

91% of marketers stated that lead generation is their most important goal¹

Yet, 37% also identified generating high-quality leads as one of their biggest challenges.¹

Meanwhile, your audience already knows what they want: a personalised approach, actionable advice, more data, research and analyst insights, and restrained sales messaging.²

So how can you both win? **We've got you.**

Our formula – Build brand | Earn trust | **Drive demand**

It sounds simple, but it's the relationship we have with our audience that makes it so effective.

With 100+ brands, 1,000+ industry experts and 125M+ monthly reach, not only do we have the fully-permissioned first-party data, and platforms for you to reach your audience on, but we also have daily insight into the content topics and formats they engage with.

We'll empower you to efficiently target the right audience and build demand strategically.

Interested in finding out more? **Get in touch**

¹ Source, Ruler's Marketing Attribution and Reporting Analysis 2021 ² Source, Informa 2022 Audience Survey

