

Lead Source

Lead Source Delivers High Quality Leads

NetLine's Lead Source enables companies to deliver and execute a proactive lead generation strategy that produces more targeted leads with higher quality than any other lead generation system. NetLine's Lead Source programs are promoted through 15,000+ online properties that allows you to reach the audience you want.

Your Content Drives Leads

Unlike search engine marketing (SEM) or banner ads, Lead Source's business model is to deliver leads-by-content. Our professional Client Services Group guides you every step of the way to ensure the maximum return on your investment. Examples of the content:

<u>Documents</u>	<u>Rich Media</u>	<u>Software</u>
- White Papers	- Flash Demos	- Software Trials
- Case Studies	- Webcasts	- Beta Invitations
- Executive Briefs	- Podcasts	- Discounts For Software
- Analyst Reports	- Vidcasts	- Bundle Offers

Be Promoted In The Largest B2B Content Distribution Network

NetLine delivers your content through the largest global B2B content distribution network with a partner program of over 15,000+ online properties. NetLine services can be targeted to 33+ key business sectors:

Agriculture	Automotive	Biotech/Pharmaceutical	Computers
Construction	Education	Engineering	Executive & Management
Finance	Food & Beverage	Government	Healthcare
Human Resources	Information Tech.	Industrial & Manufacturing	IT-Data Management
IT-Security	IT-Storage	IT-Software & Development	Insurance
Internet	Marketing/Media	Mechanical/Machine	Multi-Media
Network/Comm.	Retail	Purchasing & Procurement	Sales/Marketing
Telecom & Wireless	Trade Services	Small & Medium Business	Transportation & Logistics
Utilities/Energy			

Lead Source Sets The Standard in Lead Generation

NetLine offers a variety of programs to meet your marketing budget. In addition to providing the most tailored CPL programs in the marketplace, NetLine sets the standard in what you receive:

- Lead guarantees
- Corporate branding across the program
- Custom qualifying questions
- Select geographic targeting
- Contextual targeting
- Newsletter promotion & inclusion
- Additional promotion on NetLine's Tradepub.com
- Client Services Group performance monitoring
- Value-added branded Thank You Follow-up Response
- Summary reports and analysis
- Lead exporting and SFA connectors
- Real-time email notifications and alerts

NetLine's premiere Lead Source programs delivers beyond high quality leads. NetLine's Lead Source programs increases your branding opportunities, uplifts your thought leadership in the industry and helps you improve lead response. For more information, please visit us at www.netline.com or call us at 888-515-3237.

How It Works - The Lead Source Program

1 Your Content Drives Leads



Documents

White Papers, Case Studies, Executive Briefs, and Analyst Reports



Rich Media

Flash Demos, Webcasts, Vidcasts, and Podcasts



Software

Beta Software, Discount Bundles

Unlike SEM or banner ads, Lead Source's business model is to deliver leads-by-content. Our professional Client Services Group guides you every step of the way to ensure the maximum return on your investment.

2 Qualifying Better Leads



Targeting

NetLine delivers high quality leads by using a proprietary system that matches your target audience through custom qualifying questions.

What is the number of employees in your entire organization? (select only one)

- less than 50
- 50-99
- 100-499
- 500-999
- 1,000-4,999
- 5,000-9,999
- 10,000-19,999
- 20,000+

4 Lead Management

NetLine's Lead Source provides a complete lifecycle approach to lead generation, nurturing, and scoring. In addition to this powerful portal, our Client Services Group is always there to help and give expert advice.



Export Leads



Lead Nurturing and Scoring



Second Touch E-mail Campaigns



Reporting and Analytics

3 Network Distribution

Your content is delivered through the largest partner B2B content distribution network. Each B2B partner site has been screened by our Audience Development Group to ensure the highest potential for targeting the audience you want to reach.

Audience Reach - 25 Million+

NetLine's Global B2B Content Distribution Network
15,000+ Online Properties - 33+ Key Business Sectors



Widget XML Feeds



Internet



Email / Newsletter

Try It Now!



See how Lead Source works, go to: <http://demo.netline.com>

1. Enter username: form, password: preview
2. Find a vertical you are interested in.
3. Click on content you wish to receive.
4. Enter your information.
5. Check your e-mail for the content. It's simple.

For more information about Lead Source, visit www.netline.com or call us at 888-515-3237.



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