
emedia
The Lead Generation

About Us

1999 — eMedia founded

2006 — Entered into partnership with RBI

ComputerWeekly

Personnel Today

2009 — Successful launch of Global Reach Program

2014 — **Acquired by Ziff Davis –** Leading Global Digital Publisher. Multi channel reach via collaboration with PC Mag, Toolbox and other brands

Content Creation services is established, offering a suite of digital content products including Webinars, in partnership with ON24

2015 — Global network reaches **47million**

Most successful bulletin redesign to date. Inbox placement reaches all time high of **98%**




16
YEARS
Experience
Direct
access
to 47M
BUYER$
PASSPORT
Global Reach

Our Channels

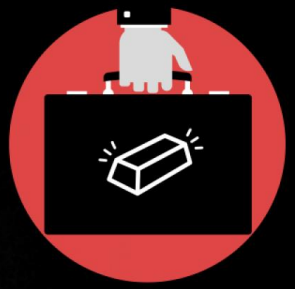
Online → ZIFF DAVIS | PC MAGAZINE | Toolbox.com

Email → eMedia

ZD Personal Engagement ↗

Our Products

Lead Generation



eMedia Premium



eMedia Premium Plus



Trial Downloads

Our Products

Lead Generation



Intelligent Nurturing



Appointment Setting



Account Based Marketing

Our Products

Brand Awareness



Web Display



In Bulletin Ads



Targeted EDMs

Our Products

Audience Intelligence



Survey



Prospect insight



Marketing Insights

Our Products

Data Enrichments



ZD Data Detox



ZD Data Supplement



ZD Data Fortify



Custom Build

Content Creation



White Papers



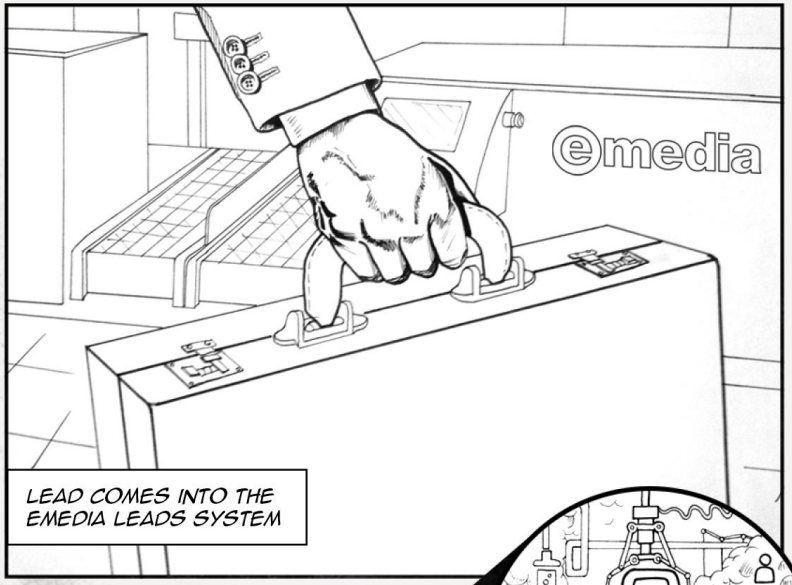
Infographics



Ebooks / Buyer's Guides

