



## HIGHLIGHTS

Content driven high-quality targeted leads using a Cost-per-lead (CPL) model on the largest B2B content distribution network. Our guaranteed lead programs deliver the quality you are looking for.

### The NetLine Value

- Broader reach beyond list rentals and online advertising.
- Increased targeting by reaching sites that your target audiences value.
- Increased offers-to-prospects conversion rates.
- Stronger results with no burden on your marketing team.
- Flexible pay-for-performance models.
- Full branding on abstract summary, landing pages, and registration.

## Lead Source: Lead Generation that Produces Results

NetLine's Lead Source service enables companies to deliver and execute a proactive lead generation strategy that produces more targeted leads with higher value than any other lead generation service. Unlike search engine marketing (SEM) or banner ads, NetLine's business model is to deliver leads-by-content. Let your content qualify your targeted leads. NetLine's leads-by-content programs are promoted in over 15,000 online properties across 33 key business sectors that dramatically increase the quality of the leads.

*"NetLine's Lead Source gave us a very effective channel to leverage our thought leadership. We were surprised and pleased at the speed with which we fulfilled our goals, and the quality of registrants for our white papers matched our expectations dead-on."*

*Amy Bills, Director of Field Marketing  
Bulldog Solutions*

## Customizable Programs Focused on Your Criteria

NetLine's Lead Source sets the standard in lead generation and offers a variety of programs to meet any marketing budget in addition to providing the most tailored CPL programs in the marketplace. NetLine's programs are designed to produce results beyond raw lead volume. Our proven effective Lead Source service ensures superior ROI by matching costs with results. We've all seen lead-generation campaigns that produce truckloads of leads, only a fraction of which end up being useful. Only you can define "quality" when it comes to leads worthy of passing along to your sales organization. That's why we work with you to select appropriate qualification criteria.



NetLine's superior technology and expert services ensures successful lead generation programs. NetLine reduces the complexity and high-cost of lead generation using dozens of automated and streamlined systems.

## Features

- Filter on geography, company size, industry, and job function.
- Custom qualification questions identifies your targets.
- Your branding throughout partner promotions, web pages, emails, and offer content.
- Automated lead de-dupe eliminates paying twice for the same lead.
- Patented quality lead scoring.
- Dedicated performance monitoring by Client Services.
- Value-added "Thank You" response program.
- Lead Source web portal for reports and analysis.
- Lead exporting with SFA connectors and rule based routing.
- Automatic lead email alerts.
- Lead validation and field checking maintain database integrity.
- Automatic fraud detection and removal.
- Student and consultant removal.

## Benefits

- Quality audience reach with more relevant content based on contextual information.
- Increased and maximized brand equity.
- Targeted and qualified prospects based on your criteria.
- Increased impact of your marketing dollars by tying spending to results with a Cost-Per-Lead (CPL) program.
- Improved accuracy of leads and reduced time to sales action.
- Extended reach: your offers placement with relevant publications of topic and content gives you an extended quality audience.

## Extend the Value of Lead Generation with Lead Source

Combined with any NetLine superior Lead Enhancement or Lead Nurturing solutions, like NetLine's Second Touch, NetLine's Intelligent Lead Nurturing, or Distributed Solution, NetLine's Lead Source will extend the value of your Lead Generation programs.

Example: Easy campaign set-up.

Example: NetLine Web Portal supports reporting and analysis.

## About the Network

Our network is the foundation of our expansive distribution platform, and includes NetLine's TradePub.com and 1000's of B2B websites, blogs, and relevant online properties. Our audience of business professionals is continually expanding, and with a 75% average of traffic driven from our partner sites, the result is a higher influx of fresh and new prospects on a consistent basis, in contrast to large destination sites.

## About NetLine

NetLine Corporation is a leading B2B performance-based integrated marketing company that provides online lead generation and marketing services for Advertisers, Marketers, and Publishers. Clients include IBM, Juniper Networks, Microsoft Corporation, Neo@Ogilvy, SAP, and Universal McCann, among others.

For more information visit, [www.NetLine.com](http://www.NetLine.com) or call NetLine to speak with a programs expert 408.340.2200.