NetLine
CORPORATION

PUBLISHER PLATFORM
LAUNCH GUIDE

Get to know the NetLine Publisher Platform – the most comprehensive content-based lead generation platform in the B2B marketplace.

- On Demand Scale
- Reporting + Analytics
- Lead Form Tech
- White Labeled
- 3rd Party Integration

At NetLine, we have been fully immersed in the onboarding and adoption of our platform to drive revenue growth, streamline operational efficiencies, and increase profit margins for dozens of Publishers. In doing so, we've gathered the top-line questions and concerns that are commonly explored by stakeholders across verticals throughout organizations. With this experience, we're able to consolidate and refine the cascade of information and make it easy to set expectations on how the Publisher Lead Gen Platform drives success across your organization.

+90% improvement in launch time

60% less typing on NetLine's predictive forms

+30% lift in monetization associated to forms

"IT'S THE PLATFORM THAT PAYS YOU TO USE IT."

WHAT IS
NETLINE?

NetLine is a lead generation platform technology that helps B2B Publishers drive content syndication campaigns that yield results (leads).

WHY DO PUBLISHERS
LEVERAGE A NETLINE LANDING PAGE AND FORM SOLUTION?

Publishers that move their content to NetLine's landing pages and forms take advantage of:

- 30% increase in incremental revenue generation
- Mobile responsive pages
- Predictive technology that improves user experience with 60% less typing
- Robust reporting that is interactive, visual and easy to share internally or externally
- GDPR & CASL compliant
- 90% improvement in launch time

WHAT IS THE DIFFERENCE
BETWEEN THIS NEW SOLUTION AND THE CURRENT PROCESS?

Many Publishers are using a MAS to generate forms for their respective brand. With NetLine, Publishers can utilize the platform for free with no subscription fees and deliver a better user experience that improves loyalty. Some other benefits that vary from existing MAS tools:

- Return Visitor Lookup and Social Login - return users will not need to fill in future lead forms.
- Predictive Data Technology - NetLine's proprietary lead generation form significantly reduces the number of fields exposed to the user for completion while still capturing a comprehensive 18-point professional profile of each lead generated. The streamlined predictive form begins with email capture and/or social login via LinkedIn, followed by a series of five core fields for a user to complete. Most users will only need to complete 5-7 fields using the new technology, a 60% reduction in required data entry. When contact values are not recognized, the user will need to complete a more thorough form which renders dynamically.

- Content Protection – secure and seamless content access via user-level account authentication.
- "My Library" – each user has access to every piece of content they downloaded in their Library of content across all of the Publisher's properties.

HOW ARE PUBLISHERS
GENERATING INCREMENTAL REVENUE WITH NETLINE FORMS?

Publishers also stand to generate incremental revenue from additional content. NetLine's form technology will dynamically translate a single session into a multi-monetization event. In most cases, Publishers are capturing a 30% boost of incremental revenue associated to their lead generation campaigns running against their owned and operated audiences. As well as opening an additional revenue stream, the user experience is enriched by customized offers; on average, users make an additional content request during a session using this feature.

ARE THERE ANY
BENEFITS TO THE CLIENT?

- Fully responsive landing page and form improves experience and promotes user loyalty.
- With the ability for users to use LinkedIn to pre-populate their profile, a contact will have less information to input into forms which improves abandonment rates and submissions.
- For those who may abandon a form before submitting, an automated email is sent with the goal of re-engaging the contact. Typical recovery results from these messages are 11% - 15%.
- Automated "Reminder" Trigger Emails are sent when/if the user completed the form but failed to ever open and consume the content they initially requested.
- Content Protection: at the core, Publishers want to deliver every possible lead to their clients and mitigate leakage associated to content sharing. To achieve this, the link will expire after 5 attempts to access the content. It will redirect to prompt a new registration. The user who made the original request will have unlimited access to the asset via their "My Library".

