

WBR  DIGITAL

Media Kit

Effectively reach your target audience with year-round content, branding, and lead generation campaigns.



Introduction

Several years ago, we formed WBR Digital out of a simple premise: that our exceptional access to growing markets through WBR's world-class conferences puts us in a unique position to develop an outstanding range of research and content creation opportunities.

With ties to industry thought leaders and a fresh, digital perspective, our team is able to work with our clients to create informed, custom content marketing campaigns that resonate with tough to reach buyers.

We are a team of writers, researchers, and marketers who are passionate about creating content that puts brands in front of the conversations directing their target industries. With custom whitepapers, webinars, digital branding campaigns, and demand generation expertise at your service, we would love to talk about your next great campaign.

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Market Research & Custom Content

With consumers increasingly seeking out content that provides real value to their businesses and careers, whitepapers and eBooks have cemented themselves as popular, effective ways to educate while marketing.

For years, WBR Digital has been using proprietary research to create and market custom whitepapers and eBooks. Over that time, we have completed dozens of thought leadership papers spanning a variety of topics, from e-commerce to supply chain optimization to human capital management. Our whitepapers and eBooks have created great value for both the marketplace and our partners. Here are the biggest benefits to partnering with WBR Digital on a custom thought leadership piece.

WBR Digital's custom content includes:

-  **Benchmark Reports** leveraging proprietary research conducted via WBR's renowned conferences
-  **Custom Whitepapers** on topics relevant to your business
-  **eBooks** with concise, digestible content to drive interest and brand awareness
-  **Event-Related Content** including reports from WBR event Directors and pre-event thematic reports

“Our whitepaper has really allowed us to create thought leadership content that we can bring into conversations with industry leaders and prospects. I think the content gave us good exposure, and I’d love to see that success repeated in the future.”

- Jennifer Rapkine, Field Marketing Manager, Public Sector, Cornerstone OnDemand

[READ THE FULL SUCCESS STORY](#)

[SEE EXAMPLES OF OUR WORK HERE](#)

WBR Digital's custom content...*continued*



Own a one-of-a-kind, custom marketing asset

Take ownership of unique and relevant marketing collateral that can be promoted and repurposed in many different ways.



Content-driven lead generation

WBR Digital whitepapers and eBooks not only generate actionable leads from an engaged audience, they form the foundation of an effective content marketing campaign.

- **80% of business decision makers** prefer to get information in a series of articles versus an advertisement.¹
- **Inbound practices produce 54%** more leads than traditional outbound practices.²
- **90% of consumers find custom content useful** and 78% believe that organizations providing custom content are interested in building good relationships with them.³



Be seen as a thought leader and leverage proprietary research

Use WBR's exclusive research to take the pulse of your market, gauging how your products and services resonate with consumers and validating high-level business strategies. Whitepapers and eBooks evaluating your industry's leading trends and challenges will position your company as a thought leader in your community

- **61% of consumers say they feel better about a company** that delivers custom content and are also more likely to buy from that company.⁴



Put WBR's premier events and audiences to work for you

Build off of one of the most engaged audiences in the industry and create momentum with conference attendees. Communicate with critical decision-makers while they're in buying mode and market to our database to drive more leads.

Sources

¹ Roper Public Affairs

³ TMG Custom Media

² Hubspot

⁴ GfK Roper

Custom Webinars

WBR Digital webinars provide an online alternative to our live conferences, along with a much wider audience. Through online audio streaming, live Q&A, and advanced polling capabilities, attendees can view, listen and interact with your presentation.



Target the Right Audience

Take full advantage of WBR Digital's database of senior business leaders by targeting the industries and job titles that are most relevant to your campaign.



Pre- & Post-Event Marketing

Pre & post webinar marketing campaign includes dedicated email invitations and significant branding on relevant conference websites. The recorded webinar will be hosted on relevant conference sites for at least 6 months.



Execution

WBR Digital will coordinate the set up of the webinar and provide turnkey execution with our technology provider. This includes format, structure, streaming services, registration process and registration data capture, exit survey poll (for participant feedback), confirmation emails sent once attendees agree to participate.



Lead Generation

Sponsors will receive the contact information of all webinar registrants and attendees to help with future sales and marketing efforts.

"From start to finish the team at WBR Digital is by far the most organized and professional group that I have ever worked with."

