

Nurturing Outside the Inbox

Lead nurturing is a critical component of any integrated B2B marketing campaign. However, you are missing tons of sales opportunities when trusting your nurturing to only email based marketing automation.

79%

of marketing leads **never convert** into sales

Source: Oracle study

Companies that excel at lead nurturing generate

50% more sales at 33% lower cost

Source: Forrester Research

Four out of five marketers say their **email open rates don't exceed**

20%

Source: Oracle study

You've worked too hard on your demand generation campaigns to let four out of five leads die on the vine. Open rates show, email-based marketing automation isn't enough.

It's Time to Think Outside the Inbox

Introducing Deep Media Nurturing by inSegment. **Deep Media Nurturing** is a best-of-breed offering from a proven digital agency focused on B2B campaigns. inSegment's program is designed to reach your leads, with customized messaging based on his/her stage in the buyer's journey. Each interaction leads to a higher lead score, ultimately driving more of your leads to become marketing- or sales-qualified.

Nurturing Across Several Channels

Leads are reached in contextually relevant environments on:

- **Premium Programmatic Display** - banners targeted by email address
- **Dynamic Retargeting** - creative shown based on site activity
- **Search** - paid search ads targeted based on email address and keyword
- **Social** - Facebook & Twitter ads
- **Email** - newsletter sponsorships



IDENTIFY

User sees/downloads content or whitepaper



TARGET

User information is collected and uploaded for a deep media nurturing campaign



FUEL

User is reached with a banner and social ads with options for intent and/or ABM overlays

Deep Media Nurturing Drives Higher Lead Scores & Increased Conversion Rates

We love marketing automation, too. But email can't be your organization's nurture strategy. Reach your leads across channels and take your marketing campaigns to the next level with **Deep Media Nurturing** by inSegment.