (0) 1865 255241 |
| **Contact email address** | moreinfo@adestra.com |
| **Blog address** | adestra.com/blog/ |
| **Twitter** | @adestra |

## Personnel

| | |
|---|---|
| **Number of permanent staff 2014** | 79 |

## Key personnel

| | |
|---|---|
| **CEO** | Henry Hyder-Smith |
| **COO** | Steve Denner |
| **Global partner network** | Skip O'Neill |
| **Global advisor** | Matt McGowan |

## Clients

| | |
|---|---|
| **Number of clients 2014** | 431 |
| **Clients** | UBM Information, Thomas Reuters (Professional) UK, Electric Word, Forum Business Media, Business Monitor International, Future Publishing, DMG Events, The Celtic Manor Resorts, DC Thomson & Co, CIPD, Henry Stewart, Oxfam, NSPCC, BMJ Publishing Group. |

**Client testimonials**

"The service from every single person at Adestra – whether it be IT support or account management – has been unbelievably good. Nothing is too much trouble and it is rare to experience such a high level of service in business today," The Office Spa.

"MessageFocus is fantastic with the best reporting I've seen on any system. And I've used most of them," GoldSand Digital.

"One of the few suppliers we work with who are really worth the money," Crisis.

## Performance

| | |
|---|---|
| **Turnover** | £5,524,232 |
| **Sector specialisation** | Email marketing |
| **2012-2013 YOY growth** | 23 per cent |
| **Partners** | Agency partners: More2, Cyanca, The Blueberry Wave.<br>Integration partners: Salesforce, MAgento, Google.<br>Strategic partners: Econsultancy, LiveIntent, PPA. |

*“68% of companies rated email as ‘excellent’ or ‘good’ for ROI... companies are attributing 23% of their total sales to the email marketing channel.”*

Find out all the latest insights: Download your copy of the
**2014 Email Marketing Industry Census**
**adestra.com/emailcensus**

*“Adestra really helped us with an intelligent & sophisticated solution, increasing conversions while maintaining a positive customer experience.”*

the diamond store
LONDON

adestra

# 4.2 artegic AG

| | |
|---|---|
| **Name** | artegic AG |
| **Date founded** | 1994, rebranded to artegic AG in 2005 |
| **HQ address** | Zanderstr. 7<br>53177 Bonn |
| **Website** | artegic.com |
| **Telephone number** | +492282277970 |
| **Contact email address** | info@artegic.com |
| **Blog address** | artegic.com/blog |
| **Twitter** | @artegic_uk |

## Personnel

| | |
|---|---|
| **Number of permanent staff 2014** | Over 65 |

## Key personnel

| | |
|---|---|
| **CEO** | Stefan von Lieven |
| **CTO** | Jörg Sayn |
| **CHRO** | Dr Denis Giffeler |

## Clients

| | |
|---|---|
| **Clients** | BMW, Payback, Asus, Canyon, Hyundai, Ticketmaster. |

artegic

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artegic is the effective connection of marketing and IT. We support companies to significantly improve their results through technology for **marketing automation** and **online CRM**, marketing process optimisation as well as know-how for customer-centred online dialogue communication via email, mobile applications and social media.

**Our mission: Enabling Marketing Excellence Online - Better results with more efficient use of tools.**
We support companies in the construction and development of their sustainable customer relations in B-to-C and B-to-B with IT-supported marketing, integrated via all online channels.

GET IN CONTACT:

artegic AG

(w) www.artegic.com
(e) info@artegic.com

# 4.3 Concep

| | |
|---|---|
| **Name** | Concep |
| **Date founded** | 2004 |
| **HQ address** | The Plaza,<br>535 Kings Road,<br>London, SW10 0SZ,<br>United Kingdom |
| **Website** | concep.com |
| **Telephone number** | +44 (0)207 952 5570 |
| **Contact email address** | Europe@concep.com |
| **Blog address** | concep.com/blog |
| **Twitter** | @concepglobal |

## Personnel

| | |
|---|---|
| **Number of permanent staff 2014** | 47 |

## Key personnel

| | |
|---|---|
| **Managing director** | Peter Byre |
| **AP director** | Annabel Power |
| **Technical and product director** | Will Bonner-May |

## Clients

| | |
|---|---|
| **Number of clients 2014** | 220 |
| **Clients** | Hogan Lovells LLP, Slaughter & May, KPMG, Investec, Commonwealth Bank Group, Goldman Sachs Asset Management, DTZ, Ingredion, Capita Property & Infrastructure, Smith & Williamson. |

**Client testimonials**

"The level of automation Concep has provided is invaluable. It allows us to free up internal resources, but more importantly, it has made a huge improvement to the quality of messages we deliver to our clients. All analytics are utilised and the communications are more personalised than ever," Sally Saadeh at DTZ.

