NetLine

FULL SERVICE
LEAD GEN
CAMPAIGN
LAUNCH GUIDE

PLAYBOOK + CHECKLIST
Launch Smarter, Move Faster: Your Roadmap
to Full Service Success with NetLine

INTRODUCTION

NetLine's **Full Service** isn't just campaign support. It's an extension of your marketing team.

With a **dedicated NetLine Campaign Manager** leading setup, activation, optimization, and reporting, you can stay focused on strategy while we handle the execution, delivering precision, performance, and peace of mind at every step.

KEY FEATURES OF YOUR FULL SERVICE PARTNERSHIP

As a Full Service client, you unlock capabilities that go far beyond the self-service experience:

DEDICATED CAMPAIGN MANAGER	A senior expert embedded in your team, owning strategy, setup, optimization, and daily management. No help tickets. No bots. Just real partnership, in real time.
STRATEGIC CONTENT SYNDICATION	Your assets are curated across NetLine's elite network of 15,000+ publishers, continuously optimized for maximum reach, engagement, and results.
CUSTOM LEAD FILTERING & PRECISION QA	Every lead is captured, filtered, and validated against your exact specs using proprietary technology. No shortcuts. No assumptions. No surface-level filters.
SEAMLESS CRM & MAP INTEGRATION	Your leads flow directly, and securely, into your CRM or MAP, ready for immediate activation.
PAY-PER-QUALIFIED-LEAD MODEL	You only pay for leads that meet your approved filters. No surprises. No wasted spend.
INTELLIGENT LEAD DE-DUPLICATION	New leads are reviewed against those we've delivered to you in the past six months, protecting your pipeline and eliminating unnecessary costs.
REAL-TIME CAMPAIGN MANAGEMENT & REPORTING	Stay in control with full dashboard access, live performance monitoring, and on-demand reporting, all backed by your Campaign Manager's active optimization.

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YOUR FULL SERVICE LAUNCH PLAYBOOK

This Playbook is your step-by-step guide to working seamlessly with your NetLine Campaign Manager to build, optimize, and launch a high-performing Full Service lead generation campaign.

1 GETTING STARTED

WHAT IT IS: Laying the foundation: brand identity, setup, and configuration.

WHY IT MATTERS: Your brand's first impression drives engagement and builds early trust.

WHAT WE NEED FROM YOU: Company Logo (Recommended: 250x100px)

REMINDER
Submit your logo early to avoid launch delays.

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2 SHARE YOUR CONTENT

WHAT IT IS: Provide content assets for your Campaign Manager to upload, optimize, and promote across the NetLine network.

WHY IT MATTERS: Strong content fuels form completions, drives higher lead scores, and improves campaign ROI.

SUPPORTED FORMATS: PDFs, white papers, eBooks, videos, and webinars. We also support interactive tools and guides, podcasts, or anything hosted via an ungated URL.

WHAT WE NEED FROM YOU:

Content Title — ≤80 characters; include keywords and dates for visibility (e.g., "2025 B2B Content Marketing Benchmark Report").

Tagline — A quick-hit value statement that supports the title (e.g., "Data-driven strategies that fuel lead generation").

Abstract — 700–1,200 characters summarizing the problem, the payoff, and key takeaways.

Language — The primary language for targeting and search. We support English, French, Spanish, German, and Portuguese.

Content Format — PDF preferred, but .pptx, .xlsx, or .zip. are also accepted.

Cover Image — 1200×1555px portrait image with centered title and strong branding.

BEST PRACTICES

- Keep file sizes under 10MB or provide an ungated URL to link to
- Ensure assets are mobile-responsive
- Prioritize educational over promotional content
- Use a variety of content formats and topics within a campaign (up to 35 assets)
- Recommended pacing: 2–3 assets per every 300 leads
- Use more than 1 asset, as you'll benefit from the market research data in our reporting
- Ensure content is timely and doesn't include old dates

CONTENT-TO-CAMPAIGN MAPPING

CONTENT TYPE	BUYER STAGE	BEST USE CASE
eBook	Early	Awareness building
Whitepaper	Mid	Problem-solving
Webinar	Mid-Late	Deep education
Case Study	Late	Trust building
ROI Calculator	Decision	Purchase validation

NETLINE RECOMMENDS

Audit your content for recency and buyer stage fit before uploading. Don't pair late-stage filters with top-of-funnel content.

3 LEAD FILTERS

WHAT IT IS: The criteria that control which leads qualify.

WHY IT MATTERS: Tighter filters = better tailoring to your unique ICP (but can also increase CPL).

WHAT WE NEED FROM YOU: Confirm your selected filters (outlined in your welcome email and contract).

Common filter options include:

Country	Industry
Job Area	Number of Employees
Job Level	Annual Revenue

ADVANCED FILTERS

Please Note: These may come at an additional cost.

ABM List	Upload a list of companies to exclusively target. A spreadsheet with account domains is preferred.
Account Suppression	Exclude existing customers or competitors. A spreadsheet with account domains is preferred.
Business-Only Emails	Block Gmail, Yahoo, etc.
Custom questions	Include up to 4 custom questions using checkbox, Yes/No, single-choice, or multi-choice formats.
Max Leads Per Company	Prevent over-saturation from a single company.

REMINDER

Not sure if your filters are too tight or too broad? Talk to your Campaign Manager before launch. We're here to advise!

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4 FULFILLMENT

WHAT IT IS: Controls how and when you receive your leads.

WHY IT MATTERS: Fast, integrated delivery means faster follow-up and higher conversion rates.

Leads are captured in real time, instantly available in the NetLine Portal, and can be sent directly to your CRM, MAP, or other systems via a NetLine Connector. Custom fulfillment files are also fully supported, tailored to match your internal workflows.

