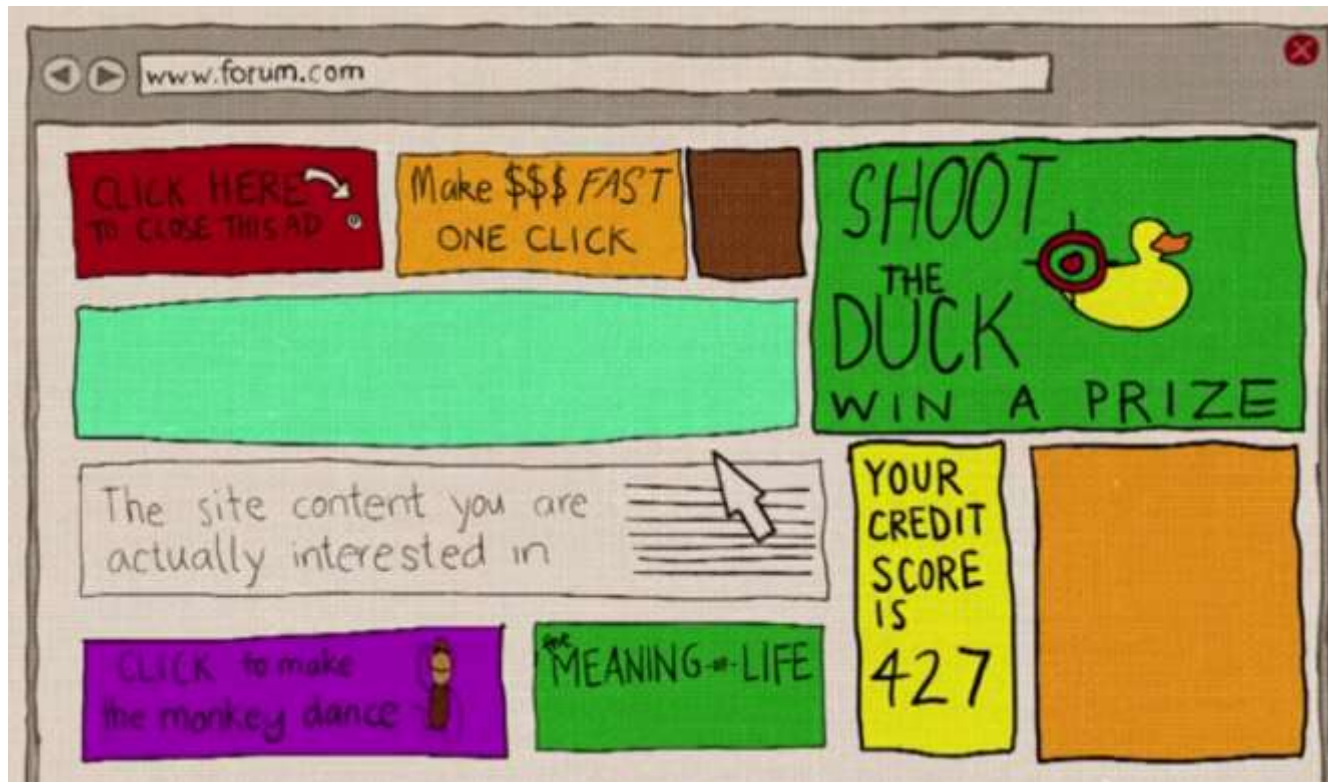


How premium publisher partnerships and content marketing can help you and generate better leads

Lee Hartt

Competing for attention

In the multi-screen world, we are not competing for attention just between content and adverts anymore...