"We have just started using Microsoft Dynamics CRM, thanks to the integration with Concep Send, we now have all the information from our campaigns flowing seamlessly into the database," Samuel Taylor at Moore Stephens LLP.

"Integrating with Concep Send has helped streamline our processes and has opened the channel for valuable data to now enter our InterAction CRM system," Kamini Mistri at Field Fisher.

## Performance

| | |
|---|---|
| **Turnover** | £3.2 million |
| **Sector specialisation** | Digital marketing |
| **2012-2013 YOY growth** | 12 per cent |
| **Partners** | LexisNexis, Thomson Reuters Elite, Salesforce, Microsoft Dynamics, Hootsuite, Return Path, IAB, Legal Marketing Association. |

concep SEND




# SUPER-FAST, INTUITIVE AND **ULTRA-PERSONALISED**

High-value relationship marketing needs an optimised experience on any device. Concep SEND's responsive event workflows and automated emails, all tightly integrated with your CRM.

salesforce  Microsoft Dynamics  LexisNexis  saleslogix

## LET'S CHAT

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LONDON | NEW YORK | SYDNEY

# 4.4 dotmailer

| | |
|---|---|
| **Name** | dotmailer |
| **Date founded** | 1999 |
| **HQ address** | No 1 Croydon<br>12-16 Addiscombe Road<br>Croydon<br>CR0 0XT |
| **Website** | dotmailer.com |
| **Telephone number** | +44 (0)20 8662 2762 |
| **Contact email address** | marketing@dotmailer.com |
| **Blog address** | dotmailer.com/blog |
| **Twitter** | @dotmailer |

## Personnel

| | |
|---|---|
| **Number of permanent staff 2014** | 180 |

## Key personnel

| | |
|---|---|
| **CEO** | Peter Simmonds |
| **COO** | Tink Taylor |
| **Client services director** | Skip Fidura |
| **CFO** | Milan Patel |
| **Technical director** | Simon Bird |
| **Sales director** | Rohan Lock |
| **Marketing director** | Chris Boddice |

## Clients

| | |
|---|---|
| **Number of clients 2014** | 5000 |
| **Clients** | Econsultancy, Elemis, Reiss, Paperchase, Odeon Cinemas, ITV, FujiFilm, GFK, Toni & Guy, City & Guilds, Vax, Marie Curie Cancer Care, Crystal Palace FC, Blue Arrow, Renault Trucks. |

**Client testimonials**

"When we used dotmailer, we were blown away," City & Guilds.

"dotmailer has delivered outstanding results," Cabbages & Roses.

"dotmailer makes our email marketing child's play," Danone Nutricia.

## Performance

| | |
|---|---|
| **Turnover** | £13.8 million |
| **Sector specialisation** | Retail, travel and leisure, financial services, media, professional services, technology, not-for-profit |
| **2012-2013 YOY growth** | 16 per cent |
| **Partners** | Wunderman (WPP), Greenlight Digital, JellyFish, Extravision, TAG Worldwide, DBG, BlueVenn. |

# Get an A+ in e-marketing

dotmailer are the UK's No.1* email marketing automation experts.

We didn't get there by mistake. We provide platforms and solutions to companies across the UK and the globe that don't just deliver emails, but help marketers deliver their entire vision.

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# 4.5 Enabler

PANCENTRIC DIGITAL

| | |
|---|---|
| **Name** | Pancentric Digital: Enabler |
| **Date founded** | 2003 |
| **HQ address** | 4-8 Emerson St<br>Bankside, London, SE1 9DU |
| **Website** | enablermail.com |
| **Telephone number** | +44 (0)207 099 6370 |
| **Contact email address** | woody@pancentric.com |
| **Blog address** | pancentric.com/weblog/ |
| **Twitter** | @pancentric |

## Personnel

| | |
|---|---|
| **Number of permanent staff 2014** | 56 |

## Key personnel

| | |
|---|---|
| **Products director** | Martin Boswell |
| **Technology director** | James Downes |
| **Marketing director** | Simon Fenn |
| **Client director** | Bruce Stewart |
| **Head of managed services** | Edward Woodham-Smith |

## Clients

| | |
|---|---|
| **Number of clients 2014** | 67 |
| **Clients** | RSA, Allianz Petplan, Canada Life, Ralph Lauren, Silverstone, Protect Your Bubble, L'Oreal, Bluefin, Hiscox, Swiftcover, KidStart. |

**Client testimonials**

"This intuitive and easy to use e-comms platform provides us with the functionality we require to regularly engage with our target audience. Our team has the ability to put together responsive email templates, dynamic newsletters, forms and surveys, all of which we send to groups of up to 14,000 contacts. We use a wide variety of detailed metrics that are available in the reporting suite. We have found it to be a very stable platform and one that is backed up by a highly efficient, knowledgeable and helpful support team," RSA.

