

# NETLINE'S LEAD GENERATION CONTENT SYNDICATION CHANNELS

NetLine's 10 channels enable B2B marketers to generate quality leads with their branded content by targeting an audience of over 125 million unique professionals a month from 300 industry sectors.

## OUR 10 SYNDICATION CHANNELS

NetLine reaches a wide audience through multiple syndication channels allowing you to increase contextual exposure. Our expansive network consists of over 15,000 publisher websites, resource libraries, and blogs, in addition to newsletters, emails, social media groups, RSS feeds, mobile, and our outbound lead generation technology that offers content to interested and relevant contacts.

### 01 PUBLISHER WEBSITES

We partner with online publishers that focus on delivering relevant content to reach professional audiences through targeted promotions and placements that may include extending promotions through their own channels.

Our [RevResponse.com](#) platform enables digital publishers to promote and deliver targeted B2B content to their audience through programmatic ad technologies and native advertising. Publishers can also monetize all forms of promotional traffic in order to ensure the right content is being promoted to the appropriate audiences as well as monitor the success of their efforts to gain valuable insights.

### 02 RESOURCE LIBRARIES

[TradePub.com](#) is a NetLine owned and managed resource site that houses and curates over 10,000 pieces of content, organized by 300 industry sectors. We give every publisher at least one co-branded [TradePub](#) hosted site that is customized based on audience and industry/topic of focus. These sites leverage the same AudienceTarget™ technology to continuously and contextually pair content to relevant audiences, contributing to additional content discovery.

### 03 EXPERT BLOGS

Our network of blogs are commonly owned and/or managed by publishers and industry influencers. Similar to our publishers, these bloggers promote branded content to compliment the needs and interests of their readership and followers.

#### DID YOU KNOW?

NetLine has processed over 50 million B2B leads for clients since its inception in 1994.

NetLine Corporation empowers B2B Marketers with an all-in-one solution to achieve lead generation success with content. Visit [www.NetLine.com](#) or call 408.340.2200 for more information.

For additional questions, contact your sales rep or email [b2bleads@netline.com](mailto:b2bleads@netline.com) to help decide what works best for your budget and lead goals.

**Successful B2B Marketers Start Here.**

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## LITTLE KNOWN FACTS

On average per year, 80% of the leads generated are net-new to our clients. Additionally, we consistently generate 800,000 leads per month based on the active content consumption behavior occurring by B2B professionals as they research their various business and technical challenges.

### 04 E-MAIL NEWSLETTERS

Email newsletters are a great communication tool for online publishers and bloggers to promote content that supports the interests of their audience. [RevResponse](#) offers tools to facilitate newsletter communications and content inclusion.

### 05 E-MAILINGS

NetLine sends targeted emails to opted-in contacts in our database. Emails consist of complementary recommended content and are sent based on AudienceTarget™ technology that matches user profiles to your content.

All NetLine emails support best practices and are fully GDPR, CASL, and CCPA compliant, ensuring your brand is protected.

### 06 SOCIAL MEDIA

We leverage Twitter, LinkedIn, and Facebook to help promote your content and drive engagement with buyer's as they are actively looking for solutions to their various business/technical challenges. Our publishers also similarly use their own social media feeds to extend interesting content to their followers.

### 07 SEARCH ENGINE MARKETING

Being that we host the largest library of B2B buyer oriented content on the web and have been at this since 1994, we're fortunate enough to have amassed a consistent and highly ranked result sets for content being promoted across our platform. We're currently considered to be within the top 20k sites in the world... top 5k in the US.

### 08 RSS FEEDS

[TradePub.com](#) and our publisher's branded sites include RSS feeds that list category specific content. Audiences can subscribe to these feeds to receive up-to-date content notifications.

### 09 MOBILE

30% of all B2B Buyers on our platform are actively consuming long-form and highly produced content on their mobile device. For this reason, we're fully responsive to mobile users and all content can be downloaded and viewed using a mobile device.

### 10 PROPRIETARY OUTBOUND PHONE TECHNOLOGY

NetLine's Proprietary Outbound Phone Technology promotes relevant content to contacts in our database based on your campaign selections. Coupling our AudienceTarget™ technology with response intelligence, we match content with appropriate audiences. Once contacts agree to receive the promoted content, their information is then tele-verified for client-ready qualification and an email is sent to the prospect with a link to download the asset.

## DID YOU KNOW?

We're more than a form technology or content syndication network. We're a data supplier for marketers seeking intel on the content their prospects are actively consuming. Monitor custom buyer behavior with our real-time tool, [Audience Explorer](#).