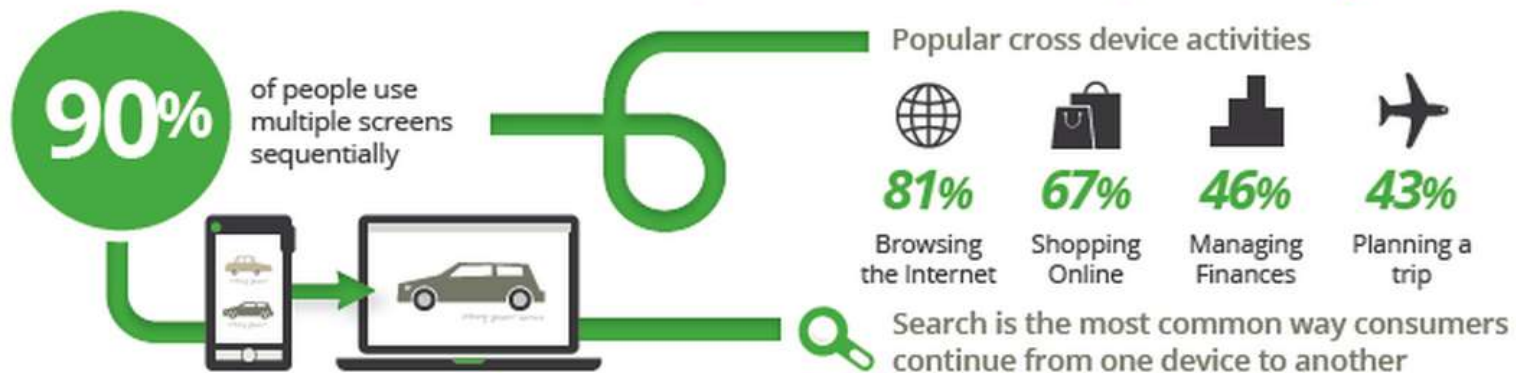


...but between activity and screens

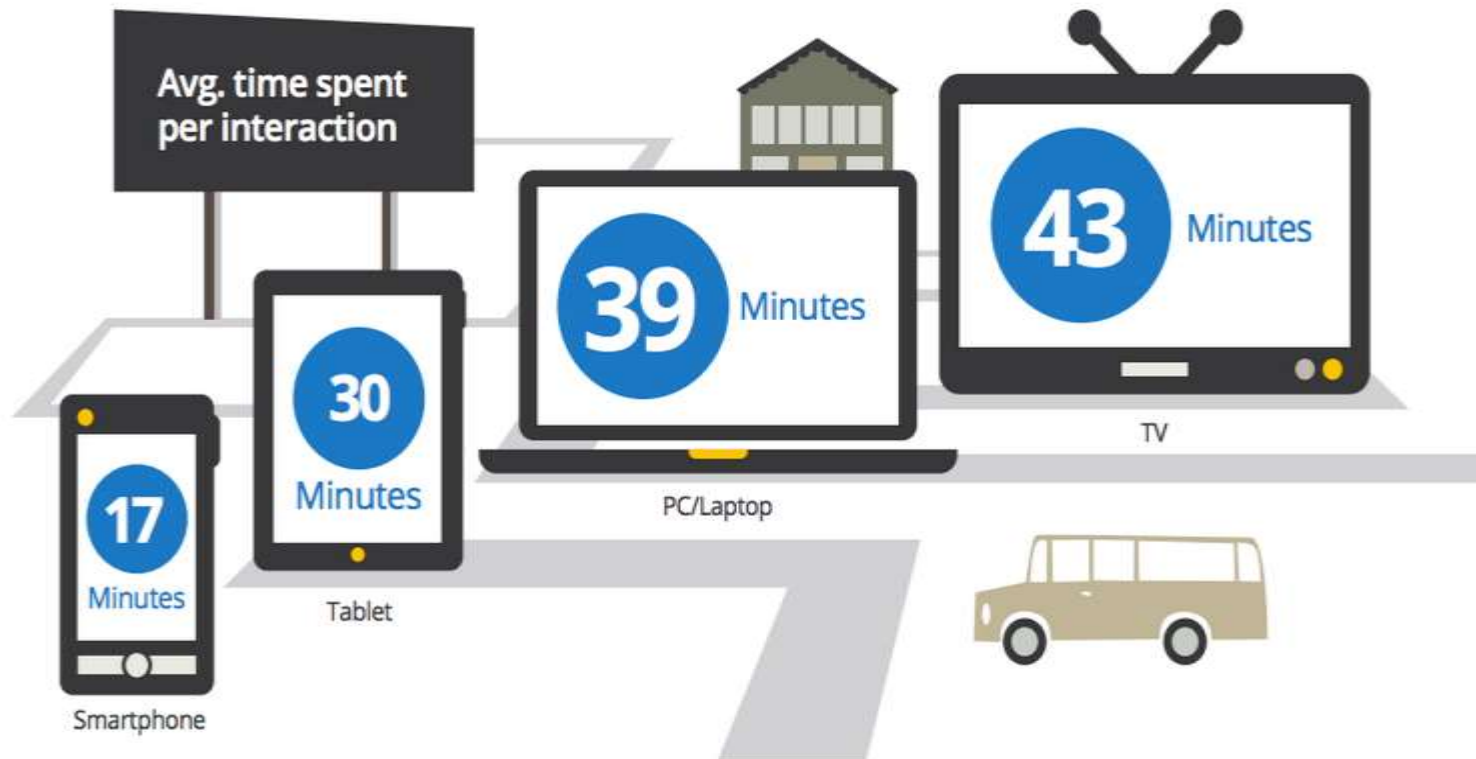
Majority of media consumption is screen-based



