



Lynchpin Media

Lead Generation

Programmatic Display

MEDIA KIT

CREATE | ENGAGE | DELIVER

Using client content to generate industry insight and deliver targeted campaigns

Lead Generation

Lead generation is the heartbeat that pumps opportunities through a client’s sales funnel. A strong **lead generation strategy** is crucial to ensure a consistent flow of potential customers, which can be engaged with by the sales team. Few are better placed than **Lynchpin Media** to deliver **targeted lead opportunities** at scale.

Our brands cover the breadth of the decision-making ecosystem within tech. With each of these brands having their own **data silo**, we can granularly carve out **targeting strategies** that few can match. In addition, the user’s recognition our brands enhances **lead velocity** and **quality**.

What types of lead can we deliver?

There is no lead strategy that Lynchpin Media cannot accommodate. We cover the globe and target any vertical, job title, or company size/revenue, offering everything from Single touch to BANT.

- **Single Touch** – Most effective for those **initial prospecting** stages. Finding your audience and entering them into the top of your **sales funnel**.
- **Double Touch** – Ideal for accounts you may already have identified as showing interest. Double touch comes into its own when feeding the users desire for more information during their **research phase**.
- **Qualifying questions** – The more information, the better. Qualifying questions are a method in which you can not only **ask questions**, but only pay for the leads who answer in a way that fits **your criteria**.
- **BANT** – The top level of **lead quality**. Focused on **identifying** and qualifying opportunities that meet the very specific, and detailed requirements of the client.
- Account Based Lead Generation – Target account lists can be layered over existing targeting of any lead tactic. Ensuring only the **desired companies** are approached during a lead campaign. Vastly **increasing** the **efficiency** of **media spend**.
- **Intent Layering** – We can add **Intent targeting** by layering a list of keywords relevant to the client’s business over their pre-existing targeting and running a surge report to identify what companies are interacting with these keywords. This new list of companies can then be **targeted** using any of the previously mentioned lead tactics.

Ensuring Quality

We utilise Integrate as our lead cleaning and management platform. All leads generated by Lynchpin Media are run through Integrate. Here they are ‘cleaned’ ensuring that they are formatted correctly to be received by the client, and more importantly, that the contact information is correct. We will ensure that only the leads latest contact information is provided, which results in us having an industry defining low rejection rate.

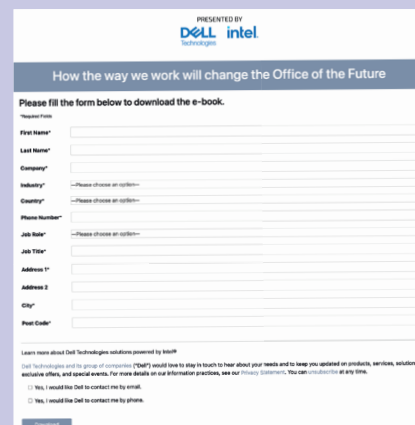
How we set up a campaign

Lynchpin Media has its own **organic database** where we can match your selected criteria. Select your own **geographic, industry, designation** and **company size** to suit your **bespoke campaign**.

Our Mailers



Data Capture Forms



Campaign Integration

We can deliver directly into your CRM if you are using Salesforce, HubSpot, Pipedrive through a template or by setting up an API for seamless integration. Additionally, leads can be paced according to your preferred frequency, such as 40 per week.

Programmatic Display

How can we help your marketing strategy?

Awareness: Uplift your brand in the eyes of your **target market**. **A/B test creatives** that explain who you are, and what makes you stand out from the competition.

Evaluation: Drive prospects towards your site. Focusing on **key product categories** and drilling down into more precise **creative messaging** is essential, to guide opportunities towards wishing to learn more.

Conversion: Do you have a solid call to action (CTA) that dictates the success of marketing spend? With **tracking**, we can optimise our programmatic buys towards a **CTA** that aligns with your marketing goals – whether that is a demo, event, webinar or even a consultation.

How do we find the right prospects?

Our programmatic solution combines first and third party data sources to build a complete picture of the audience we are looking to get in front of.

We can apply all the following parameters to our programmatic display campaigns:

- **Companies:** Utilise domain to IP targeting for the companies you most want to get in front of.
- **Persona based targeting.** Looking at job title or function as a way of focusing in on your audience.
- **Behavioural & Contextual.** Are you only interested in serving ads to those who are displaying interest around certain topics or keywords? If so, this is a targeting capability that Lynchpin can deploy.

Measuring Success

Throughout a Programmatic display campaign with us, your dedicated campaign manager will be able to supply you with granular reporting. Ensuring campaign optimisation across creatives, audience segments, media channels or formats, devices, etc.

When used to target specific companies, ABM Programmatic display can be combined with ABM lead generation to build a heat map of the companies showing the most interaction with your brand. This data can then be used to inform your CRM or sales strategy.

In short, having your budget centralised with Lynchpin Media, allows optimisation across your entire marketing mix thanks to Programmatic Display.

