

NAPCO's Journey of Discovering Hidden Revenue In Existing Content

CASE STUDY

David Fortino | SVP Audience, Marketing, & Product | NetLine

Goal:

"Our goal was to establish a robust lead collection and delivery platform to improve lead gen revenue, audience development performance and depth of useful data we collect, drive passive revenue gains, and the ability to scale on a whim."

- Ambrose Crenshaw

Results:

48% Increase in Revenue

40k Leads Captured

60% Less Typing

157 Campaigns Launched

8 Months

\$0 Cost



Ambrose Crenshaw
Director of Digital Strategy

48% increase in revenue over existing internally developed system

Centralizing and standardizing on a platform for all lead campaign management makes it possible for **1 person** to manage optimization activity across campaigns. Before this responsibility used to lie with different AdOps managers who had a varying levels of bandwidth and expertise to make those decisions.

Platform gives us a **better picture** of what the market value of names in each of our niche audiences.

The NetLine team has been extremely helpful and flexible in making sure the platform can accommodate our reporting and data needs. **- Ambrose Crenshaw**



NETLINE PUBLISHER PLATFORM: A Complete Lead Gen MarTech Stack, for Free.

Discover the no-cost lead generation platform that top publishers are leveraging for a competitive advantage in today's digital landscape.



How?

Revenue

Scale content revenues beyond the boundaries of your normal distribution vendors. Lead Gen will amplify the value to your client and the reach of their content.



Discrete

Manage your client relationships directly. Centralized reporting and account management is available on-demand.



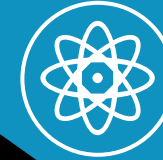
Support

Extensive training available at no cost. Rely on our team behind the scenes to support campaign needs.



Analytics

Deep campaign reporting allows you to immediately garner intelligence and share with your clients.