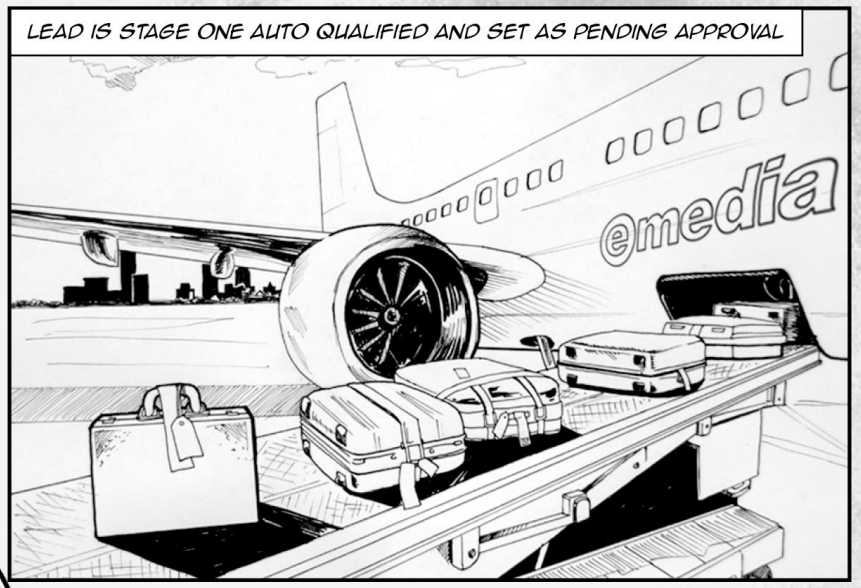


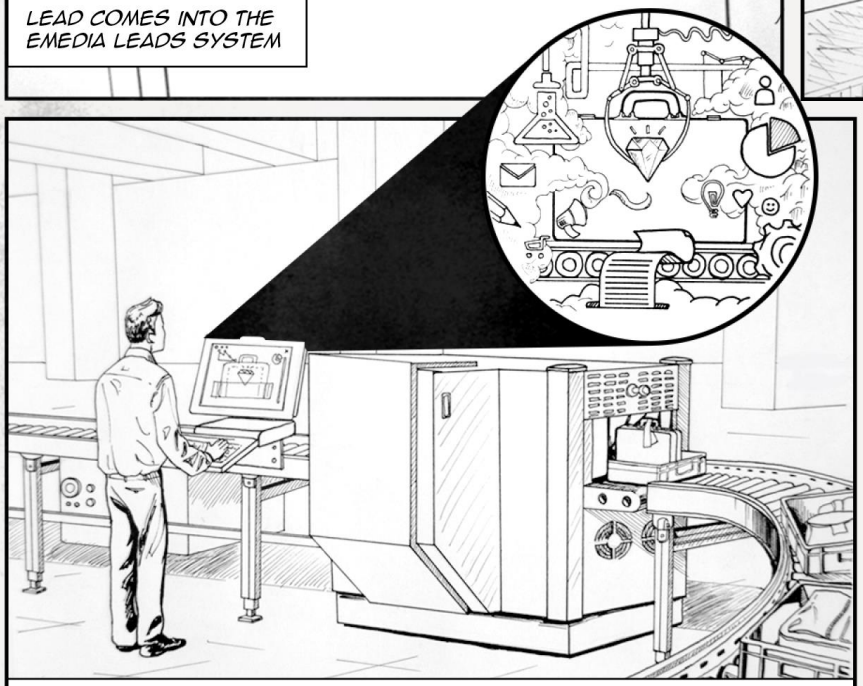
Webinars



LEAD COMES INTO THE EMEDIA LEADS SYSTEM

LEAD IS STAGE ONE AUTO QUALIFIED AND SET AS PENDING APPROVAL





LEAD IS THOROUGHLY CHECKED BY OPS TEAM TO ENSURE ALL QUALIFYING CRITERIA AND DATA QUALITY STANDARDS ARE MET



LEAD IS SECURELY DELIVERED MANUALLY OR AUTO-UPLOADED TO CLIENT'S DESIGNATED LEAD MANAGEMENT SYSTEM. IT'S NOW READY TO LAUNCH THE NEW CUSTOMER ACQUISITION JOURNEY.

Scoring & Nurturing

Project Timeline

0 - 3 months	3 - 6 months	6 - 12 months	12 - 18 months
10 pts	8 pts	5 pts	2 pts

Company Size by filter level

0 - 250	=	1 point
250 - 500	=	2 points
500 - 1000	=	3 points
500 - 1000	=	3 points
500 - 1000	=	3 points



Job Title

Director	=	5 points
Manager	=	3 points
Pro	=	1 points

Asset Download Scoring: We have defined the asset from the excel file sent to be used for mailers

Phase 1 mailers: 5 points awarded per asset downloaded
Phase 2 mailers: 8 points awarded per asset downloaded
Phase 3 mailers: 10 points awarded per asset downloaded

Contact Grading: A Final Grade – A, B, C, D will be given based on the overall score after phase 3 mailers and all points are added up.

5 - 10 points	=	Grade D contacts
10 - 20 points	=	Grade C contacts
20 - 25 points	=	Grade B contact
25 + points	=	Grade A contact

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This Could Lead Anywhere...

