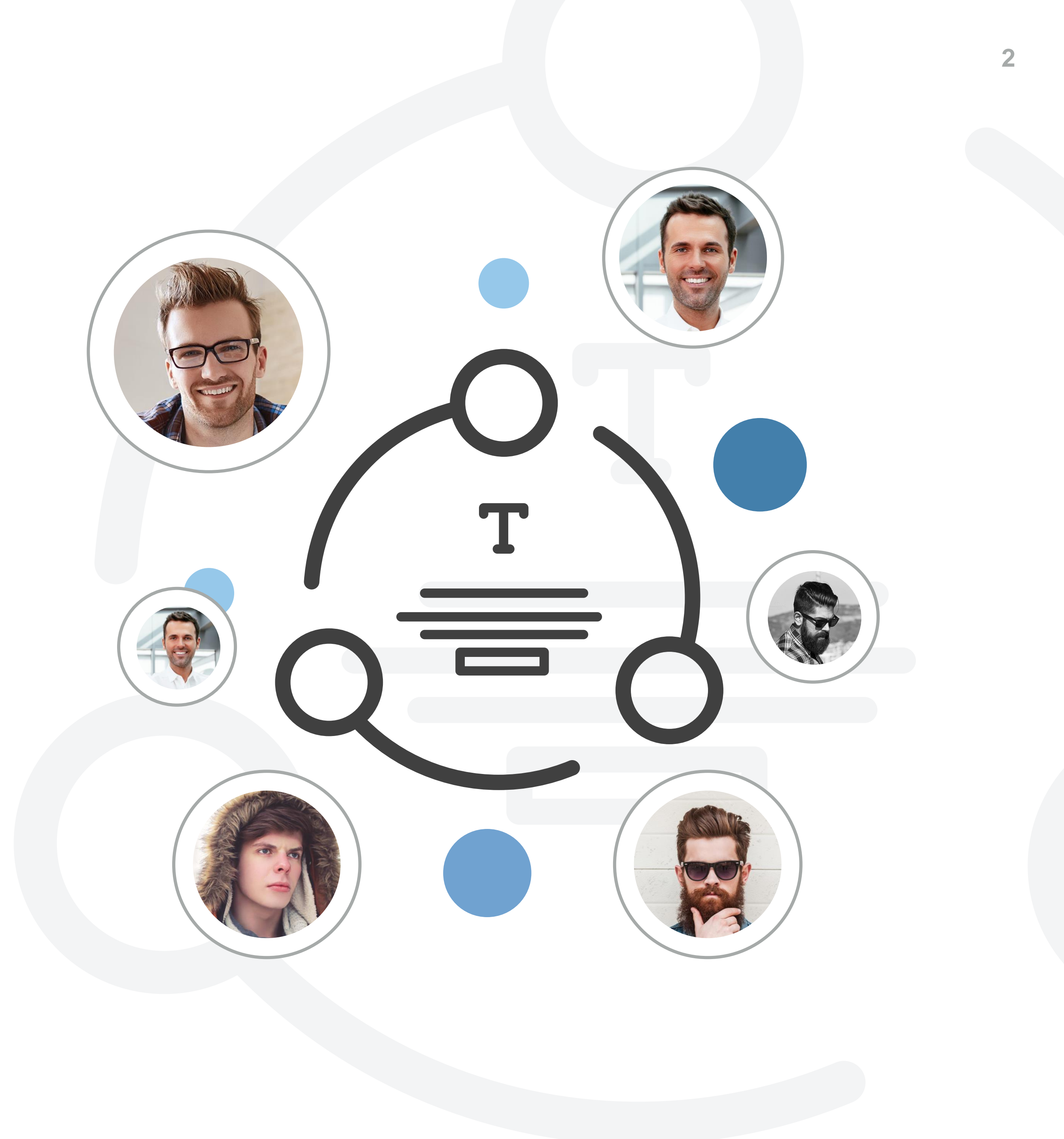


*Contentu.*  
media

**REDEFINING CONTENT CONTINUITY**

# SHARE COMPELLING CONTENT

Our curated library of business whitepapers, research studies, ebooks all from leading brands worldwide attracts readers, researchers, enthusiast online.