- Deborah Katz, VP of Marketing, Personetics

[READ THE FULL SUCCESS STORY](#)

- ✓ Generate top quality leads
- ✓ Be a thought leader
- ✓ Global Awareness
- ✓ Brand Awareness
- ✓ Industry Specific Targeted Marketing

[CHECK OUT SOME OF OUR PAST WEBINARS](#)

Web Branding

High-profile advertising opportunities that take full advantage of the brand equity of WBR's events.



Banner Advertising

Banner advertisements with an optional opt-in download form to capture contact data.



Digital Conference Brochure Advertisements

Prior to each WBR conference the agenda brochure is available for download on the event site, and is emailed to thousands of industry executives. Capitalize on the WBR event marketing efforts with a Full Page/Four Color digital advertisement that links directly to your website or downloadable content.



Video on-demand

Get the most out of your WBR conference sponsorship by repurposing that content. Capture your Keynote or Innovation Spotlight speaking role while onsite at the conference in video format.

Our professional video crews will record, edit, and provide you with a finished new video marketing asset to keep. WBR will help to promote this video during the months after the conference to bolster your messaging and keep the momentum going.

- Custom Video Interviews
- Product Demonstrations,
- Company Announcements

Newsletters & List Rental Emails

Leverage WBR Digital's database of business leaders to promote your content and disseminate sales and marketing messages.



Newsletters

Pre-Event Newsletters: Be one of *only 4 companies* to benefit from increased exposure to all event attendees in advance of all WBR conferences in 2016!



List Rental Emails

WBR Digital will coordinate and deploy dedicated email promotions on behalf of your company to our audience of decision makers, including C-Suite executives and other senior-level leaders.

Email metrics, including click through and open rate, are provided with all email campaigns to track performance results.

WBR Digital can precisely target our audience by industry, job function, and geography in order to support your specific marketing and sales needs.



**SEE OUR DATA CARDS
TO LEARN MORE ABOUT OUR AUDIENCES**

Contact Our Team

To Learn More About How WBR Digital's Content and Marketing Efforts Can Help Drive Your Business Forward

"I would highly recommend WBR Digital to other companies looking to generate top quality leads and sales ready opportunities."

- Nicole Sanders, Director of Demand Generation, ServiceMax

[SEE MORE OF OUR HAPPY CLIENTS](#)

Contact us now!

Our team has helped dozens of organizations develop great content, increase their reach, and generate meaningful leads. We would love to discuss how our digital campaigns can help grow your business.

Call us at 646-200-7546 or email sponsor@wbresearch.com

[LEAVE US A MESSAGE](#)

Financial Information Management Data Profile

Database Reach:

7,366

*Last Updated: November 2015

* See breakdown below.

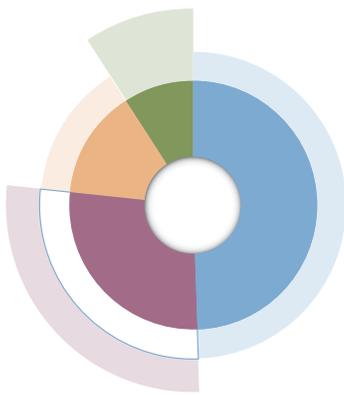


WBR's financial information management database includes audiences and attendees of FIMA:

FIMA Financial Information Management

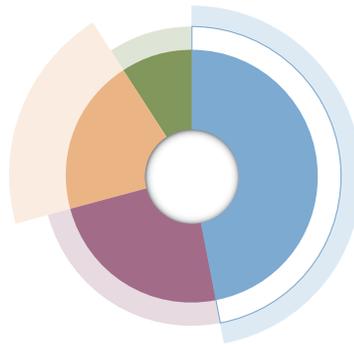
Our reach depends on your target. Let us know who you're looking for and we will customize the count for your specific needs. Call Patrick O'Connor at 646-200-7944 * Patrick.O'Connor@wbresearch.com

Job Function Breakdown:



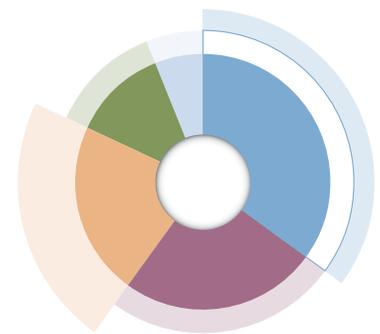
- 49% Analysts/Analytics/Operations/Client Services
- 27% IT/Systems/Technology
- 14% Other
- 9% General Management/Senior Management

