

Insight Platforms Content Campaigns & Product Promotions

**Blog
Articles**

**Ebook
Campaigns**

**Product
Promotions**

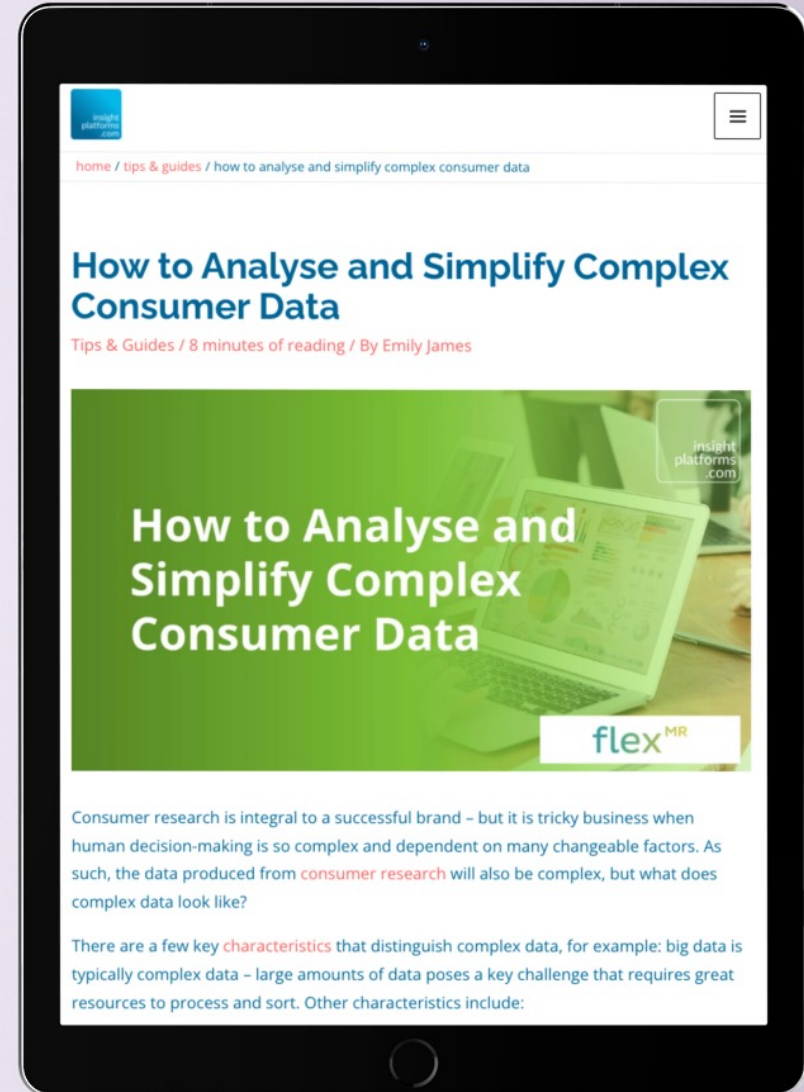
Blog Articles

EDUCATE POTENTIAL BUYERS

Publish original or existing content:

- ✓ 2 thought leadership or educational articles
- ✓ Fully managed service
- ✓ Articles promoted to email and social audience
- ✓ Typically 100-300 pageviews per campaign