"Emails are a core component of KidStart's marketing strategy and since our launch in 2008 we have been using Pancentric's Enabler platform with much success. With send volumes of over 35 million per annum, the ongoing support from Pancentric has been outstanding, including valuable critiques of our email design and strategy and fast resolution of technical and deliverability queries, as well as bespoke data report requests," KidStart.

## Performance

| | |
|---|---|
| **Sector specialisation** | Insurance, other financial services, retail. |
| **2012-2013 YOY growth** | 13 per cent |

enabler

# SUPERCHARGE YOUR EMAIL MARKETING

Enabler is an enterprise level email marketing solution designed and supported by one of the UK's leading digital agencies.

We provide businesses with the software they need to communicate with their customers and the marketing strategy they need to achieve their business objectives.

To see how Enabler can help your business, request your free demo at enablermail.com or call 020 7099 6370

RSA Bluefin KidStart The smart way to save for children Petplan Ralph Lauren HISCOX AS GOOD AS OUR WORD

PANCENTRIC DIGITAL

# 4.6 GetResponse

| | |
|---|---|
| **Name** | GetResponse.com |
| **Date founded** | 1998 |
| **HQ address** | Implix USA Inc.,<br>World Trade Center Delaware,<br>802 West Street,<br>Ste 105,<br>Wilmington, DE 19801, USA |
| **Website** | GetResponse.com |
| **Telephone number** | +48 58 668 31 30 |
| **Contact email address** | office@implix.com |
| **Blog address** | blog.getresponse.com |
| **Twitter** | @getresponse |

## Personnel

| | |
|---|---|
| **Number of permanent staff 2014** | Over 200 |

## Key personnel

| | |
|---|---|
| **CEO** | Simon Grabowski |
| **VP of IT and operations** | Christopher Milkowski |
| **Customer success director** | Ola Grabowski |

## Clients

| | |
|---|---|
| **Number of clients 2014** | Over 350,000 |
| **Clients** | Hilton, Raiffeisen Insurance, GlaxoSmithKline, iStock Photo, Vemma. |

**Client testimonials**

"GetResponse is head and shoulders above the rest. I call it my email marketing secret weapon!" Neil Patel at KISSmetrics, Quick Sprout and Crazy Egg.

"Operating 29 markets, with thousands of emails in up to 15 languages sent every month, we know our emails are in good hands," Hanna Kugiel at Vemma.

