

# Purchased Lead Warming

## Informa Engage Best Practice

*Purchased Lead Warming is important because much of our marketing is to our existing audience, so we want to ensure that new prospects outside this audience are warmed and added to our engaged audience where possible. Additionally, purchased leads tend to sit within our Apex audience – they contain key demographic information, sit within our target audience, and are recently engaged. By sharing purchased leads with your team regularly for the warming, we want to ensure you have the best opportunity to do this, and this best practice guide advises on how we purchase leads, how they will be shared with you, and how to ensure success when warming leads.*

## Lead Purchasing & Sharing

Informa Engage will purchase leads to ensure Digital Marketing Campaigns hit their goals, primarily through NetLine. These leads can be purchased at any time during the campaign, so are being acquired on an ongoing basis. In almost all cases, these leads will match your brand format, meaning that not only are these leads engaged, but they also contain relevant demographic information mapped to your brand demographics. In 2022 Engage is projected to purchase around 80,000 leads in total, and any leads purchased for your brand should be considered high-value prospects and onboarded accordingly.

### Lead Purchasing Cycle

As mentioned above, Engage is continually purchasing leads, so these leads will be aggregated and shared back to you monthly to ensure timely delivery. These leads will be shared on the first week of the month either as a direct upload to your database where available, or via email to your brands data point person. In cases where leads are uploaded directly and you have requested it, these leads will be ring-fenced for use by specific marketers only for 30 days – currently this is only in place for the Channel Futures, Channel Partners, American City & County, and Urgent Communication brands.

Once you receive these leads at the start of every month, you should aim to spend at least the rest of the month warming them for your preferred use. We have included best practice guidance on how these warming campaigns are run in the “Purchased Lead Warming” section below, however how you run these campaigns, and where you choose to direct these leads (Newsletters, Events, Marketing, or all the above) is entirely up to you. After this initial warming period, we strongly recommend that leads are made available for future Digital Marketing Campaigns, given their engagement and preferred audience fit.



Figure 1: Monthly Lead Purchasing Cycle

An overview of what the resulting lead purchasing cycle should look like is below. We recommend aiming to automate the warming and resulting lead flow wherever possible but monitor it closely.

### **Purchased Leads and Your Apex Audience**

In the Engage Apex reports you can view the section of your audience that makes up the Apex, which is your most monetizable, marketable audience. This report also covers the general marketability of your digital audience, as well as campaign insights. These reports are available on our Portal site here:

<https://portal.informa.com/sites/essentials/informa-engage/SitePage/230376/apex-reports>

Regardless of your individual brand situation you always want to be growing your Apex audience, and purchased leads are an extremely strong tool in helping you do that. Most of the digital campaigns market to your existing audience rather than introducing new contacts, whereas purchased leads are sourced from external datasets such as the NetLine database. This means that these leads already represent growth of your existing audience rather than just engagement of the existing audience. As well as this the leads inherently fill a gap, since they are purchased for campaigns where a database was not big enough to meet campaign demands with the existing audience. Both these factors – the newness and the value – are why purchased leads are so important in growing your Apex Audience.

## Purchased Lead Warming

Once you are receiving these leads monthly and uploading them into your audience database you want to ensure that you are warming these effectively. Here are some tips on how to get the most out of these warming campaigns.

### Format

We recommend a three-touch campaign, with three different pieces of content. Campaigns with multiple emails tend to be more successful as they provide multiple opportunities to engage, as well as improving your brand awareness for the customer and giving more context about what future messages are likely to contain. Spacing these emails out and having them arrive around a week apart ensures that you are not overloading these new prospects right away, whilst still arriving close enough together to associate with the last message.

While doing this initial warming we recommend having the leads unavailable for any other campaigns. This helps ensure that these leads do not start receiving a large volume of content before having a chance to become familiar with your brand, making them less likely to opt out. General best-practice is to ring-fence these new contacts for 30 days before making them available for general marketing, although you may choose to release some records early if they are showing strong engagement.

### Content

For your warming campaigns we recommend using evergreen content to nurture your new leads so that you do not have to keep updating emails on a regular basis. Choosing to promote Events, Webinars or other time-sensitive initiatives runs the risk of accidentally sending outdated promotions to new records as well as requiring more of your time. Using evergreen content also has the advantage of being a proven commodity so is more likely to evoke strong engagement in your audience.

When considering content type, it is best to avoid anything that requires a large amount of time from the reader, such as a video or a 20+ page report. Where possible, use multiple content types to highlight a range of assets rather than having your warming campaign appear repetitive.

### Tracking

While running this initial campaign keep a close eye on how your emails perform – what is the CTR (Click Through Rate), open rate and conversion rate? How are these leads doing and are they active? Are you seeing many opt outs, and when in the campaign are they occurring? Close tracking as well as A/B testing will allow you to optimise this warming campaign over time to maximise the conversion of future leads.

## **Post-Warming**

Once your initial warming campaign is finished, you can then look to gain additional value from the lead by adding additional demographic detail. A highly effective way to do this is to create a special report as a premium content piece and then ask leads to convert again (with a more detailed registration form) if interested. Purchased leads come with a good amount of demographic information, so any demographic gaps are minimal. However, this process of additional conversions is extremely useful in fleshing out your audience data. It can also be used to gain additional permissions, e.g., for third-party or events mailing.

An alternative would be to follow up your initial warming campaign by encouraging leads to subscribe to newsletters or register for upcoming events, depending on where you find most value. Doing this early in the consumer journey when records are newly engaged ensures familiarity without overburdening with information.