HOW DO PUBLISHERS
PROMOTE CLIENT CONTENT?

Many Publishers continue utilizing their existing promotional strategies. At the core, Publishers can promote the NetLine hosted assets via any means, channels, and/or mediums. All audience touch-points are viable.

BEYOND PUBLISHER-DRIVEN PROMOTIONS
CAN A PUBLISHER ACQUIRE ADDITIONAL LEADS WHEN/IF NEEDED?

Yes! Tap into incremental scale to fill complex-to-execute client content syndication campaigns. With the largest B2B lead generation platform on the web, Publishers can expand their reach and consistently quote CPL for client campaigns with no risk.

DOES THE CLIENT
STILL RECEIVE A LINK TO REVIEW THE LANDING PAGE?

Yes, your customers can receive a link to review the landing page and registration form prior to the campaign being released.

ONCE A CONTACT REGISTERS,
DOES THEIR INFO ALWAYS GET AUTO-POPULATED AS LONG AS THEIR COOKIES AREN'T DELETED?

Yes. All known information for a contact will auto populate and will not be visible on the form. Any missing, required information displays that field to be completed. Users who have cleared their cookies have the added benefit of instant-on email recognition. Once the email is recognized, they will not need complete the entire form. Using this same technology, contacts who return for a new asset will not have to fill out form fields again.

CAN THE
QUESTIONS AND FIELDS ON THE NETLINE FORMS BE CUSTOMIZED?

Yes, custom questions can also be added to a form. This is a common feature Publishers leverage to support the unique needs of their customers.

HOW DO CLIENTS
RECEIVE CAMPAIGN PERFORMANCE UPDATES?

Publishers take advantage of real-time dynamic reporting with customizable link sharing capabilities. Campaign performance data can be organized into brand groups with logos and assembled using custom pivot tables to tell the story of a client's lead generation success. Rather than fumble with grooming Excel sheets, these reports are rendered in a client-friendly format.

IF THE CONTACT'S
USER INFORMATION IS INCORRECT OR CHANGES, CAN THE CONTACT CHANGE IT?

Yes, the contact can click 'edit profile' to update their contact details. Next to the form, the known user's information will display. They can "edit contact information."

CAN A PUBLISHER, AND/OR ITS CLIENTS
RECEIVE REAL-TIME FULFILLMENT OF LEADS CAPTURED ON THE PLATFORM?

Yes. Within a few minutes, Publishers can leverage dozens of 3rd party integration possibilities to ensure that leads generated by content syndication campaigns in the Publisher Lead Gen Platform can seamlessly enter the sales cycle. This equates to flexibility for clients who want to see results on-demand and without the hassle of managing spreadsheets. The most common platforms being leveraged by Publishers include, but are not limited to: Marketo, Hubspot, Eloqua, Pardot, On24, GotoWebinar, Salesforce, and more.

WE'RE A LEADER IN 'LEAD CAPTURE' SOFTWARE

Our users have weighed in and when it comes to Lead Capture, NetLine is ranked in the top performers. With nearly 7,000 MarTech providers out there, it's our technology and our people that makes NetLine the right fit for Publishers.

99% satisfaction rating in 'Quality of Service' on G2 Crowd Average: 88%

Our Support team is there for you whenever you have questions or just need some additional expertise on how to deliver for your clients. While we love technology, you won't have a bot for your support team. Real, lead generation and campaign optimization experts are there for our Publishers and the satisfaction ratings speak to how much Publishers appreciate that commitment to quality.

WHAT USERS ARE SAYING ABOUT NETLINE

The lead scoring and lead mapping ensure my content gets in front of the audience most relevant for me. I can also easily add to my content library to change which assets are promoted in my campaign. The tool is easy to work with, and I like the control it gives me over my campaign.

"Streamlined approach with an easy to use interface"
"A consistent lead-gen solution for the business market"

"Netline connects directly to our CRM with all fields mapped accurately and the customer service is on top of their game."