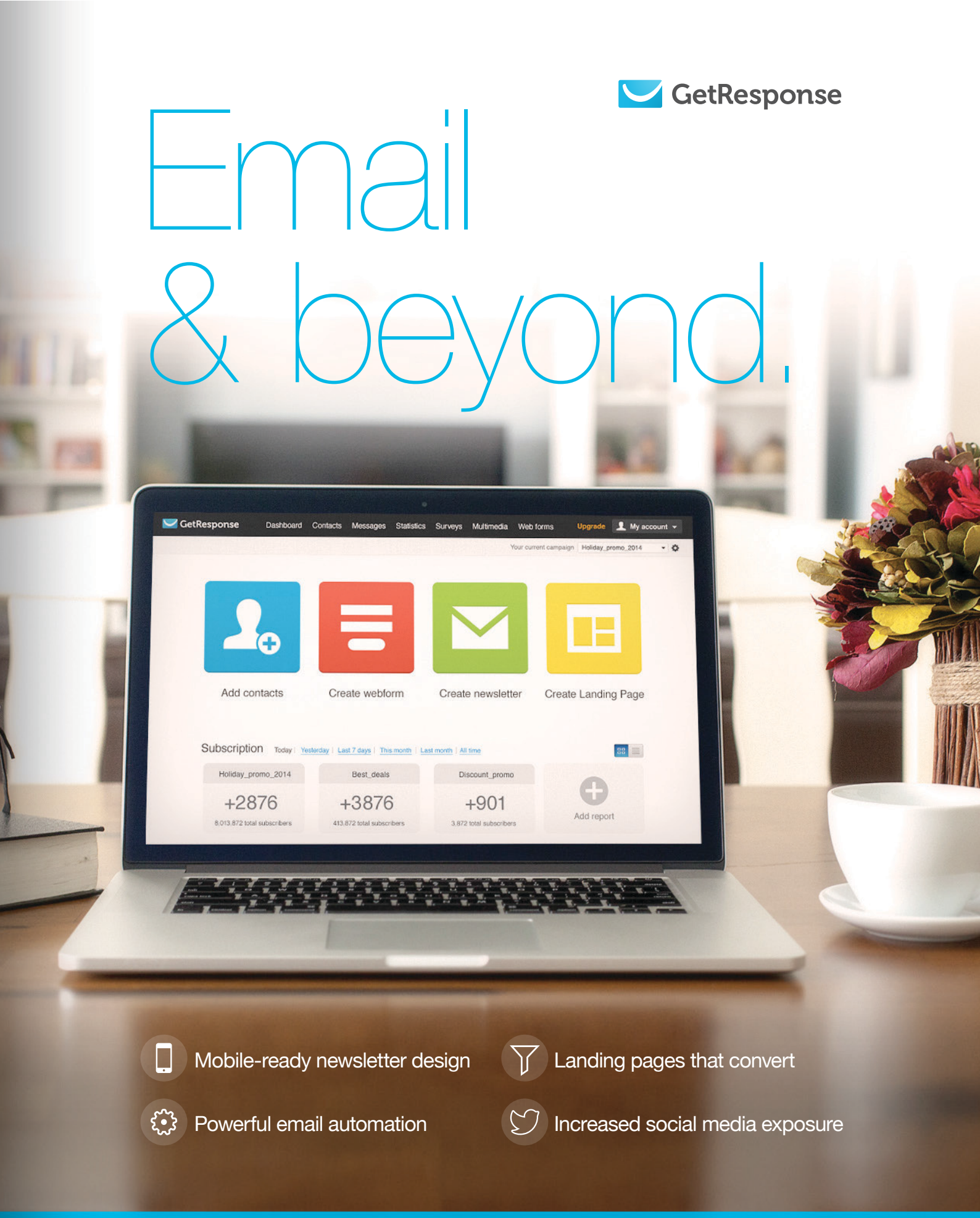
"I started with about 50 people I had from a free service. I switched to GetResponse and never looked back. Since then my list has grown to over 14,000. My best advice is get started now using them," Earma Brown at Write to Win Institute.

## Performance

| | |
|---|---|
| **Turnover** | $16.7 million USD |
| **Sector specialisation** | IT |
| **2012-2013 YOY growth** | 53.93 per cent |

GetResponse

# Email & beyond.




- Mobile-ready newsletter design
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- Increased social media exposure

Get your brand online with the all-in-one online marketing solution - www.getresponse.com

# 4.7 NewZapp

| | |
|---|---|
| **Name** | NewZapp Email Marketing |
| **Date founded** | 1998 |
| **HQ address** | Bradley House,<br>7 Park Five Business Centre,<br>Harrier Way, Exeter,<br>Devon, EX2 7HU<br>United Kingdom |
| **Website** | newzapp.co.uk |
| **Telephone number** | +44 (0)845 612 5544 |
| **Contact email address** | hello@newzapp.co.uk |
| **Blog address** | blog.newzapp.co.uk |
| **Twitter** | @NewZapp |

## Personnel

| | |
|---|---|
| **Number of permanent staff 2014** | 11 |

## Key personnel

| | |
|---|---|
| **Managing director** | Trevor Munday |
| **Technical director** | David Hazzard |
| **Sales director** | Darren Hepburn |
| **Marketing executive** | Gracie Stewart |

## Clients

| | |
|---|---|
| **Number of clients 2014** | Over 630 paying and over 10,000 other users. |
| **Clients** | Network Rail, Argos, Royal Mail, Plymouth University, Devon County Council, Environment Agency, UK Hydrographic Office, BT Business, Kingston University, Welsh Assembly Government, Burts Potato Chips, Sovereign Housing. |

**Client testimonials**

"We successfully sent out our first newsletter and everyone really likes the design, colours and layout, so thank you," Network Rail.

"What we were looking for was a cost effective email marketing supplier, and NewZapp fitted the bill perfectly," Royal Mail.

"This is one of the easiest to use and most effective communications tools and helps us reach a wide audience," NHS North West.