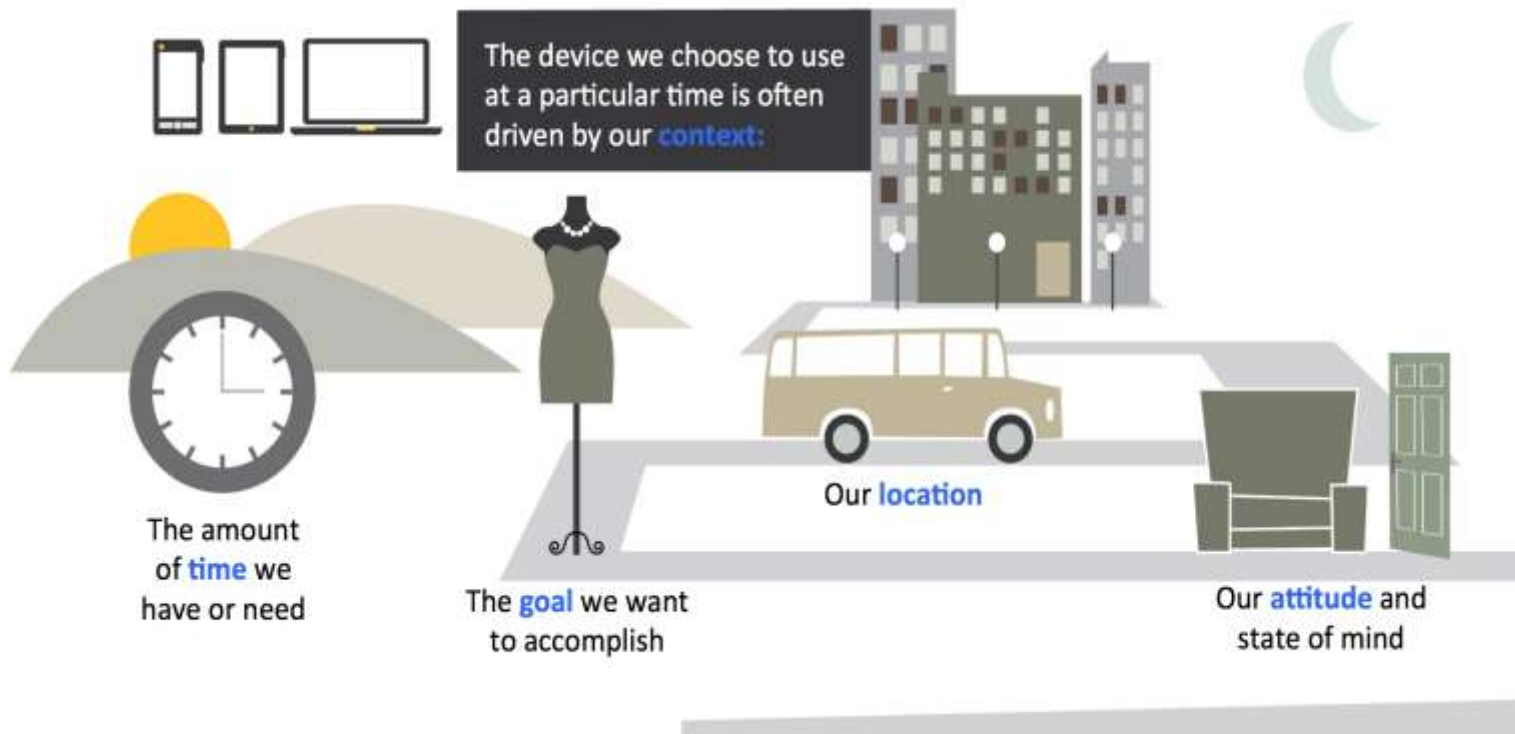
Consumers move between multiple devices to accomplish their goals



And the users time...



