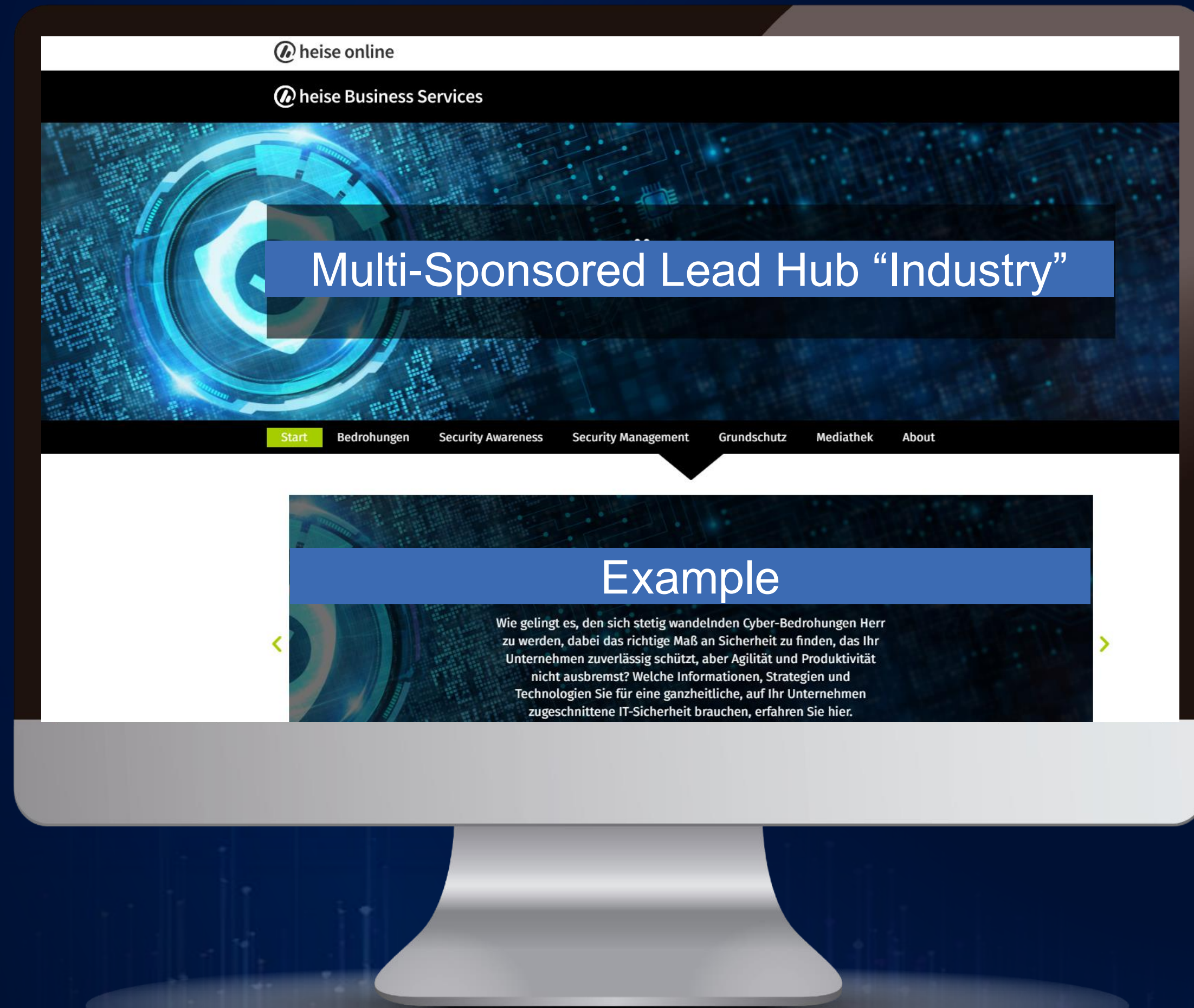


Multi-Sponsored Lead Hub “Industry”

Objective: Branding & qualified, guaranteed leads
in the industry target group

Multi-Sponsored Lead Hub “Industry”

CONCEPT



➤ THE INTENTION:

To make the importance of IT visible in all areas of industry and to promote development

➤ THE IDEA:

to create a central platform with 360° information on the topic of IT in industry.

