

## SMARTREACH/DIRECT MARKETING

# 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 20 million business decision makers who engage with Informa
- Over 1,000 data points and behavioral characteristics to gain insight from

**List Rentals**

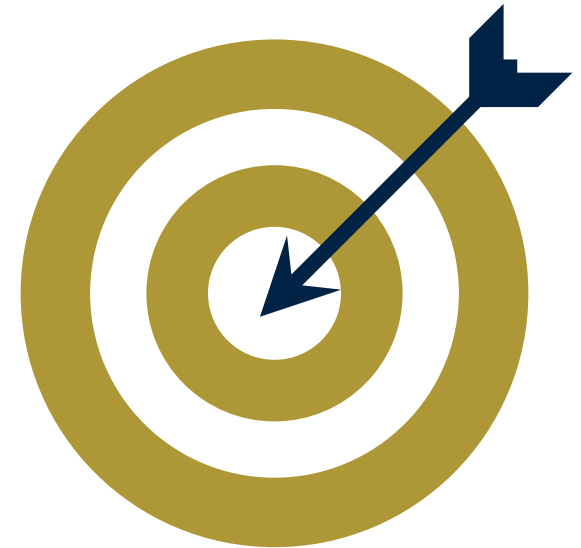
Connect with over 20 million engaged decision makers across Informa's 150 business brands.

**SMARTREACH SOLUTIONS**

- Audience Extension
- List Rental
- Lead Generation
- Data Services
- Informa Ad Network
- Web Target

**Data Services**

Get a complete profile of all the contacts in your database with data append and hygiene services.

**Co-registration/Tele-registration**

Display your offers during the registration or subscription process of a Informa brand. Be seen by highly qualified prospects and have leads passed directly to you.