# REACH ACTIONABLE AUDIENCE!

Our analytics and tracking models help identify audiences based on their characteristics. We get detailed information about what they were looking for and how did our pages performed to quench their thirst of knowledge.

This helps us tweak and cater to specific audience demands.

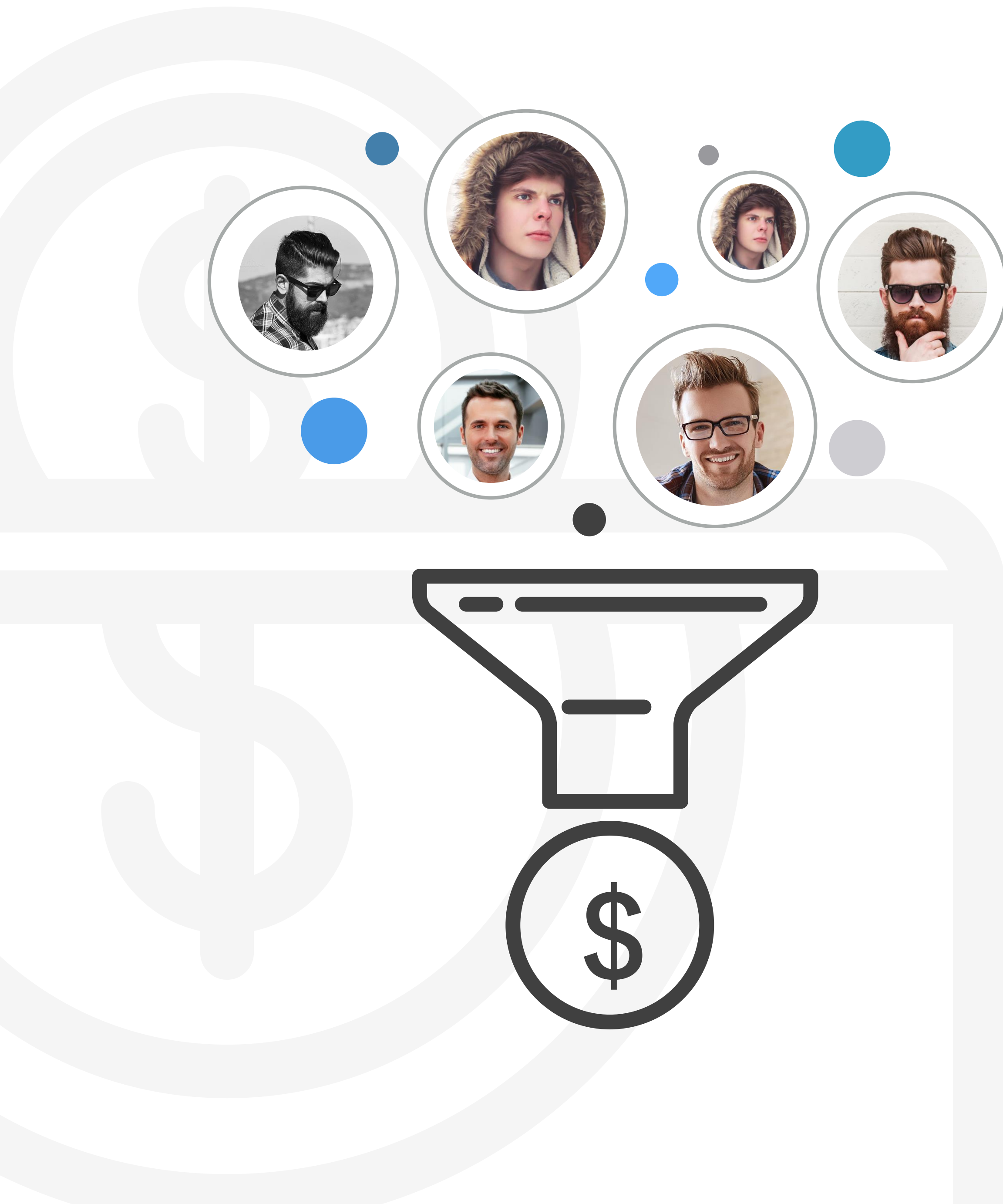


# CONVERT VISITORS TO LEADS

*We possess actionable insights Right?*

Our user optimized pages captures vital user details when visitors request content, ideally qualifying as a lead.