➤ DURATION:

at least 6 months; Start: April 1, 2024

➤ TARGET GROUP:

18,400 IT contacts in 7,300 industrial companies

➤ IMPLEMENTATION:

Multi- sponsored topic hub under the leadership of heise Business Services

- shared topic hub with up to 6 sponsors
- Holistic knowledge platform: all information phases of an investment decision are served: from the research phase, through the consideration phase, to the prioritization and decision phase (B2B buying cycle)

Multi- Sponsored Lead Hub “Industry”

In contrast to classic lead generation (as a pull marketing strategy), the multi- sponsored topic hub “**Industry**” specifically the **IT target group in the industry addressed with relevant and buying-cycle- oriented content and directed to the hub** - not just potential new customers, but a customer segment defined by criteria and topic (push marketing strategy).

1 CUSTOMIZED

Content tailored to specific information needs has been proven to increase conversion among the target group

2 STRATEGY

Focused push marketing to the **IT industry** target customer segment – sustainably and efficiently

3 MARKETING & SALES

Through the close collaboration between sales and marketing and the focus on pre-defined target customers, the entire customer journey can be optimally supported

4 ROI

Focusing on relevant customer potential saves resources and increases conversion and thus ROI

5 LEADS

Regular, data protection-compliant, guaranteed leads for your own sales funnel

Multi-Sponsored Lead Hub “Industry”

SERVICES



WHAT WE DO FOR YOU:

- We create neutral, credible editorial content to make the importance of IT in industry visible in all areas and to promote development.
- We take care of the entire content creation as well as the outbound marketing measures.
- We integrate your brand into the editorial multi- sponsored lead hub “Industry”.
- We bring you into contact with 18,400 IT experts and decision-makers in an editorial, topic-related environment.
- We provide you with guaranteed standard leads for your sales funnel .
- We provide you with monthly KPI reporting (touchpoints, scoring, reach, engagement).

OUR OFFER FOR YOU:

- 6 months term with 300 leads: €24,700

The leads are not given exclusively to individual sponsors. Lead delivery takes place every 2 weeks. The standard lead includes first and last name, email address (private/company), job title (pupils, trainees, students, unemployed & pensioners are filtered out free of charge), company name, company size, company division, industry, postal code & Country (DACH), telephone number

WHAT WE NEED FROM YOU:

- Your company logo in high resolution as JPG, TIFF or PNG
- A short company description

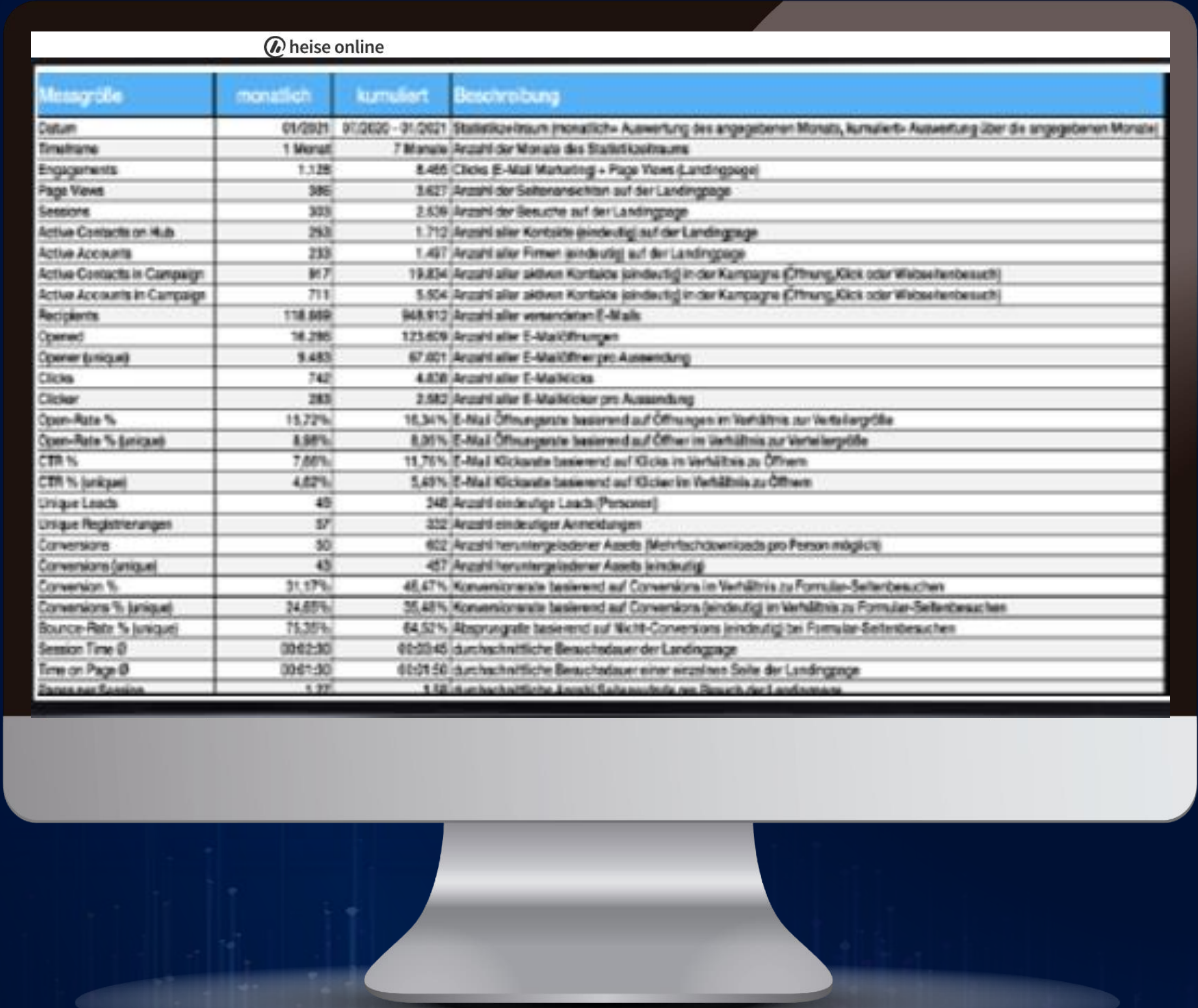
Multi-Sponsored Lead Hub “Industry”

