



Corinium Digital | APAC Media Kit

## Digital B2B lead generation across the emerging C-suite

ACCESS  
**75,000+**  
SENIOR  
CONTACTS

# Why work with us?

## Achieving goals together

Many of our clients have similar goals — they want new business opportunities, brand lift and to set themselves apart from the competition. With our publishing platform we can help you achieve these goals through stand-alone or integrated lead generation campaigns.



### INSIGHTS

We believe a conversation starts with knowing the audience first.



### BRAND AWARENESS

We believe in bringing your brand to life and connecting you to your audience.



### CONTENT MARKETING

We believe in inspiring people through powerful content that can change processes and disrupt routines.



### DEMAND GENERATION

We believe in enabling conversations so that you can start new business relationships.

## What sets Corinium apart from competitors?

Corinium is the world's largest community inspiring and supporting the emerging C-suite executives in the world of Data, Analytics, Customer and Digital Innovation. We're excited by the incredible pace of innovation and disruption in today's digital landscape. That's why we produce conferences, custom events and timely content that connect you to what's next and help you to lead your company into this new paradigm.

Our unique access to this rapidly growing C-suite has resulted in a huge catalogue of content and industry insight, powered by our [CxO Hangouts](#). It's here where we share the outstanding thought leadership from our global events.

With our ever-increasing global network of Data, Analytics and Digital leaders and influencers, no one else is better placed to connect you to the market and place you in front of customers.

Our offerings range from digital branding/ advertising campaigns to lead generation through industry insight and benchmarking reports, surveys and email campaigns.

Find out how we can work together to get you in front of your target audience.  
Contact us at [ben.shipley@coriniumintel.com](mailto:ben.shipley@coriniumintel.com)