Seniority Breakdown



- 47% VP/Director/Head
- 24% Manager/Senior Manager
- 20% Specialist/Consultant/Trader/Other
- 9% C-Level/President/Founder

Industry Breakdown



- 35% Asset/Portfolio Management
- 25% Investment Banking
- 22% Other
- 12% Commercial Banking
- 6% Insurance

WBR Digital puts you in the spotlight through made-to-order content our audience won't find anywhere else. Some of the most popular ways to get involved with WBR Digital include:

- ✓ Custom-topic **webinars**, industry benchmark studies & **whitepapers**, **web branding** campaigns, the list goes on. Work with us to build great content, and we'll bring the hard-to-reach buyers to you.
- ✓ Our most cutting-edge clients recognize the power of digital whitepapers and webinars for branding and lead generation, and we have well-documented **success stories**.
- ✓ We are truly **dedicated to your experience** with us, and that's why our customers are so enthusiastic about sharing their successes with us. We hope we can do the same for you.
- ✓ We have a full-time team of lead generation managers whose sole focus is to source and capture the most highly relevant data based on job title, industry, and purchasing power. We opt in our email addresses during our lead generation process, and we experience a very low opt out rate of .05%.



FIMA 2016 Studies & Reports Calendar

January - February	Trends in Data Governance Report This study will measure responses focused on three key areas in financial data governance: people, processes and the role of technology. We will also discover how data moves through different organizations and which models work.
March	FIMA 2016 Annual Benchmarking Study In association with the live delegate audience at FIMA 2016 in Boston MA, We will define the biggest challenges faced by the financial data management community including standardization and overcoming siloed data, and other key challenges.
April	Custom Topic Available
May - June	Corporate Actions Trends Report An annual study of corporate actions by global firms uncovering what challenges can occur at each life cycle, how to approach automation, etc. This major FIMA report will capture the attention of investment banks.
July - August	Collecting and Managing Data for Risk Management From the perspective of a risk and compliance officer, this study will uncover the challenges associated with aggregating data via different sources and maintaining quality standards concurrently.
September - October	FIMA CDO Study - Next Steps of the Acting Chief Data Officer Our most highly anticipated pieces of the 2016 calendar year, this study is will focus insight on the CDO title. A series of subject areas influenced by our yearly research will culminate in a series of in depth interviews with CDO's at top firms.
November	Custom Topic Available

“WBR Digital had the right database for us to target. We generated 209 top quality leads of which the job titles were highly relevant.”

— S&P Capital IQ





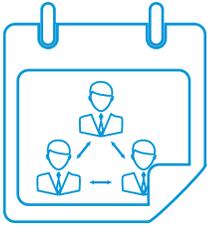
FIMA 2016 Webinars Calendar

January	Collaborating with Regulators on a Global Level for a Proactive Approach to Compliance
February	Partnering Across the Business to Create Strategic Solutions
March	Harnessing the Power of Analytics to Know Your Customer
April	Achieving Consistent Data Governance Across the Organization
May	Managing Data Security to Ensure Data is Safe
June	Mastering Metadata and Proving Data Lineage
July	Overcoming The Challenges Associated with Client Data
August	Driving Forward Operational Efficiency for Enterprise Data Management
September	Better Data Management Through New Technologies
October	Identifying Opportunities and Impacts of Twitter in Financial Data
November	Creating Continuous Monitoring to Measure Data Quality
December	Strengthening Risk Data Aggregation to Meet Regulatory Obligations

“WBR Digital was able to get us access to tough-to-reach buyers. We felt their approach of combining research and a webinar was the right one for us and for our market.”

— Cornerstone OnDemand





FIMA 2016 Digital Roundtable Sessions

January	Women in Finance Digital Roundtable
February	CDO Roundtable Session
March	Custom Digital Roundtable Session
April	Women in Finance Digital Roundtable
May	CDO Network Roundtable Session
June	Custom Digital Roundtable Session
July	Women in Finance Digital Roundtable
August	CDO Network Roundtable Session
September	Custom Digital Roundtable Session
October	Women in Finance Digital Roundtable
November	CDO Network Roundtable Session
December	Custom Digital Roundtable Session

“We are dedicated to helping you build better relationships and improve your business through high quality lead generation. Give us a call!”

— David Matthews, Head of WBR Digital