# CONVERT LEADS TO CUSTOMERS

---

Using a true multi-channel approach, we engage leads on various other touch-points and channels, motivating them to take action for a specific brand or solution. **This enables us to bridge the gap between Marketing & Sales.**



# CONTENT MARKETING IMPROVEMENT

---

We don't just deliver promotions. We share and promote content that adds a value to our audience.

Promotions are highly targeted according to audience's need and affinity. Messaging is skilfully personalized to better connect content with our audience.



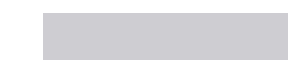
# MARKETING TARGET ADJUSTMENT

---

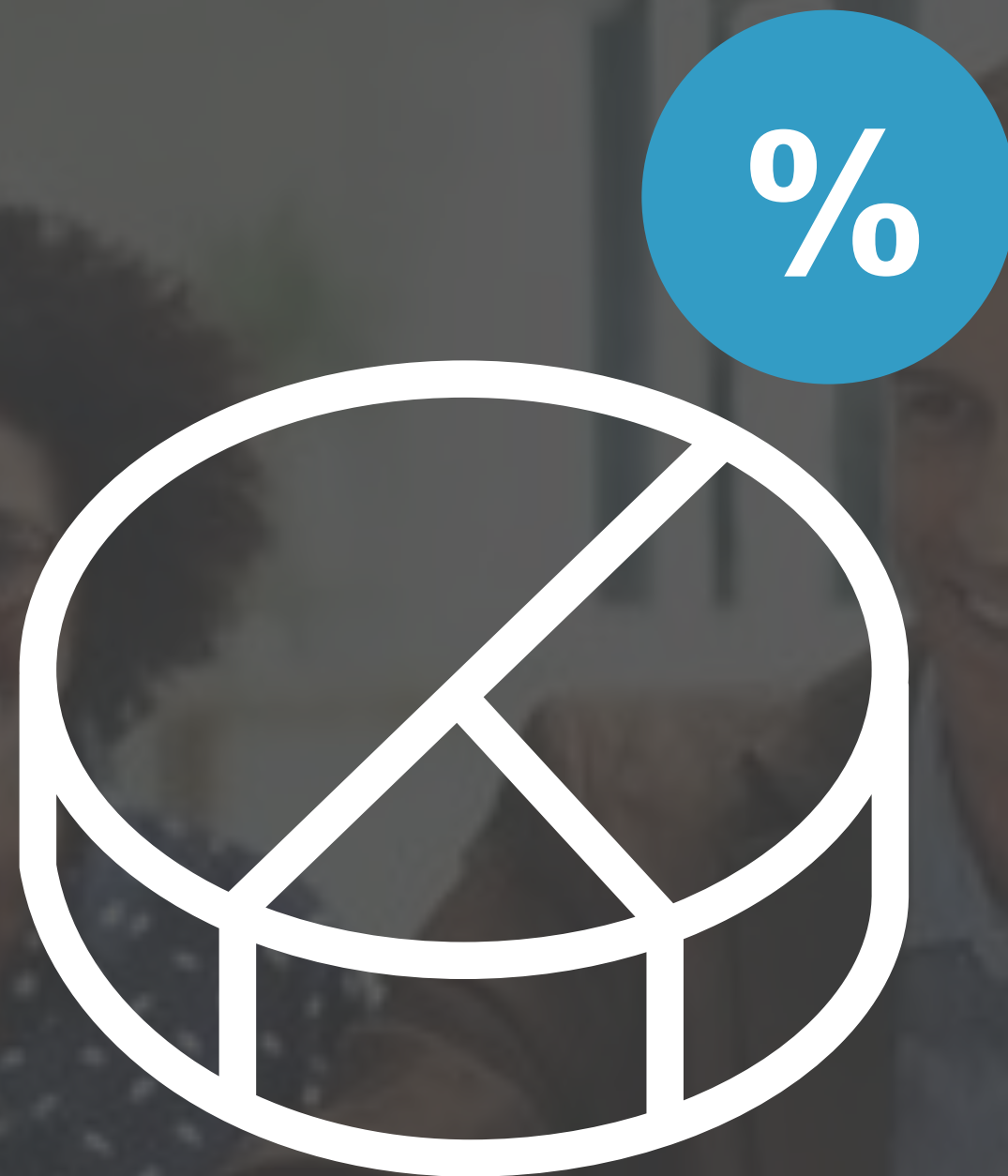
Based on our analytics and audience behaviour. We choose and suggest accounts that *are in market* looking for solutions for their specific needs. We tweak selection based on unique properties i.e Geo, Size, Budget and affinity.



