NetLine CORPORATION

INFOSHEET

On-demand Monetization for Publishers

Seize the untapped revenue that your gated content can deliver with the most transformative, no cost, content-based lead generation platform in the B2B marketplace.

CONTENT MONETIZATION

Publishers can realize untapped revenue by utilizing the multi-monetization capabilities of NetLine's form technology.

- 30% boost in revenue
- Using publisher owned and operated audiences
- Users make an additional content request/session

As well as opening an additional revenue stream, the user experience is enriched with customized offers.

ON DEMAND SCALE

Tap into incremental scale and fill difficult to execute client campaigns

- No IOs
- No negotiations
- No phone calls
- No creative development

Simply on-demand access to the largest B2B lead generation platform on the web.

+30%

INCREASE IN NET-NEW REVENUE GENERATION

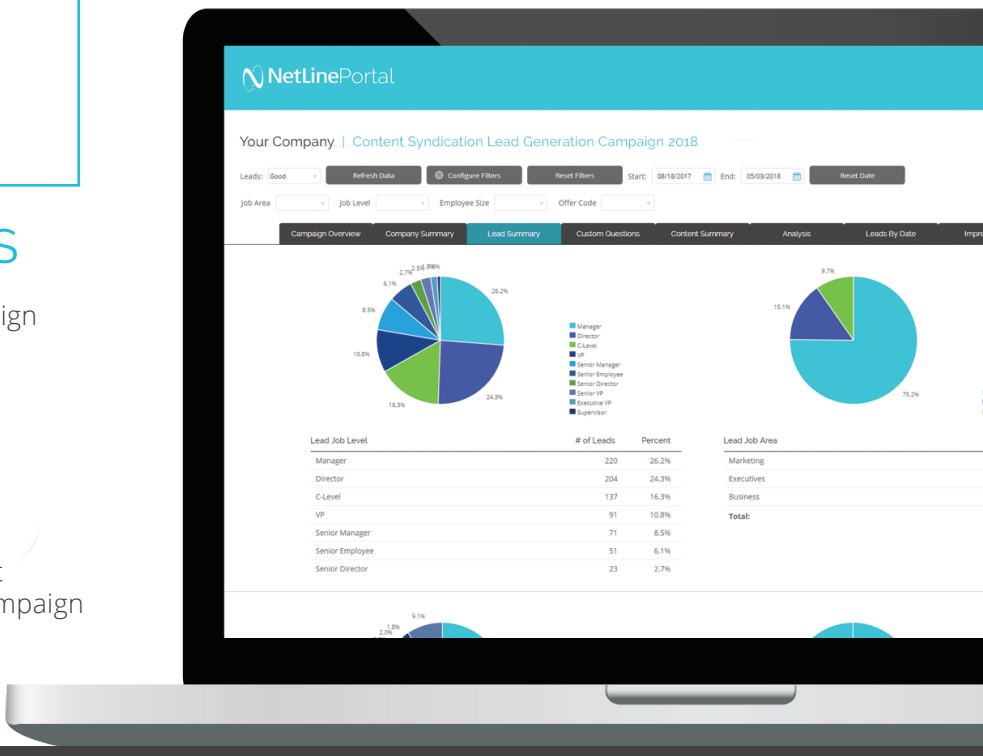
LIFT IN MONETIZATION ASSOCIATED TO FORMS.

REPORTING + ANALYTICS

Instantly receive in-depth insights into campaign performance, content resonance, persona engagement. Interactive visualization tools:

- Dynamic pivot tables
- Heatmaps
- Custom lead filter configurations

Leverage complete transparency into content consumption behavior to quickly optimize campaign performance.



For additional questions, contact us at Platform@netline.com
NetLine Corporation | 750 University Ave., Los Gatos CA 95032 | 408.340.2200

Successful B2B Publishers Start Here.

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INFOSHEET

+90%

FASTER TIME TO LAUNCH

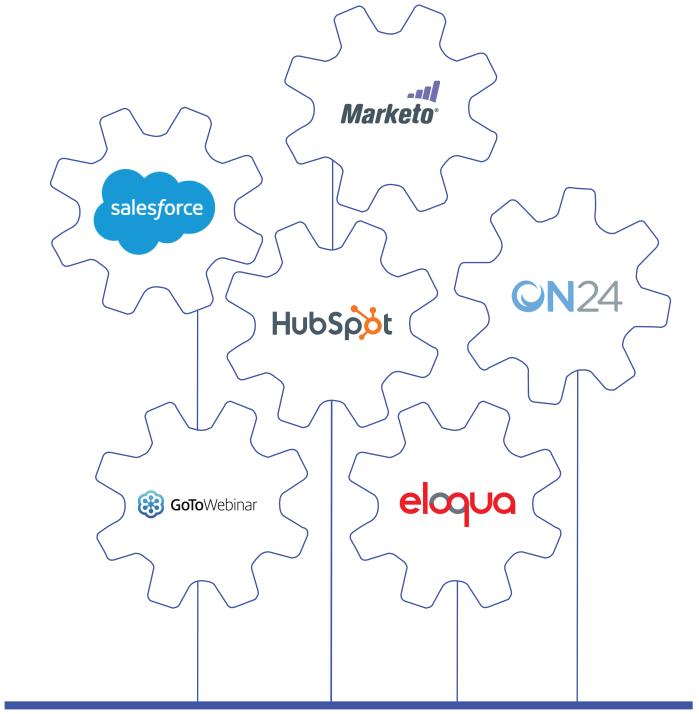
PUBLISHERS SAVE 13,361 BUSINESS HOURS OR 557 BUSINESS DAYS ON A CAMPAIGN,

ON AVERAGE PER YEAR

3RD PARTY INTEGRATION

Drive engaged prospects directly into a MAP, CRM, DMP and/or SFA platform such as Salesforce, Marketo, Omeda, and On24.

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



WHITE LABELED

- Seamless UX for existing and loyal audience members
- Zero web development: White-Labeled pages are dynamically built and delivered without ever touching code or involving a developer.
- Optimized launch window: a 90%+ improvement in time to launch vs. previous processes

PREDICTIVE LEAD FORM TECH

Our forms require 60% less typing to submit.

- GDPR & CASL compliant
- Responsive
- Secure

Your client will like the 18-point professional profile it captures. And users like it so much, they come back for more.

WE'RE A LEADER IN 'LEAD CAPTURE SOFTWARE'

From real users who spread the word.

"VISIONARY MODEL FOR HELPING DEMAND-GEN MARKETERS."

"STREAMLINED APPROACH WITH AN EASY TO USE INTERFACE."

"A CONSISTENT LEAD-GEN SOLUTION FOR THE BUSINESS MARKET."

USERS LOVE US
G2 CROWD

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