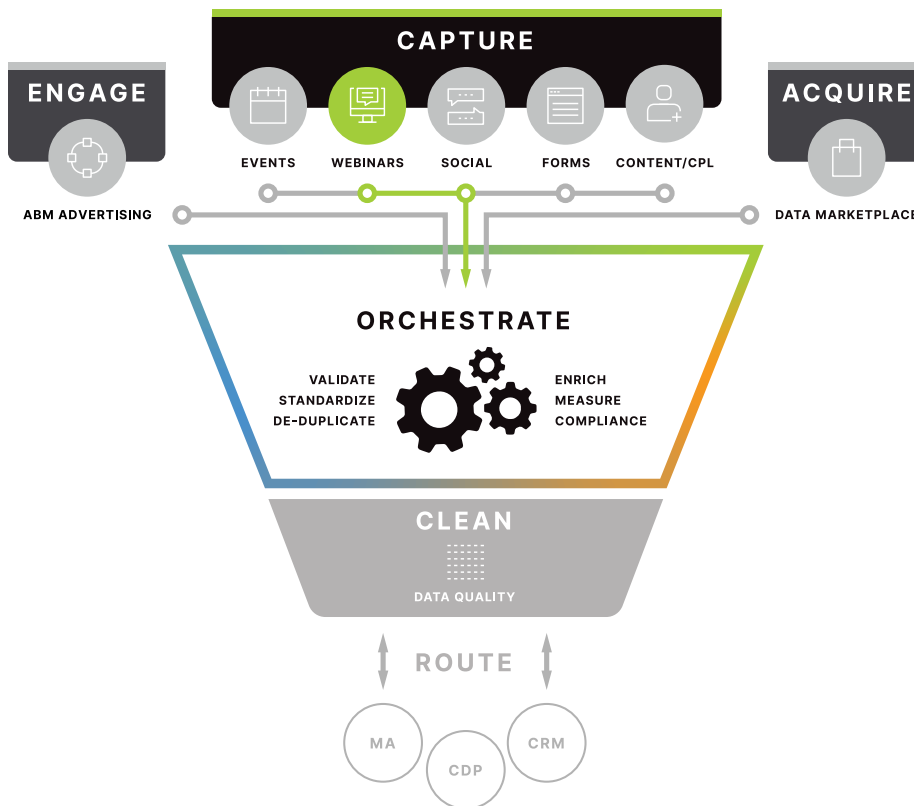




Integrate Webinar Solution

Webinars: Connect With Wider Audiences

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 webinar and online event leads into marketing automation systems faster and allows companies to scale sales pipeline, accelerate revenue and maximize ROI.



Webinar Demand Generation

Webinars are an affordable, widely-used way to deliver targeted messaging to B2B decision-makers and cultivate leads. Webinar providers process the leads for you and deliver reports that can show inflated lead numbers due to inaccurate or missing information.

INTEGRATE'S COMPREHENSIVE WEBINAR SOLUTION ENABLES YOU TO:

Integrate takes webinar leads directly from the providers and processes it in the platform to route better data to your systems.

Integrate's webinar solution can help you create actionable data not only to boost your pipeline, but avoid flooding your marketing automation platform or CRM with data that doesn't belong

The Power Of An Integrated Approach

INTEGRATE WEBINAR DATA SOLUTION

Webinars are considered to be an excellent source of high quality lead generation in the B2B marketing world. Decision-makers are more apt to attend a webinar than commit to an in-person meeting to learn about products and services, which makes webinar marketing a critical component of any demand marketing strategy.

CLEAN, INTELLIGENT, ACTIONABLE DATA

Once these leads are in Integrate, they get all 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 webinar performance alongside other top-funnel demand programs, delivering a clear understanding of which messaging and demand initiatives are driving the most sales pipeline opportunities.

GET IN TOUCH

Learn more about how the Integrate webinar solution can impact your business.