## Some of Our Clients

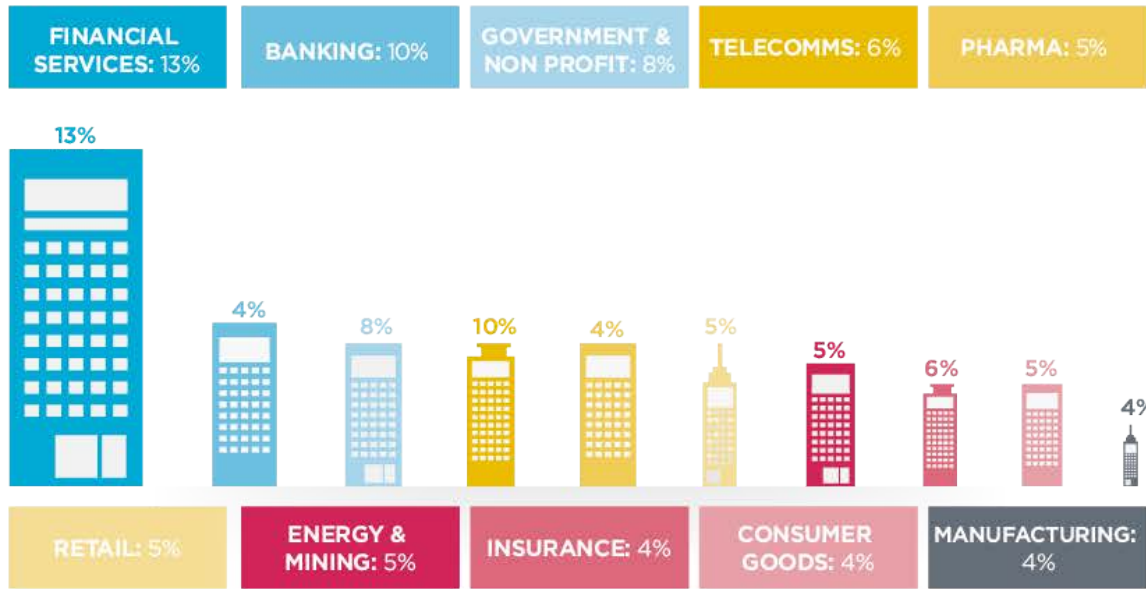


# CxO Communities: Audience Profile

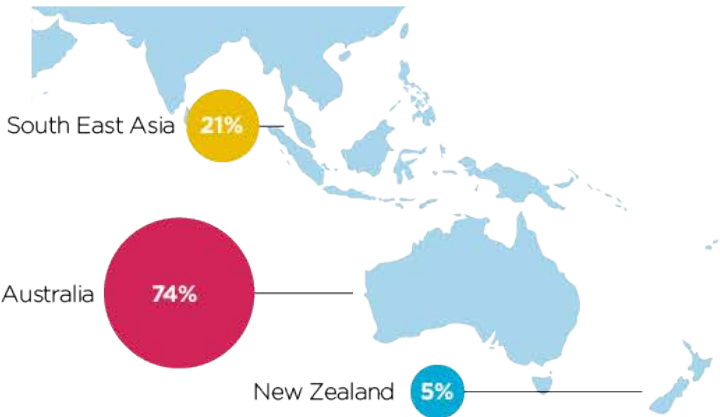
Breakdown by Topic



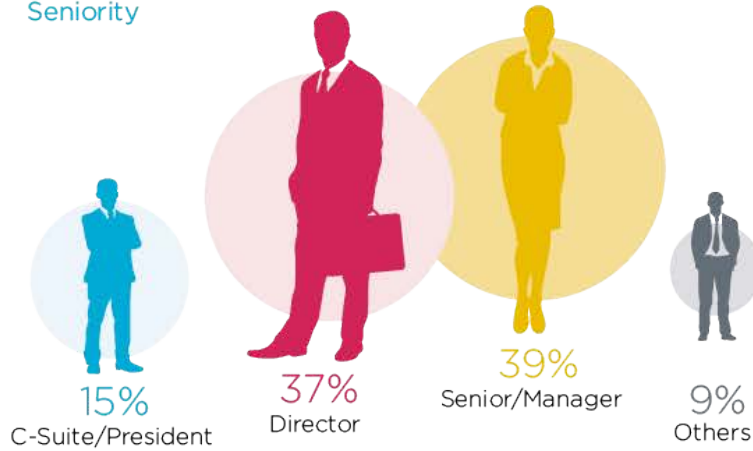
Top 10 Industries



Geographic Location



Seniority



# A campaign that will shoot you right to the heart of your target audience

Through our event websites, CxO Hangouts, monthly newsletters, benchmarking studies, white papers and dedicated email marketing, Corinium Digital provides you with the perfect platforms to promote your brand, share thought leadership and generate new business. With 555,000+ contacts globally, spread across web, email and social media channels, Corinium Digital will distribute your content based on your specific customer criteria.

Visit our website to find out more!





# Integrated email campaigns

Whether you are looking for leads, have a story to tell, content to share or a webinar to promote, there is no better way than to engage in a targeted direct email campaign.

With over 75,000 contacts across the region we can promote your brand, services, products and events effectively.

## How does it work?

- ✓ We work together to understand your target market and generate a data count from our extensive database of senior contacts based on your criteria
- ✓ We agree on the content you want to promote and can offer guidance based on the performance of previous campaigns
- ✓ We agree the level/type of campaign you would like including the geo focus and the number/frequency of emails included in the campaign
- ✓ You have control of the style and format of the emails
- ✓ You receive full contact information for all downloads generated through regular reporting
- ✓ Your content is hosted on our CXO Hangouts platform so it also benefits from organic traffic
- ✓ Awareness of the email content campaign is amplified through:
  - Ongoing SEO/SEM optimisation of the content landing pages
  - Promotion through our private LinkedIn groups
  - The option for you to create a blog piece introducing the content to be hosted on our CXO Hangouts.

Contact us today to find out more!



# Create custom white papers and benchmarking studies

You can work with Corinium Digital to commission bespoke content pieces based on in-depth research with our network of senior executives and contributors. The content can then be used to generate leads from across our network as well as being integrated in to your own existing marketing campaigns.

## How does it work?

- ✓ We work together to develop a digital survey aimed at gathering market data aligned with your key focus areas
- ✓ Corinium carries out the research with our members, event attendees and broader database of contacts
- ✓ The survey findings, stats and analysis will be developed in to an industry benchmark report by Corinium Digital showcasing trends and insights on the agreed themes
- ✓ Your company will be co-branded with Corinium throughout the report and in any related promotional activities
- ✓ You will have the opportunity to write the introduction section of the report as well as include your details in the 'About' section
- ✓ Corinium Digital will promote and generate leads via our database, CXO Hangouts, social channels and event attendees
- ✓ You will have full license to utilise the report for your own campaigns with no limitations.



**Corinium will help to generate interest and downloads for this report via:**

- ✓ Email Marketing
- ✓ Downloads from CXO Hangouts
- ✓ Event websites
- ✓ Social promotion.

Your company will receive monthly reports of all downloads including all contact information.

# Our success stories

Here, at Corinium, we take pride in the fact that we work with some of the biggest names in the industry...

## Some of our clients



“Corinium has been absolutely wonderful to work with and there are two areas that compel me to continue doing business with them: They do THE best job of recruiting the target audience of any vendor I’ve encountered and they are incredibly adaptable to changing situations.”

Cortnie Abercrombie, IBM Analytics



## Contact us

---

Learn more about how Corinium Digital's content and marketing efforts can help drive your business forward.

Our team has helped many organizations develop great content, increase their reach, and generate meaningful leads. We would love to discuss how our digital campaigns can help grow your business.



**Ben Shipley**

APAC Sponsorship Sales Director

[ben.shipley@coriniumintel.com](mailto:ben.shipley@coriniumintel.com)

+61 0451 406 384