

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.<sup>1</sup>
- **Inbound practices produce 54%** more leads than traditional outbound practices.<sup>2</sup>
- **90% of consumers find custom content useful** and 78% believe that organizations providing custom content are interested in building good relationships with them.<sup>3</sup>



### 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.<sup>4</sup>



### 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

<sup>1</sup> Roper Public Affairs  
<sup>2</sup> Hubspot

<sup>3</sup> TMG Custom Media  
<sup>4</sup> 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.

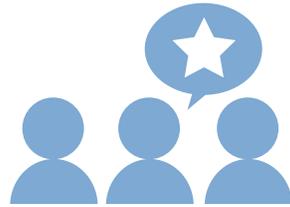
Call us at 646-200-7546 or email [sponsor@wbresearch.com](mailto:sponsor@wbresearch.com)

[LEAVE US A MESSAGE](#)

Database Reach:

15,000

\*Last Updated July 2015

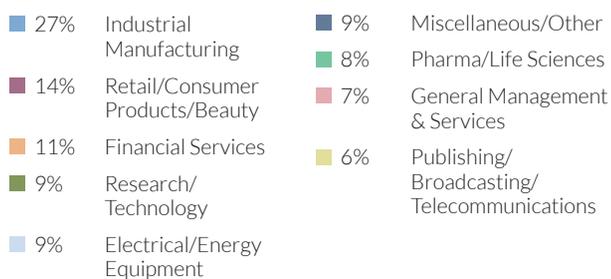
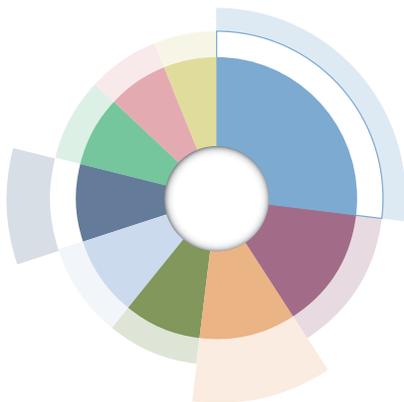


WBR's Procurement database include audiences and attendees of these events:

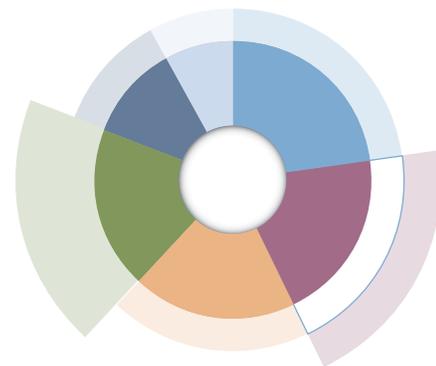


Our reach depends on your target. Let us know who you're looking for and we will customize the count for your specific needs. Call Patrick O'Connor at 646-200-7944 \* Patrick.oconnor@wbresearch.com

## Procurement Industry Breakdown



## Procurement Job Title Breakdown VP/Director/Head/Manager of:



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%.



# 2016 Webinars Calendar

January	Supplier Vendor Management (Not software)
February	Efficiencies in Contracts, Accounting and Payables (CFO Special)
March	Customized topic based on your suggestion or solution!
April	Marketing Procurement & Technology
May	IT & Telecom Sourcing & Procurement
June	Customized topic based on your suggestion or solution!
July	Software Purchasing & Management
August	Staffing & Contingent Workforce Labor
September	Utilizing Data to Improve Procurement & Sourcing
October	Customized topic based on your suggestion or solution!
November	Travel & Meetings Procurement
December	CPO Panel Discussion - 2017 Outlook

“The results are very good from the webinar campaign that we did in February. We generated a total of 467 leads from the webinar and had good number of senior leads from that campaign.”

— Senior Marketer at Zycus



# 2016 Digital Roundtable Sessions

January	Women in Procurement Roundtable Session
February	CPO Network Roundtable Session
March	Customized topic based on your suggestion or solution!
April	Women in Procurement Roundtable Session
May	CPO Network Roundtable Session
June	Customized topic based on your suggestion or solution!
July	Women in Procurement Roundtable Session
August	CPO Network Roundtable Session
September	Customized topic based on your suggestion or solution!
October	Women in Procurement Roundtable Session
November	CPO Network Roundtable Session
December	Customized topic based on your suggestion or solution!

“I like working with ProcureCon Digital because you get the senior level people”

— VP of Marketing at Hubwoo





# 2016 Studies & Reports Calendar

January	<b>Where's the opportunity? Strategic Procurement Insight for 2016</b> This piece will effectively uncover where procurement people are finding the most opportunity in 2016, what categories and what global changes have brought this to fruition.
February	<b>Annual ProcureCon Indirect East 2016 Benchmarking Study</b> A highly anticipated annual study conducted on-site at the ProcureCon Indirect East 2016 event. This study benchmarks changes in spend and behavior among the very senior procurement experts in our network.
March	Customized topic based on your suggestion or solution!
April	<b>Behavior of the Buyer &amp; Innovative Buying Strategies for Today</b> This new study will uncover how some of the most experienced buying professionals and organizations make decisions on purchases. Also we will share some of the new and innovative ways buyers are getting it done today!
May	<b>Trends in IT &amp; Telecom Procurement and Sourcing</b> The technology spend category is dynamically changing in today's businesses. This study will uncover trends in this category across multiple verticals and how sourcing/procurement is fitting in and growing with IT and CTO's
June	Customized topic based on your suggestion or solution!
July	<b>Trends in Contingent Workforce Labor for Procurement</b> In our 2015 trends study, we found that over half of our event delegates manage 20million USD or more per year in spend on contingent workforce. We will benchmark this vs 2016 in one of our most downloaded annual reports.
August	<b>ProcureCon's 2016 CPO Study</b> Our most highly anticipated study and report of the year, the 2016 CPO Study will deliver the most in depth and insightful research on the current status of the CPO and a near and far outlook for what's to come.
September	
October	<b>Trends in Travel &amp; Meetings Procurement</b> This niche trends report will explore innovation and opportunity in the travel & meetings category from both the perspective of the Indirect Procurement Leader as well as Category Managers.
November	Customized topic based on your suggestion or solution!

“With WBR Digital you get what you pay for in terms of the quality and seniority of their database”

— VP, Sales and Marketing, Avior Computing