# LET'S TALK ABOUT PERCENTAGE



Using high performing channels and highly personalized content, our promotions see significant conversion ratios right from marketing performance to sales closures.





# OUTREACH WITH AN IMPACT!



**37% More Engagement**  
Vs traditional marketing email



**63% More Opens**  
Used personalized messages



**23% More Clicks**  
Distinguished CTA



**40% Less Spam**  
Sending expected content and topics



**80% More Trust**  
Clear identification and unsubscribe mech

**Mobile Vision 2020**  
The Impact Of Mobility, The Internet Of Things, And Artificial Intelligence On The Future Of Business Transformation

Our Forrester Consulting Mobile 2020 Vision report guarantees to give service providers an insight into the current management of various endpoint form factors by enterprises and how this will change over the next 3 years.

Key understandings for MSPs/CSPs:

- The impact of mobility, internet of things and artificial intelligence on the future of business transformation in 2020
- How consolidation plays a key role in bringing down total cost of ownership (TCO)
- How are organisations planning for UEM (Unified Endpoint Management) for the future

Read the report now and prepare ahead for future changes.

[Know More](#)

**Providing Access to the Integrated Data That Supports Value-based Care**

Hello "[FNAME]",

Healthcare organizations can adopt value-based care by integrating data across diverse environments. This modern architecture must reconcile disparate operational data across the enterprise into a new, agile information resource.

Download this HIMSS paper to learn more about how interoperable systems and data integration support value-based care models.

[To learn more click on the button below!](#)

[Learn More](#)

Copyright © "[CURRENT\_YEAR]" "[LIST.COMPANY]", All rights reserved.

**Why VoIP? Why Now?**

Gaining a Competitive Advantage

[Why VoIP?](#)

in Complex Reporting

**workiva**

**New Edition: ERP Vendors Comparison Guide**

Get the Most Comprehensive View of the Solutions Available on the Market

[Download Now!](#)

**Whats Inside**

Selecting an ERP system is no easy undertaking. You have to select and configure a system that fits your exact business needs. The right system can make operations more streamlined, efficient and agile. Increased productivity is also a huge reason to consider either your first ERP system or finding one that better suits your needs. Just make sure you choose wisely. ERP represents a sizable investment and one you don't want to get wrong. Our team has done the legwork to give you expert advice and relevant information on the top 31 Enterprise Resource Planning solutions available on the market.

- We've gathered over 120 data points
- about the top 31 ERP system solution providers
- and compared them across over 80 features!

And much more!  
Our new Comparison Chart gives you the data you need to make an informed decision: SAP, Oracle, Sage, Epicor, Infor... the list goes on. This is the most comprehensive guide on the market. Get it now!

Document Type: Comparison Chart Format: XLSX

[Read More](#)

**New Edition: ERP Vendors Comparison Guide** [Download Now!](#)

© TechCounselor 2019 All rights reserved. [Unsubscribe here](#)

**Classify and secure data for GDPR**

Learn how Microsoft 365 helps protect and manage vast data sets on the path to GDPR compliance.

Fill out the form below

First Name\*

Last Name\*

**Unified Marketing**

IBM Limited Edition

**5 WAYS TO BOOST GROWTH BY IMPROVING FINANCIAL FUNCTION EFFECTIVENESS**

WHAT EVERY SMB CEO NEEDS TO KNOW

ORACLE

If you no longer wish to receive these emails, please click here to unsubscribe.



# Personalized Landing Pages

**41%**  
More conversion  
against plain content

Intelligent personalized fields of audience's details connects them with content, and presence of pre-filled form fields, makes it easier for them to consume content.

