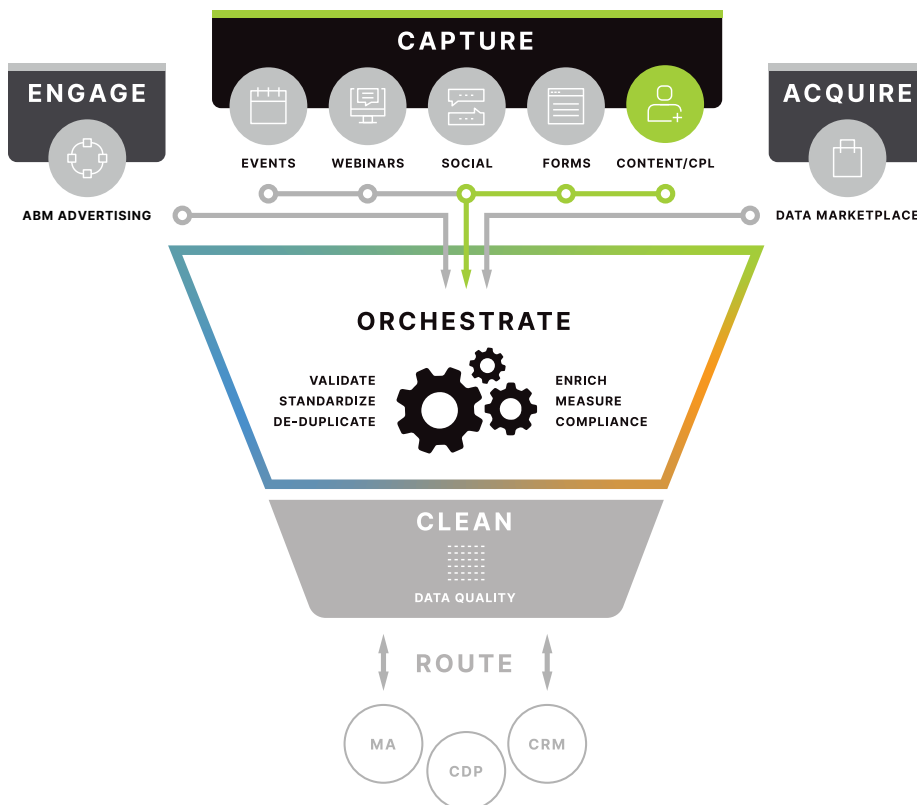




Integrate Content Syndication/CPL

Transform The Way You Collect And Process Event Leads

The best demand marketing programs run through Integrate. By unifying and amplifying your B2B marketing universe, we provide a home base for running, managing and measuring demand generation programs.



Our demand orchestration platform brings more high-quality top-of-funnel leads into marketing automation systems faster and allows companies to scale sales pipeline, accelerate revenue and maximize ROI.



Content Syndication And CPL For Marketing Success

Successful marketers understand the challenges of reaching new audiences with branded content, and capturing marketable contact information for nurturing and follow-up.

KEY HIGHLIGHTS OF OUR CONTENT/CPL SOLUTION:

Our world-class service team will advise you on campaign strategy and help you optimize to meet your goals.

Automate demand campaign setup, management, lead governance, data routing, and program optimization with our enterprise software platform.

The Power Of An Integrated Approach

INTEGRATE CONTENT SYNDICATION/CPL LEADS

Content syndication or CPL leads that meet your pre-defined parameters are loaded directly into the Integrate platform from your favorite sources. Only clean, intelligent lead data is passed on to your marketing automation and CRM systems.

CLEAN, INTELLIGENT, ACTIONABLE DATA

Once these leads are in Integrate, they receive the built-in benefits of the Integrate platform, including:



Validation



Data enrichment



MA and CRM integration



De-duplication



Mapping to your database fields



Measurement

ANALYTICS FOR OPTIMIZATION

With the Integrate solution, you'll be able to measure content syndication or CPL lead performance alongside other demand channels, delivering a clear understanding

of which messaging and demand initiatives are driving the most sales pipeline opportunities and attributing to revenue growth.

GET IN TOUCH

Learn more about how Integrate's Content Syndication/CPL lead capture can impact your business.