

# 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