## Performance

| | |
|---|---|
| **Turnover** | £1-1.5 million |
| **Sector specialisation** | Retail products, business services, marketing agencies. |
| **2012-2013 YOY growth** | 35 per cent |
| **Partners** | Royal Mail and DBS Data. |

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Email Marketing




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# About B2B Marketing




B2B Marketing is the comprehensive information resource for B2B marketers. Its mission is to provide practitioners with the information they need to perform better and achieve more, whatever sector of the B2B space they are operating in.

Launched in 2004 as *B2B Marketing* magazine, it has since evolved into a multi-faceted resource, delivering a broad range of content in a variety of different forms and formats.

Its key products are:

**Magazine:** The essential monthly guide to B2B marketing, with a key focus on best practice guidance, plus monthly features looking at current trends, regular research and profiles.

**Awards:** The showpiece event for brands and practitioners, attracting over 800 people. Former winners include a host of top-tier B2B brands, including Amex, Barclays, Cisco, Dell, Fujitsu, IBM, KPMG, Nokia, O2, Oracle, Orange, SAP, Thomson Reuters, Vauxhall UK, and many more.

**Research and reports:** A library housing the best in B2B in-depth practical guidance and research into specific channels or industry issues.

**Training:** Comprehensive, integrated and flexible training programmes enable client-side and agency marketers to boost their skillsets and confidence, improve their effectiveness and increase impact on their brand.

**Events:** Quarterly headline events providing essential learning and networking opportunities, including the B2B Summit, the annual B2B Conference and the B2B Leaders Forum.

**Membership:** Become a member and receive all research and reports for free. You will also receive exclusive invites to members-only networking events, get discounts on training seminars, workshops and conferences and receive a subscription to the monthly magazine. There are different levels of membership available.

**For more information on any of these products or services go to b2bmarketing.net or call +44 (0) 20 7014 4920**

# STAY ON TOP OF THE MARKETING EVOLUTION

## Premium membership

B2B marketers have never had to be so multi-skilled and accountable to business objectives. Marketers need up-to-the-minute research, knowledge and insight to ensure they are not left behind.



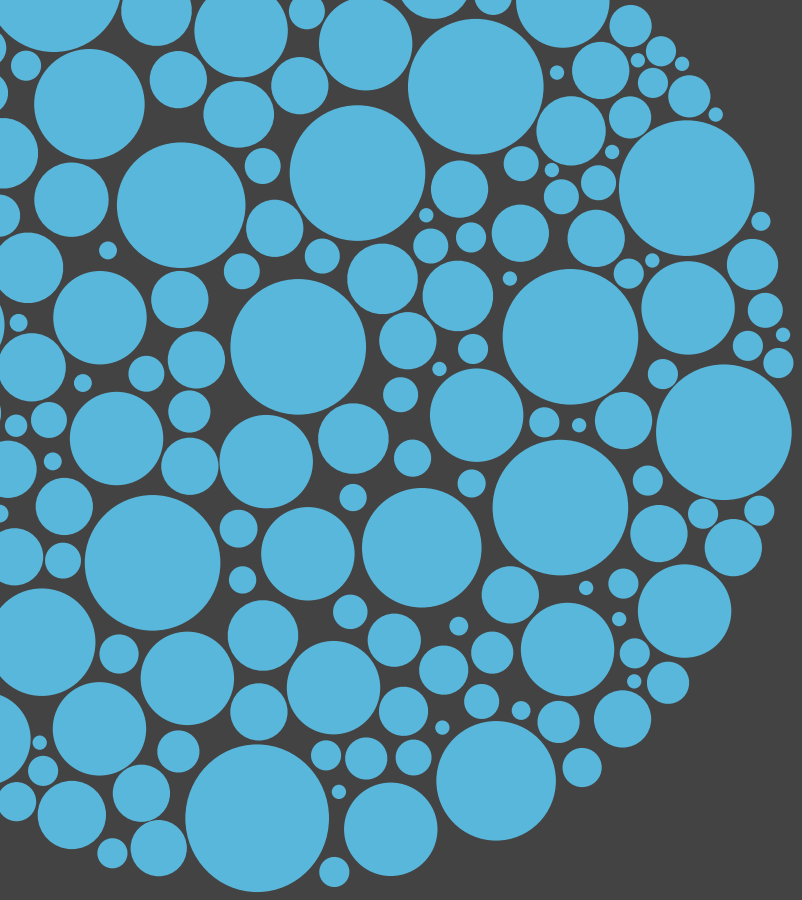

## Join us today

**To find out more, contact our membership team:**

**Phone** +44 (0) 20 7014 4920

**Online** b2bmarketing.net/membership

**Email** membership@b2bmarketing.net






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**147-149 Farringdon Road**
**London**
**EC1R 3HN**

**info@b2bmarketing.net**
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