



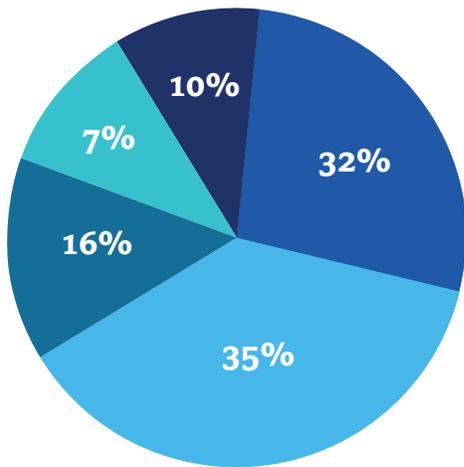
Coupa and WBR Insights Drive Business with Data-Driven Content and Digital Events, Forging Meaningful Connections with Procurement Decision Makers

3-YEAR PARTNERSHIP	12+ PUBLICATIONS, WEBINARS, AND VIRTUAL EVENTS	2,662 LEADS DELIVERED
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Featuring direct quotes from Stacey Thornberry, Director, Enterprise Demand Generation at Coupa

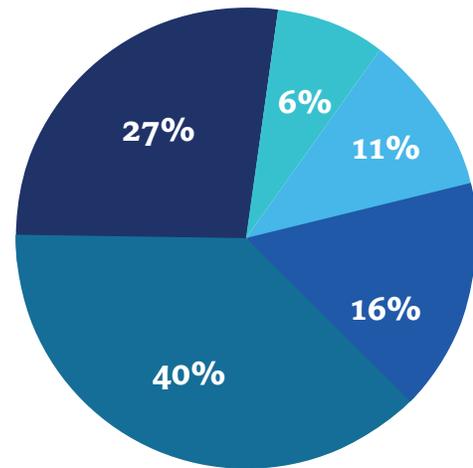
Since their first webinar in April 2014, Coupa’s longstanding relationship with WBR Insights has involved our extensive, 19-year background in the procurement industry through our alignment with the ProcureCon event series. Both our webinars and research reports have focused on the ProcureCon event audience, with over 2,500 qualified leads delivered.

ProcureCon Seniority



-  C Level
-  VP/Head of Indirect
-  Director
-  Manager
-  Analyst/Buyer

ProcureCon Job Titles



-  Purchasing
-  Sourcing
-  Procurement
-  Buyer
-  Misc.

“What I really like about the content partnership with [WBR Insights and ProcureCon] is that you’re paying for the content to use on your own, but you’re also paying for it to be syndicated with the ProcureCon audience. We get all those net new leads, we engage our own database with the content, and we leverage that content through other third-party vendors that are our main content syndication partners.”



Industry Resources and Subject Matter Expertise

Coupa notes one of the key advantages the WBR Insights team brings to the table: their extensive market research, analysis, and subject matter expertise. For their research reports specifically, the WBR Insights team does the legwork, gathering compelling data Coupa needs to capture the attention of procurement decision makers.

“The topics WBR explores are relevant to the overall Coupa message and resonate with our target audience. I look forward to seeing their editorial calendar each year for new ideas.”

Custom Solutions On-Demand

More importantly, WBR Insights responds to Coupa’s unique business needs for every project, delivering a solution that features compelling, objective insights that support their key lines of business.

In 2020, Coupa has trusted WBR Insights with some of their biggest online events. With a great deal of collaboration we managed to combine the WBR Insights/ProcureCon database along with Coupa engaged audience for successful results. And the company plans to continue working with WBR Insights on future opportunities. “Let’s all move this space forward together. Let’s help get content out into the universe as a joint effort to help procurement professionals do their jobs better.”

**Interested in content syndication
and lead generation opportunities with
WBR Insights and ProcureCon?**



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