REPORTING

➤ Reporting

The reporting contains a statistical summary of all relevant key figures for the hub:

- Number of page views, visits, contacts and companies on the landing page (anonymized)
- Touchpoints (sum of user actions, e.g. email clicks, sessions, etc.)
- Number of leads (reporting of leads every two weeks)
- Number of registrations
- Number of assets downloaded
- Conversion rate
- Average visit duration on landing page
- average number of touchpoints per visit



heise online			
Messgröße	monatlich	kumuliert	Beschreibung
Datum	01/2021	01/2020 - 31/2021	Statistikzeitraum (monatlich: Auswertung des angegebenen Monats, kumuliert: Auswertung über die angegebenen Monate)
Zeitraum	1 Monat	7 Monate	Anzahl der Monate des Statistikzeitraums
Engagements	1.125	8.455	Clicks (E-Mail Marketing) + Page Views (Landingpage)
Page Views	385	3.627	Anzahl der Seitenansichten auf der Landingpage
Sessions	303	2.536	Anzahl der Besuche auf der Landingpage
Active Contacts on Hub	293	1.712	Anzahl aller Kontakte (eindeutig) auf der Landingpage
Active Accounts	233	1.497	Anzahl aller Firmen (eindeutig) auf der Landingpage
Active Contacts in Campaign	917	19.834	Anzahl aller aktiven Kontakte (eindeutig) in der Kampagne (Öffnung, Klick oder Webseitenbesuch)
Active Accounts in Campaign	711	5.504	Anzahl aller aktiven Kontakte (eindeutig) in der Kampagne (Öffnung, Klick oder Webseitenbesuch)
Recipients	118.649	948.912	Anzahl aller versendeten E-Mails
Opened	18.280	123.629	Anzahl aller E-Mailöffnungen
Opener (unique)	9.483	67.601	Anzahl aller E-Mailöffner pro Aussendung
Clicks	742	4.838	Anzahl aller E-Mailclicks
Clicker	283	2.582	Anzahl aller E-Mailclicker pro Aussendung
Open-Rate %	15,72%	16,34%	E-Mail Öffnungsrate basierend auf Öffnungen im Verhältnis zur Verteilergröße
Open-Rate % (unique)	8,98%	8,30%	E-Mail Öffnungsrate basierend auf Öffnern im Verhältnis zur Verteilergröße
CTR %	7,66%	11,76%	E-Mail Klickrate basierend auf Klicks im Verhältnis zu Öffnern
CTR % (unique)	4,62%	5,49%	E-Mail Klickrate basierend auf Klickern im Verhältnis zu Öffnern
Unique Leads	45	248	Anzahl eindeutige Leads (Personen)
Unique Registrierungen	57	332	Anzahl eindeutiger Anmeldungen
Conversions	50	602	Anzahl heruntergeladener Assets (Mehrfachdownloads pro Person möglich)
Conversions (unique)	45	457	Anzahl heruntergeladener Assets (eindeutig)
Conversion %	31,17%	48,47%	Konversionsrate basierend auf Conversions im Verhältnis zu Formular-Seitenbesuchen
Conversions % (unique)	24,65%	35,48%	Konversionsrate basierend auf Conversions (eindeutig) im Verhältnis zu Formular-Seitenbesuchen
Bounce-Rate % (unique)	75,35%	64,52%	Abprungrate basierend auf Nicht-Conversions (eindeutig) bei Formular-Seitenbesuchen
Session Time Ø	00:02:30	00:02:45	durchschnittliche Besuchsdauer der Landingpage
Time on Page Ø	00:01:50	00:01:56	durchschnittliche Besuchsdauer einer einzelnen Seite der Landingpage
Assets per Session	1,27	1,58	durchschnittliche Anzahl Assets pro Besuch der Landingpage

