

Reach key influencers and stake-holders critical to your campaigns.

As your data and direct marketing partner, we'll connect you to buyers and deliver results-driven programs that optimize ROI for your marketing activities. Offerings range from lead generation programs, targeted email campaigns, audience extension, behavioral targeting, co-registration and more.

SIMPLE DETAILS

Reach 16 vertical markets across 5 sectors

Self-reported data from 18 million business decision makers who engage with Informa

Over 1,000 data points and behavioral characteristics to gain insight from

ADDITIONAL SERVICES

Audience Extension

Gain access to over 98% of Informa's online display inventory as they move around online. Our Audience Extension program allows you to retarget your prospects across the web with relevant messaging and ads at a time when they are interested.

USEFUL FOR

Positioning your value in front of customers at their moment of relevance

Generating leads

Driving website traffic