PRE-FILLED LEAD FORM  
PERSONALIZED DETAILS

<http://techcouncilor.com/why-start-digital-transformation-with-pim/?fname=Jeff&industry=Storage%20industry&company=Barracuda%20Solutions&email=jeffc@barracudasol.com>

**NetApp**

**Microsoft**

## High Performance Computing (HPC) Workloads Made Simple on Azure

Hello Jeff,

Discover in-depth solutions for challenges that IT departments in **Storage industry** face with cloud mandates across file services, enterprise database environments, and high-performance computing workloads like Oil and Gas, Genomic sequencing, and Electronic Design Automation (EDA) applications.

Download the eBook today to learn how **Barracuda Solutions** can benefit:

- Tips for overcoming obstacles relating to files services, enterprise database applications, and data lakes in the cloud
- How to make moving high-performance computing workloads to the cloud easy
- Learn about Microsoft's new fully managed, highly available solution for provisioning file services, Azure NetApp Files

'We are making a major shift to the cloud across the organization. As we start moving our apps to Azure, we will realize that our architecture is a mess. Azure NetApp Files will be the solution.'

Source: Senior Director, Global Bank, at Microsoft Ignite

Enter Your Name  
Jeff

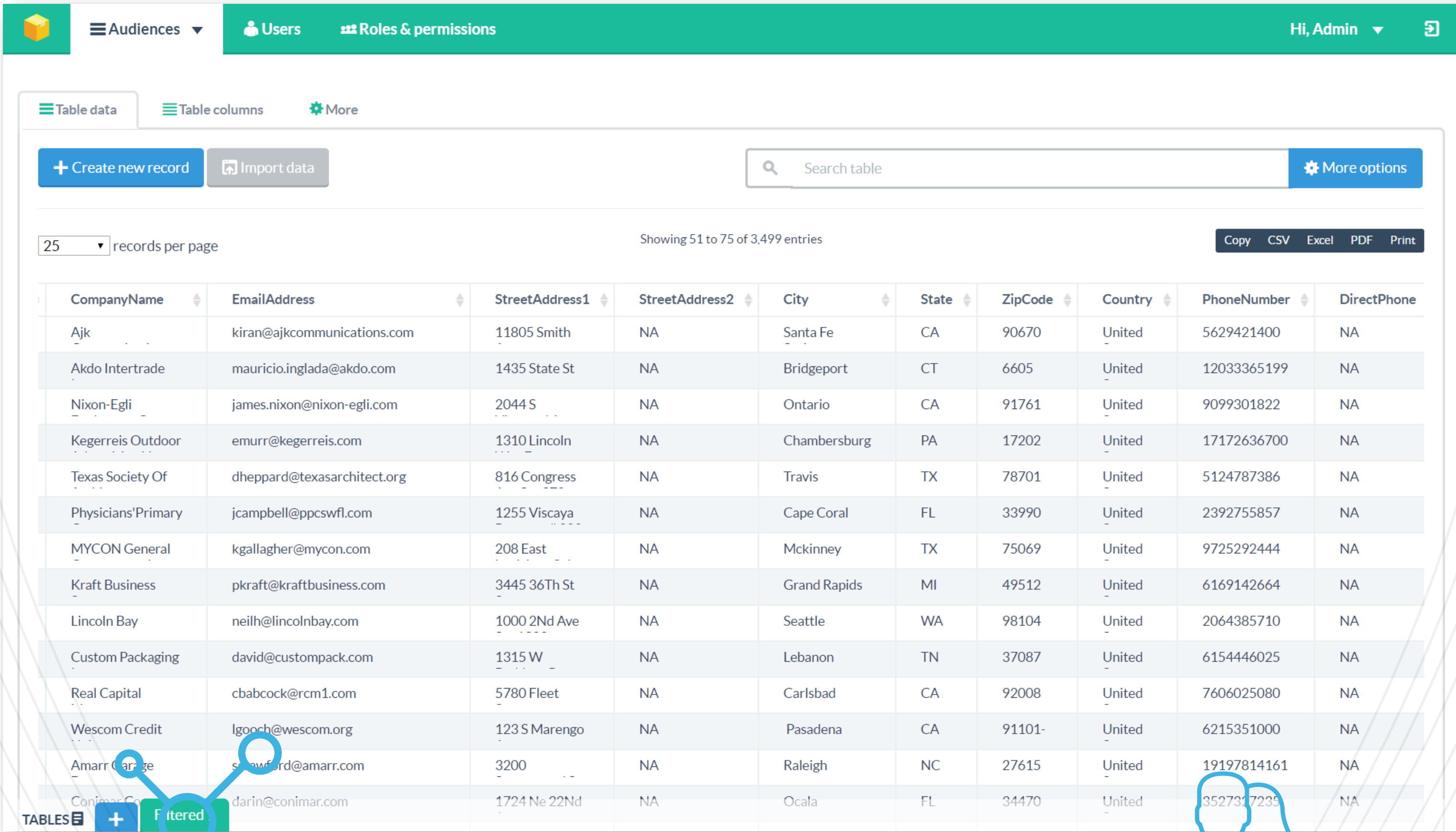
Enter Your Email  
jeffc@barracudasol.com