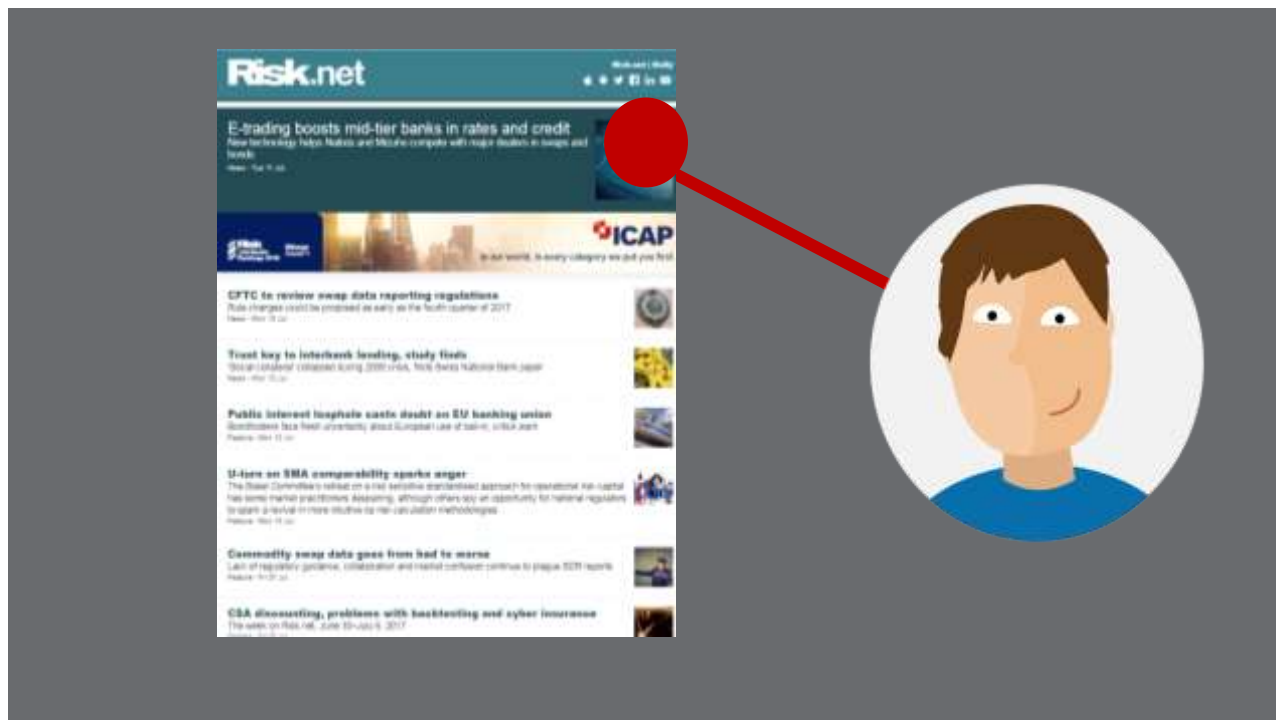
As well as the context of the users device, location and objectives..



Understanding who users are,
what content they want and are consuming,
on which devices,
when in the day,
where
and why,
is the essence of
effective
content
marketing!



With B2B premium media brands the effect is amplified as users are logged in!



They use a unique identifier, their email address, to log in to access content on sites?



Using MD5 Hash we convert the email into a unique reader ID



=

43307bb5a669b247270a4d81cce6f3ff

To track the user across devices, our sites, and the wider web!



As they access content on our sites we track their activity and qualify them as leads for our clients



The value of premium content partnerships



*Significant engagement
of audiences*



*Reposition brand
perceptions*



*Educate consumers within
a trusted environment*



*Drive brand
recommendations*



*Strengthen core
brand values*