Multi-Sponsored Lead Hub “Industry”

TOPIC SELECTION

- **AI in industry:** 14 percent of companies worldwide are prepared for the use of artificial intelligence. In Germany it is only 7 percent, says the “AI Readiness Index” from Cisco. Current chatbots are just the beginning. Hyperscalers in the USA have long known what will be important in the future.
- **Machine learning:** The difference between generative AI and classic IT is relatively simple. In IT, people usually program machines using algorithms. Errors can usually be corrected. When machines learn from each other, they can recognize patterns and, like humans, draw their own conclusions, make autonomous decisions and act independently.
- **AI security:** If machines are to learn faster and better understand how nature works, they need access to the most sensitive data in the world. This offers extreme potential for abuse and misunderstanding . If you don't have your AI under control, it's better to stay away from it. Otherwise what happens more and more often in the IT world will happen: total loss of control .
- **Robotics research :** The forecasts are clear. By 2026, over 100 million people in companies will hire a “ Synthetic Virtual Colleague ” to receive support in their daily work, writes the market research company Gartner in its latest “Strategic Planning Assumption ”.
- **Green Energy:** Training an artificial intelligence produces five times as much CO2 as a car. The emissions depend on the individual case, the trade journal “Spectrum of Science” wrote in the summer of 2019. However, this development is likely to have accelerated by now. It's high time to take a closer look at AI's clean energy supply.
- **Sustainability :** For some, annoying compliance requirements, for others, an absolute basic requirement for the survival of humanity - that is the topic of sustainability. Responsible companies must ensure that their products function better and for longer than their rapid producibility and economic growth constraints allow. An inventory of what makes sense and what is questionable.



Example: current Lead Hub Security

<https://it-kenner.heise.de/secure-it-fuer-unternehmen/>

Multi-Sponsored Lead Hub “ Industry ”

CONDITIONS



MULTI- SPONSORED
LEAD HUB INDUSTRY
INCL. 300 LEADS *

DURATION: 6 MONTHS
Starting on April 1st, 2024

TARGET GROUP

Industry: 18,400 contacts in 7,300 industrial companies

LEAD GUARANTEE

Yes, 300 leads
*Leads are NOT given exclusively to individual sponsors

CONTENT CREATION

Content produced exclusively by heise Business Services
(approx. 16 articles over the entire term)

PROJECT MANAGEMENT

Incl. layout and programming: Heise Business Services (hbs)

APPLICATION HEISE ONLINE

Yes, cobranded promotion in the heise online network

STAND-ALONE MAILINGS

Yes, in the IT target group

REPORTING

Live dashboard including B2B lead report

TOTAL PRICE

€24,700

(minus 15%AE, no further discounts possible)

*Standard Lead: First and last name, email address (private/company), job title (pupils, trainees, students, unemployed and pensioners are filtered out free of charge) name of the company, company size, company division industry zip code & country (DACH) telephone number