£950 | \$1,175 | €1,100



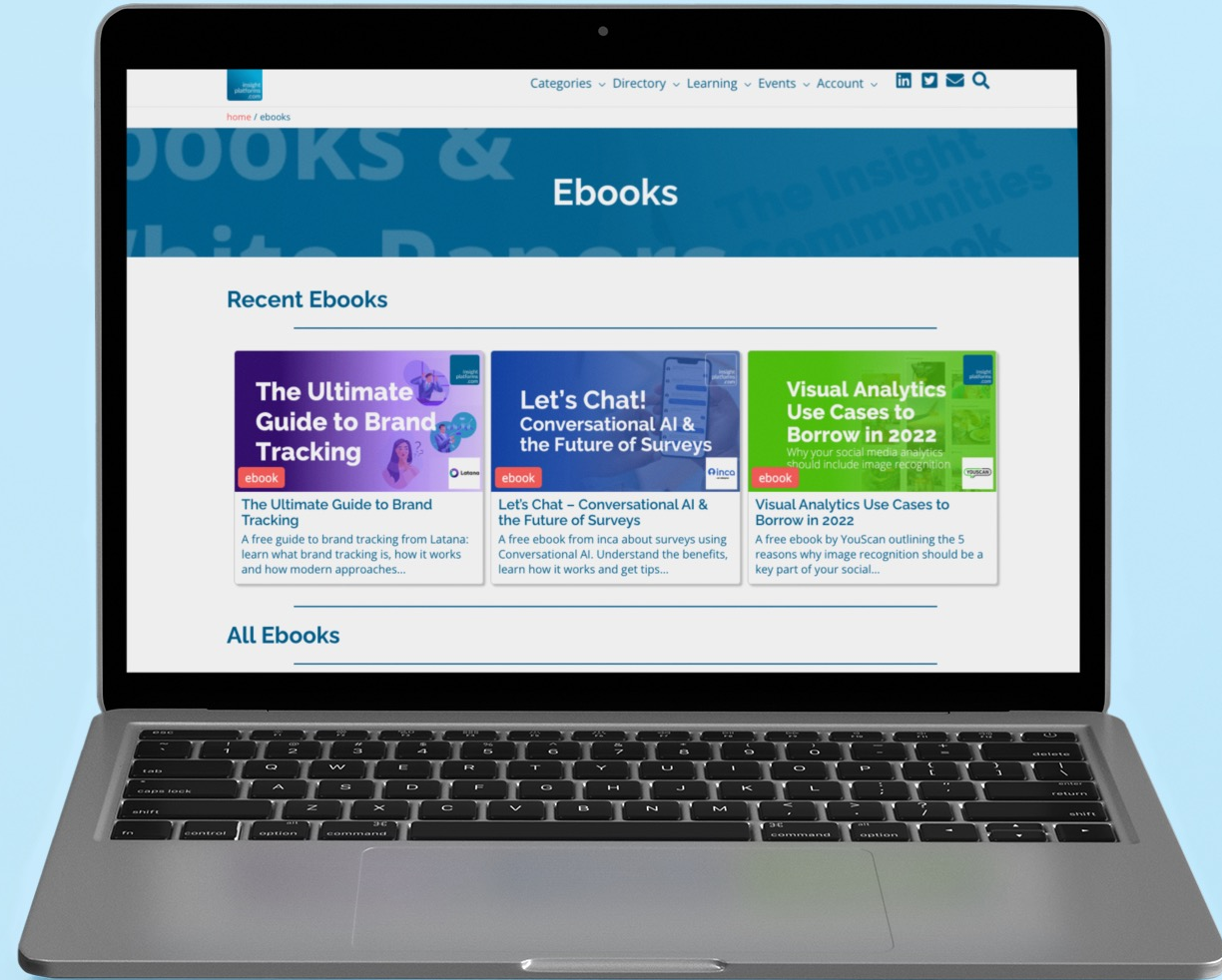
Ebook Campaign

GENERATE LEADS

Promote your white papers, ebooks and other assets to our audience

- ✓ Thought leadership and educational material
- ✓ Email and social media promotions
- ✓ Real-time lead alerts
- ✓ Typically 20-150 leads per campaign

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Product Promotion

DRIVE PRODUCT ENGAGEMENT

Offer exclusive product access to our audience

- ✓ Free trial, time-limited or discounted promotion
- ✓ Email and social media promotions
- ✓ Real-time lead alerts
- ✓ Typically 20-150 leads per campaign

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Lead Management

REAL-TIME LEAD ALERTS & AUTOMATION

Each new ebook download or promotion signup is shared in real time

- ✓ Email alerts with contact details
- ✓ Secure spreadsheet with complete leads list
- ✓ Option to integrate directly with CRM using email parser



New Cool Company Demo View on Insight Platforms



Mike Stevens

Tue 13/04/2021 14:52

To: sales@recollective.com; 4flmffgz@robot.zapier.com



** THIS EMAIL CONTAINS PII - YOUR ORGANISATION IS LEGALLY OBLIGED TO MANAGE THIS DATA ACCORDING TO GDPR **

Your demo video just gained a new viewer! Your demo video just gained a new viewer!

Event: Demo
Email: bob@ilovewatchingdemos.com
First Name: Roberto
Last Name: Perreault
Job Title: Research Consultant
Company: I Love Wqatching Demos Inc
Country: US.

View all your leads here: https://whatnextstrategyplanning-my.sharepoint.com/:x/g/person/mike_whatnextstrategyplanning-my.sharepoint.com/EakRY0itHMR0mxEvhuEWDj0BjIn4sSY8SDZI40iDH39LCPA?e=OV10b3

2. Send me some emails you want to use as templates for extracting data.
3. Highlight and `{{name}}` parts of the emails you'd like to extract.
4. Choose where you want me to send you the extracted emails.

and me emails, I'll send you data.



Insight Platforms Lead Alert Automation

2 backlinks Add comment

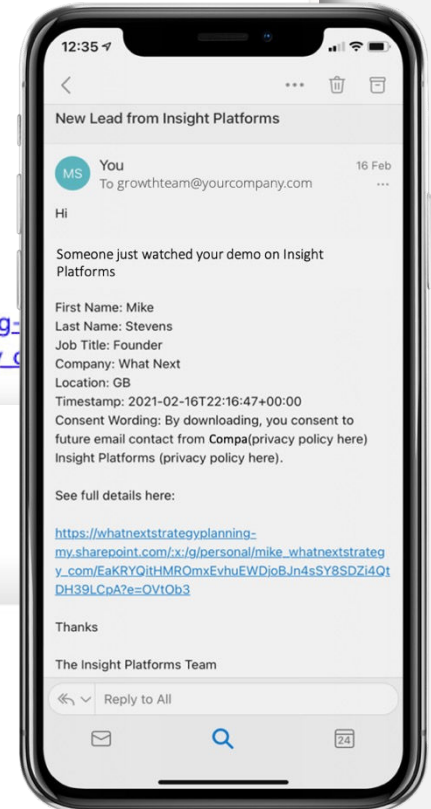
If you receive lead alert emails from Insight Platforms, you can automatically add these to your CRM platform to trigger follow-up sequences or add them to a sales rep's target list.

Requirements

1. Zapier account: <https://zapier.com/>
2. Compatible CRM: Salesforce, HubSpot, PipeDrive, Pipeline Deals or any of the 900+ CRM apps that integrate with Zapier <https://zapier.com/apps/categories/sales-crm>
3. Zapier email parser (free): <https://parser.zapier.com/>
4. 30 mins setup and testing.

Steps

The following steps assume you have already create your Zapier account and connected your



Contact us to discuss opportunities with Insight Platforms

[Book a meeting online](#)

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