**DOWNLOAD NOW**

I wish to receive communications from Tech Councilor.

By downloading you acknowledge that your personal data may be processed for providing you with our services. Visit our privacy policy [here](#)

# Advanced Marketing using the power of **BIG DATA**



The screenshot displays a CRM interface with a green header bar containing navigation options: Audiences, Users, Roles & permissions, and a user profile for 'Hi, Admin'. Below the header, there are tabs for 'Table data', 'Table columns', and 'More'. The main area features a table with columns for CompanyName, EmailAddress, StreetAddress1, StreetAddress2, City, State, ZipCode, Country, PhoneNumber, and DirectPhone. The table shows 15 records, with a search bar and 'More options' button above it. A dropdown menu indicates '25 records per page' and 'Showing 51 to 75 of 3,499 entries'. Action buttons for 'Copy', 'CSV', 'Excel', 'PDF', and 'Print' are located at the top right of the table area.

CompanyName	EmailAddress	StreetAddress1	StreetAddress2	City	State	ZipCode	Country	PhoneNumber	DirectPhone
Ajk	kiran@ajkcommunications.com	11805 Smith	NA	Santa Fe	CA	90670	United	5629421400	NA
Akdo Intertrade	mauricio.inglada@akdo.com	1435 State St	NA	Bridgeport	CT	6605	United	12033365199	NA
Nixon-Egli	james.nixon@nixon-egli.com	2044 S	NA	Ontario	CA	91761	United	9099301822	NA
Kegerreis Outdoor	emurr@kegerreis.com	1310 Lincoln	NA	Chambersburg	PA	17202	United	17172636700	NA
Texas Society Of	dheppard@texasarchitect.org	816 Congress	NA	Travis	TX	78701	United	5124787386	NA
Physicians' Primary	jcampbell@ppcswn.com	1255 Viscaya	NA	Cape Coral	FL	33990	United	2392755857	NA
MYCON General	kgallagher@mycon.com	208 East	NA	Mckinney	TX	75069	United	9725292444	NA
Kraft Business	pkraft@kraftbusiness.com	3445 36Th St	NA	Grand Rapids	MI	49512	United	6169142664	NA
Lincoln Bay	neilh@lincolnbay.com	1000 2Nd Ave	NA	Seattle	WA	98104	United	2064385710	NA
Custom Packaging	david@custompack.com	1315 W	NA	Lebanon	TN	37087	United	6154446025	NA
Real Capital	cbabcock@rcm1.com	5780 Fleet	NA	Carlsbad	CA	92008	United	7606025080	NA
Wescom Credit	lgooch@wescom.org	123 S Marengo	NA	Pasadena	CA	91101	United	6215351000	NA
Amarr Garage	stewart@amarr.com	3200	NA	Raleigh	NC	27615	United	19197814161	NA
Conimar Co	darin@conimar.com	1724 Ne 22Nd	NA	Ocala	FL	34470	United	3527317239	NA



# DATA INTELLIGENCE FOR INCREASED CONVERSIONS

---

Our database capabilities hold actionable insights on every account giving us insights of their performance, needs, install tech, contracts and so on. We also get scoops on any current or forthcoming need that may arise in the company.



