

heise online **Whitepaper**

ABM leads
are available
individually –
on request

Qualified lead generation

An important basic component for successful B2B online marketing is lead generation as a supplement to classic banner campaigns, because it provides you with important customer contacts to support your sales. With a large number of highly qualified decision makers, heise Business Services offers a high-quality environment for your lead generation campaigns.

This is what we do for you:

Review and evaluate your whitepaper documents (German language content is preferred)

Editorial preparation for our whitepaper database

If required: Writing or translating a whitepaper/eBook

Search engine optimization and tagging

Advertising your whitepaper campaign (including text ads, newsletters...)

Weekly lead reports

This is what we need from you:

Your whitepapers or eBooks as unprotected PDF files that are not freely available

Lead filter (if available)

Name up to ten companies free of charge, that you want to exclude

Your company logo in high resolution as JPG, TIFF or PNG

A revocation e-mail address or URL (e.g. unsubscribe@company.de)

A lead time of 5 working days

These contents are best received:

- ✓ **Explanatory whitepapers** with practical benefits ("How it works ...")
- ✓ **Technical white papers** on general technologies (SQL, Cloud etc.)
- ✓ **Whitepapers/studies** from research and science
- ✓ **Market overviews/studies** with current, reliable numbers
- ✓ **Well-founded overview articles** on general IT topics
- ✓ **Complete eBooks** on business and technology topics
- ✓ **Product comparisons** - provided they are objective
- ✓ **Instructions/guides** with checklists and individual steps ("5 points which...")

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Our quality requirements for the content:

- **Neutral and objective** – professional competence counts, not marketing or PR
- **Up to date** – the material should not be older than 12 to 18 months
- **Exclusive** – during the campaign period, downloads are concentrated entirely on heise online
- **In detail** – at least 6 pages of pure text, i.e. without cover page, content, binder etc.
- **Connected** – the more good content you combine, the more leads are possible

Standard Lead

- ✓ First and last name
- ✓ eMail address (private/company internal)
- ✓ Job titles (pupils, trainees, students, unemployed & pensioners are filtered out free of charge)
- ✓ Name of the company (exclusion of max. 10 companies possible free of charge before campaign start)
- ✓ Size of company
- ✓ Business unit
- ✓ Industry
- ✓ Post code & country (DACH)

Cost per Lead € 100

The screenshot shows a webpage from heise Business Services. The main article is titled 'Sichere Zugänge und einfache Authentifizierung für eine bessere Kundenerfahrung' and features the 'okta' logo. The article discusses the importance of secure access and user-friendly authentication for a better customer experience. It mentions that the interaction with customers is crucial and that secure access is a key factor for customer loyalty. The article also highlights the benefits of using Okta for authentication and access management, such as improved security and user experience. The page includes a 'Download' button and a 'Vorschau' (Preview) section.

[Example-link](#)

Filters and options from € 10 to € 30 per option and filter

- Phone number
- Adress
- Size of company
- Business unit
- Industry
- Jobtitle
- Germany only
- Surcharges

Content-Creation inkl. Lead-Gen

Package S

- € 4,600 Content-Creation
- 20 Standard-Leads á € 100

€ 6,600

Package M

- € 4,600 Content Creation
- 40 Standard Leads á € 100

€ 8,600

Package L

- € 4,600 Content Creation
- 60 Standard Leads á € 100

€ 10,600

*Content Creation contains a standard layout. Images are supplied by the customer.

Talk to us, we are looking forward to exciting campaigns!

You still have further questions?

E-mail: digitales@heise.de

mediadaten.heise.de/home/kontakt