Campaigns you can run

Standard Programmatic Display:

Utilise our platform to focus in on your targeted personas. Serving real-time ads to your specific customer type across Lynchpin Media's brands and the wider web.

Account Based Marketing & List build:

Use your own target account list (TAL) to get in front of the customers you've identified as priorities and serve ads directly to those companies. Or utilise Lynchpin Media's services to build out a TAL for you, based on your targeting personas, keywords and intent.

Prospecting & Retargeting:

Focus on traffic driving KPIs and once that audience has interacted, maintain brand engagement through retargeting after they've visited your site. Inventory can be bought based on a cost per acquisition model should there be a conversion-based goal on your site, such as a free trial or webinar sign up.

Programmatic Video:

Premium ad space bought to get your video content in front of the maximum number of correct eyeballs. Inventory can be bought against the video completion rate (VCR) metric to maximise the impact of your marketing spend.

Enhancing Created Content:

Looking to enhance a content creation campaign? Perhaps a Lynchpin Media Priorities Report or a CXO Visions video? Combining such a campaign with programmatic display can ensure eyeballs hit this quality content. When paired with an effective call to action, this combination of marketing channels can be potent.

FAQs

Do I need tracking in place to run a campaign?

No, we can run a campaign without and in the case of using a TAL, even report on the individual performance of those companies in terms of clicks and impressions.

Is there a minimum order? Yes, \$5,000.

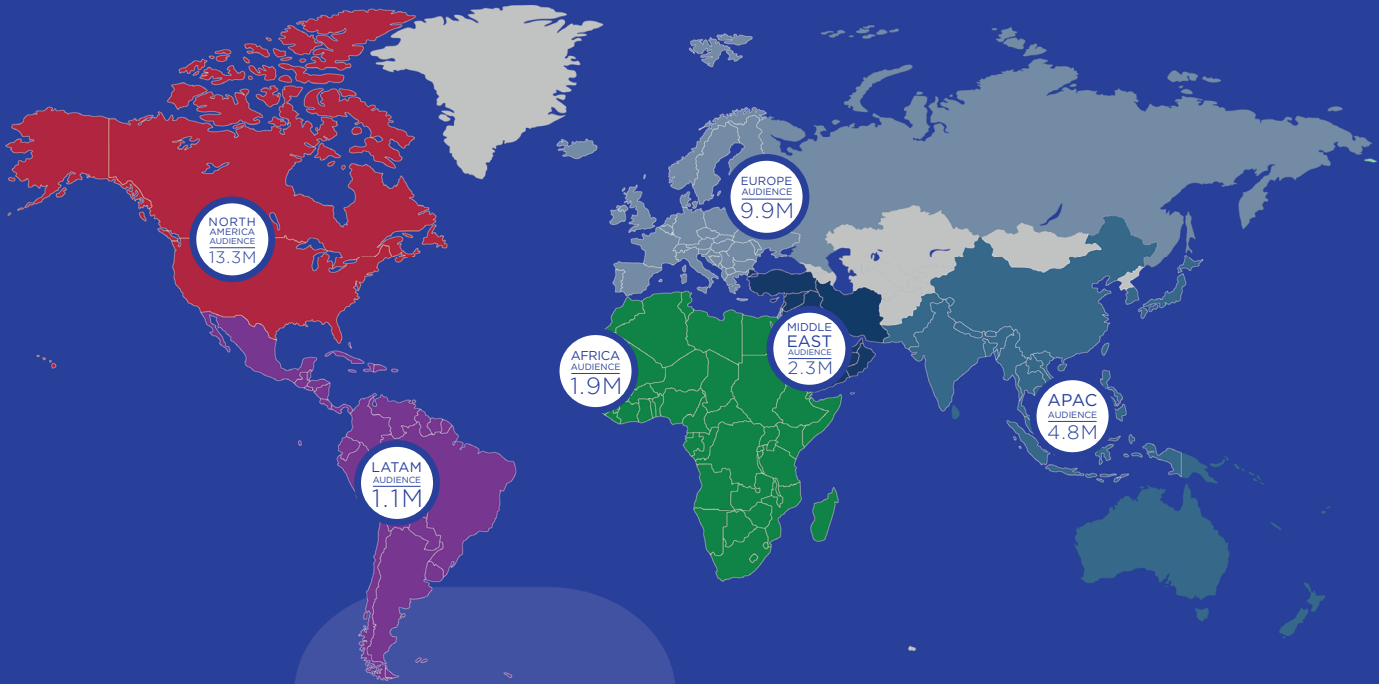
Is there a minimum TAL size for Programmatic ABM?

Yes, but it has come down thanks to our new partnerships. 200 accounts per country is the new minimum.

Are there any regional restrictions? Currently not that we have found.

Parameters for targeting? Job functions (IT professional etc – we cannot target individual job titles), Industry (again keep it general, like Healthcare), Company size, Keywords (if they have them), TAL (if they have one) and timeframes.

What information is needed on the TAL to run ABM display? Company name, country, domain (website).



GET IN TOUCH

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