

# Turning PDF Docs Into Lead Generation Solutions

By Cimarron Buser, SVP, Marketing and Business Development, Texterity

The quest for qualified leads is nothing new, yet the ability to capture and identify quality leads, understand where a prospect stands in the decision-making process and determine the decision-making group within a company is elusive. Many b2b publishers are offering white papers or other assets as freebies on their Web sites to attract an audience. However, the value of an anonymous reader—as measured in pennies per visit—is not substantial or particularly helpful to advertisers.

Basic lead capture systems—typically consisting of a lead form asking for customer information in exchange for the ability to download a PDF paper—can generate much more value for a company, advertiser or publisher who is providing this service, but it is not without its flaws:

- First, salespeople have to depend on instinct rather than science to assess the pile of leads they receive from these systems. Consequently, good leads are often overlooked and bad leads futilely pursued.
- Second, critical information is lost because once downloaded, there is no information about whether a reader was interested in the PDF. Did they read it? Print it out? Just ignore it? Worse, a reader can forward it to others and all the downstream lead capture about subsequent readers is lost.

## A Different Approach

Texterity's perspective on the lead generation problem has led to the development of a system that transforms existing white papers and corporate documents into selling tools. An integrated Lead Management System (LMS) provides an approach that, on the front end, has a branded library where readers can quickly search and browse all content. Once registered, readers are filtered by the system and are recognized upon each return visit, and can view documents instantly—rather than downloading a PDF—on any Web browser and on several mobile devices. On the back end, a control panel for publishers and advertisers allows for extensive reporting, delivery of leads and the ability to upload and purchase new leads. Delivery of the lead data is packaged for both standard and custom CRM systems.

## Keys to Success for a Lead System

Here's how a system such as LMS turns assets into packages of valued content: A white paper, for instance, can contain an integrated flash presentation, a video demonstration and an interactive survey, providing the reader with an interactive experience. The publisher of the content gets all the engagement data, including the answers to the survey. Publishers can learn how readers traverse their content, what they read and how much time they spend on each page because user engagement data is captured and organized for efficiency, storage and recall.

LMS documents can be accessed using a standard Web browser on any computer, iPhone or iPod Touch. Readers can

easily search and rank content, see immediate results from the interactive surveys and see feedback from others readers.

## Pricing It Out

Typical lead generation programs are priced in two ways from the publisher to the advertiser:

1) **The “Cost Per Lead” (CPL) model.** An advertiser will commit to pay for a certain block of leads at a certain price until the “lead bucket” is filled.

For example: “I’ll buy 100 leads at \$35.” This model allows the advertiser to purchase additional leads if they find the program is working well.

2) **The “Fixed Cost” model.** An advertiser pays a fixed fee for a specific period of time. For example: “I’ll run my white paper with embedded video for four months and pay you \$10K.” There may be a specific campaign, product launch or other event that the advertiser is focused on, or they may simply want to cap the cost of the program.

In both models, the publisher should establish advertiser accounts, and each advertiser can decide which assets will run, for how long and how much to pay. The LMS system notifies advertisers when additional leads are available and provide the option to obtain them.

## Real-World Examples

• **The OracleWhitePapers.com** library is available directly on the Web, or through *Oracle* magazine, allowing the digital edition reader to instantly access the system without any registration, since their information is already known to the system. This type of integration makes the reader experience better—less clicking and data entry—and increases take-up rate.

• **IDG Tech Guides'** integrated reporting provides value to their customers and allows them to analyze the effectiveness of different white papers and programs.

• **Penton Media** offers individual e-books delivered to customers based on a custom publishing model. This type of bundled offering, which leverages the editorial excellence of the publisher, allows Penton to get increased revenue from new or repurposed content.

*Digital publishing company Texterity creates, maintains and tracks more than 850 titles, including 650 consumer and b2b magazines.*



Cimarron Buser