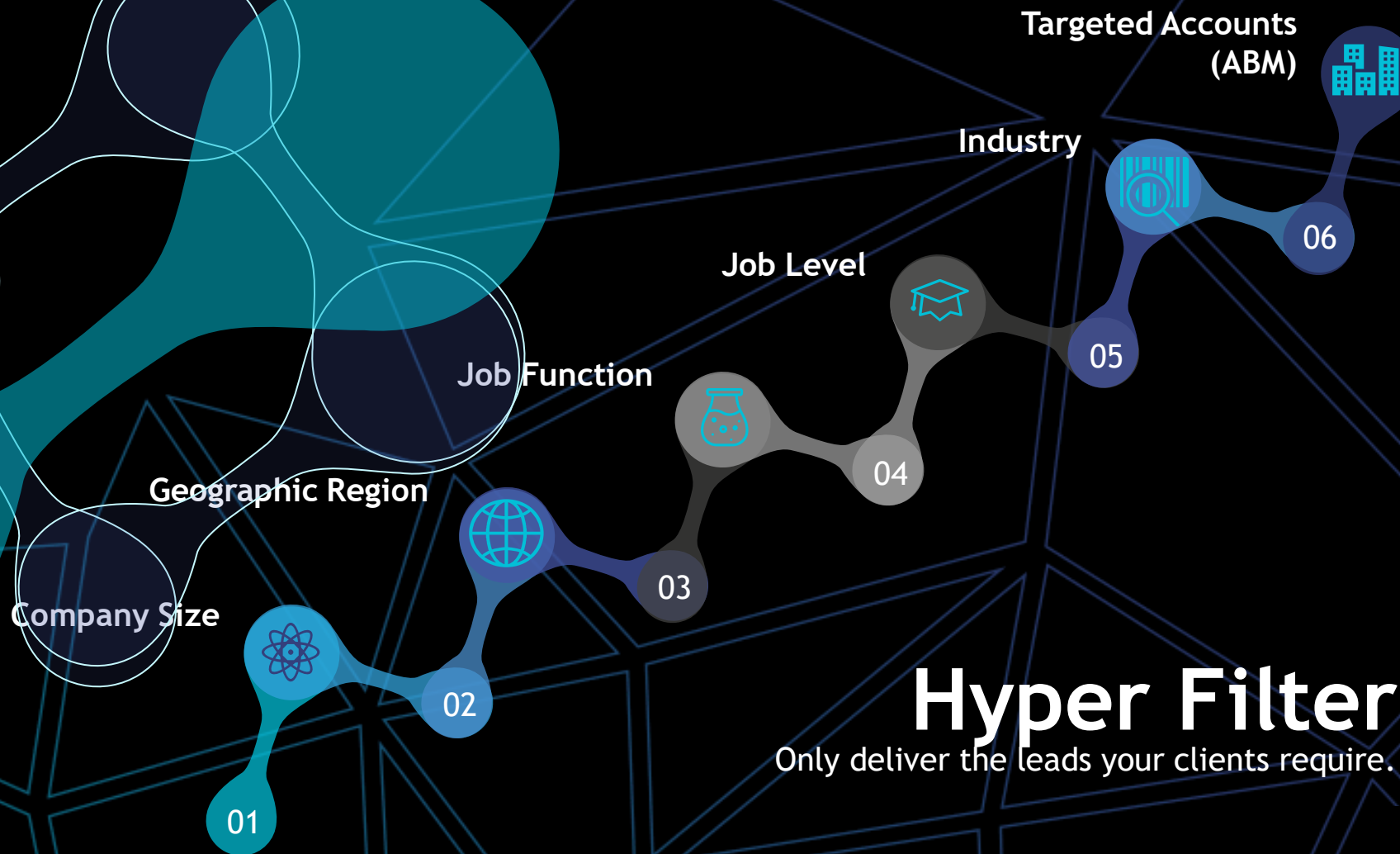


Lead Generation Platform

How it works

NetLine's self-service platform offers a comprehensive all-in-one platform that empowers publishers with full control to schedule sophisticated lead generation and content syndication campaigns at scale on behalf of their customers





Hyper Filter

Only deliver the leads your clients require.

Real-time & White-Labeled Interactive Reports



- **Campaign Overview** - Campaign objectives, parameters (timeframe, lead goal, CPL, filters).
- **Filter Summary** - Breakout of leads by Employee Size, industry, Job Area, Job Level.
- **Content Summary** - Leads generated by each offer.
- **Lead Analysis** - Allows you to pivot the results based on the different data points that were captured.
- **Leads by Date** - View number of leads generated by date.
- **Reject Lead Summary** - Breakout of reject leads and demographics.
- **Impression Report** - Visually shows your content exposure across promotions.

Real-Time Connectors

For seamless and efficient prospect escalation



1st Party Data Fulfillment

Immediately drive engaged prospects directly into the MAP, CRM, and/or SFA platform of your choice.

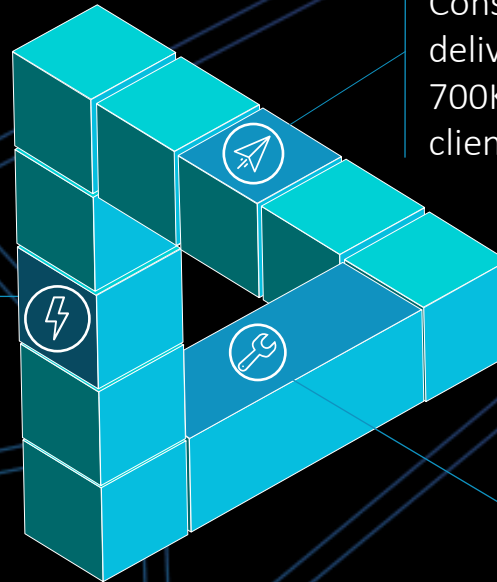
Immediate Remarketing Availability

Promptly foster the relationship with the prospect and deliver your desired narrative to drive downstream actions/conversions

On-Demand Scale

Delivering on both Depth and Diversity

125+ Million
Actively reaching in
excess of 125M
professionals on a
monthly basis



700k+
Consistently
delivering north of
700K leads to our
clients per month

80%+
The % of net new
leads we're delivering
to our customers per
campaign.

Peer Validation (Past 12 Months):

5k+ Campaigns Launched

1 Million+ Leads extracted from O&O audiences, sold to their clients, and added to their db (unknown to known conversion)

\$2M+ Incremental Earnings via our Predictive Forms and Content Recommendation Algorithms

\$5M+ Market Value of leads sold to their clients
(NetLine gets none of this)

200k+ Leads via On-Demand Scale



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Not on the Platform? Here is what's at stake:

Instant Incremental Revenue

Cutting Edge Tech w/ Real-Time Analytics

On-Demand Scale (if needed)

Enhanced Operational Efficiencies

All for...zero cost.



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Thank you!

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