WHAT WE NEED FROM YOU: Confirm fulfillment preferences and recipient details.

EMAIL FULFILLMENT

Lead files are automatically emailed to you and additional recipients based on your preferences.

FULFILLMENT FREQUENCY	Daily, weekly, or monthly.
RECIPIENT SETUP	Confirm contacts to receive fulfillment files.
CUSTOM FULFILLMENT FILE	If needed, provide a template and required field values for mapping.

CONNECTOR FULFILLMENT (OPTIONAL)

Lead data is automatically delivered in real time into your CRM, MAP, or preferred system based on your integration setup.

BENEFITS:

- Activate leads instantly
- Trigger real-time sales alerts
- Enable faster sales engagement

TIP

Let your Campaign Manager know if you'd like to set up a connector into your CRM, MAP, or other preferred system.

FINAL NOTES

We move at your speed. Your timeline is our timeline.

Once all required materials are submitted, we'll prepare your campaign previews for review and approval before activation.
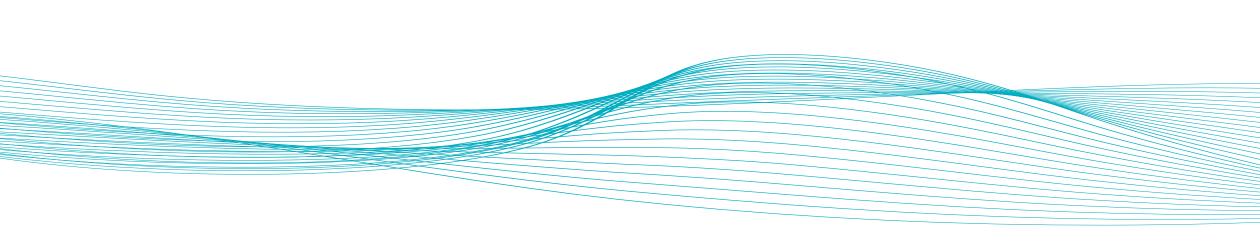
If you're using a connector, we'll send test leads to validate the integration before launch.

Throughout the process, you'll receive regular updates on your campaign status, and we encourage you to share feedback early and often to help us fine-tune your success. Your support team will also invite you to strategy check-ins—please, take them up on it!

YOUR FEEDBACK DRIVES PERFORMANCE

The more you share, the smarter we optimize.

FOR MORE RESOURCES AND BEST PRACTICES, **EXPLORE THE NETLINE COMMAND CENTER**.

FOR STRATEGIC SUPPORT AND PERSONALIZED GUIDANCE, CONNECT DIRECTLY WITH YOUR NETLINE CAMPAIGN MANAGER.

YOUR FULL SERVICE LAUNCH CHECKLIST

This Launch Checklist will help you and your NetLine Campaign Manager quickly align on every critical detail needed to launch your Full Service lead generation campaign with precision and confidence.

1 GETTING STARTED

SUBMIT COMPANY LOGO — Recommended size: 250×100px.

2 SHARE YOUR CONTENT

Content Title	≤80 characters; include keywords and dates.
Tagline	Quick-hit value statement.
Abstract	700–1,200 characters.
Language	Primary targeting language.
Content Format	PDF preferred; .pptx, .xlsx, .zip accepted.
Cover Image	1200×1555px, portrait layout, clean branding.

BEST PRACTICES
- Keep files under 10MB or provide ungated URLs to link to
- Ensure mobile responsiveness
- Focus on educational over promotional content
- Upload 2–3 assets per every 300 leads

3 LEAD FILTERS

CONFIRM SELECTED LEAD FILTERS — As outlined in welcome email/contract.

OPTIONAL ADVANCED FILTERS

Please Note: These may come at an additional cost.

ABM List	List of target companies. A spreadsheet with account domains is preferred.
Account Suppression	Exclude customers/competitors. A spreadsheet with account domains is preferred.
Business-Only Emails	Block Gmail, Yahoo, etc.
Max Leads Per Company	Control lead distribution.
Custom questions	Up to 4 per campaign.

4 FULFILLMENT

Confirm fulfillment method	Email and/or connector.
Confirm email fulfillment frequency	Daily, weekly, or monthly.
Confirm fulfillment recipients	Who receives lead files?
Confirm fulfillment file format and mapping	Standard NetLine format or customized for ease of upload.

IF USING CONNECTOR

Request Connector Setup (if CRM/ MAP integration desired)	Confirm internal lead routing/ CRM workflows are ready	Validate integration (Test leads will be sent)

FINAL PRE-LAUNCH CHECKLIST

Campaign previews reviewed and approved

All fulfillment details confirmed

Test leads validated (if connector used)

Internal team briefed

Launch greenlight given

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ABOUT
NETLINE

NetLine is the leading Programmatic B2B Lead Generation Platform, empowering marketers to engage in-market buyers with targeted content and accelerate revenue growth. With unmatched access to over 15 thousand Tier 1 media sites, NetLine connects brands with decision makers actively researching solutions—delivering content where and when it matters most.

Trusted by over 17,000 customers to turn content into pipeline, NetLine is the leader in demand generation. Always-on content across the digital publications your target audiences trust fosters true organic engagement. First-party data, advanced targeting, and real-time lead delivery generate only high-quality prospects for immediate activation and faster conversions.

Founded in 1994 now part of Informa TechTarget, NetLine provides unparalleled access and transparency, helping marketers cut through the noise and connect with 1 the buyers who matter most.

Your buyers are everywhere. Now you can be, too—all in one platform.

LEARN MORE AT WWW.NETLINE.COM