PHASE 1  
**ACCOUNT SELECTION**



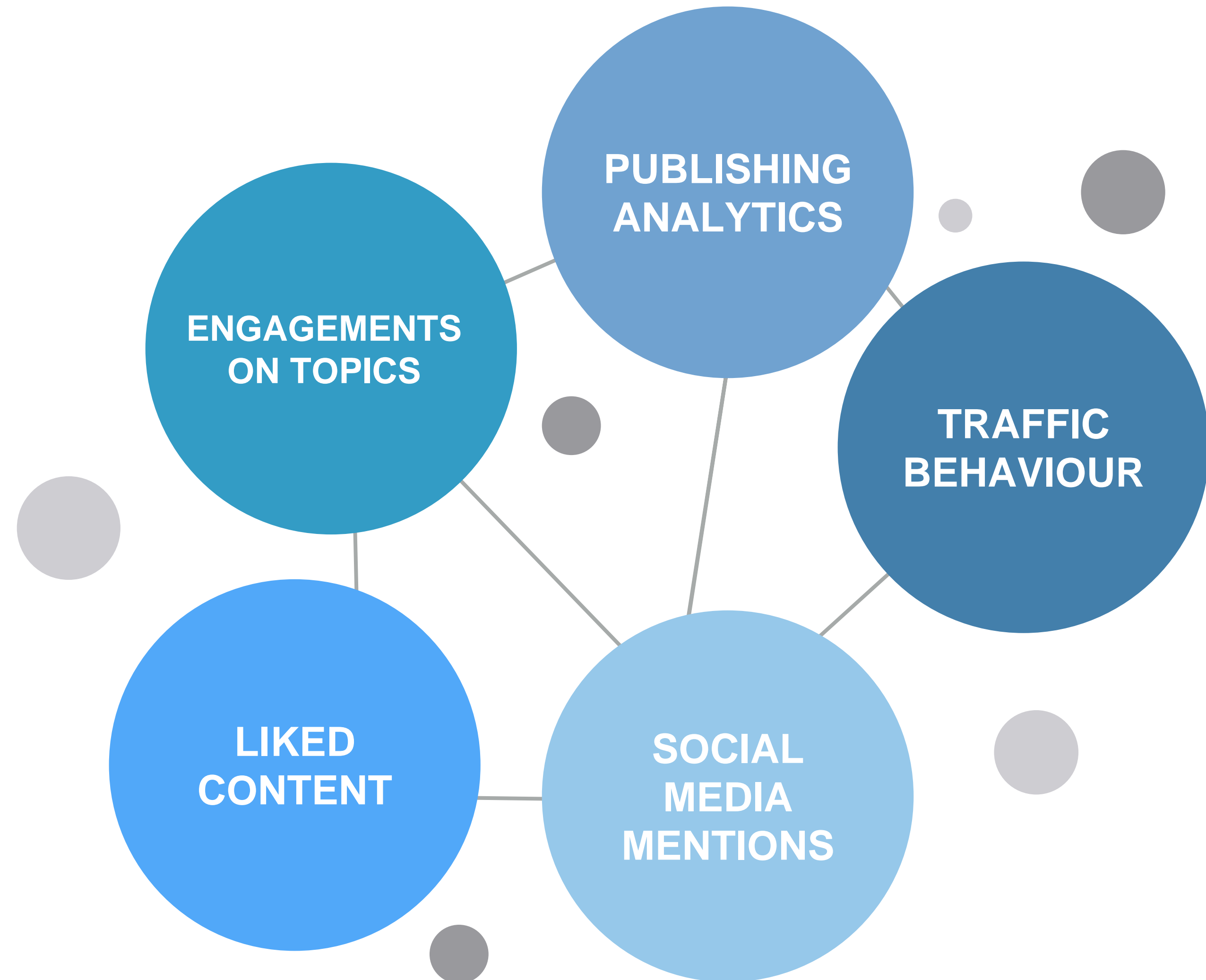
PHASE 2  
**REACHING RIGHT PARTY CONTACTS**



PHASE 3  
**NURTURING TO CONVERSIONS**

# GATHER MULTI SOURCE INTELLIGENCE

We crawl the internet like spider, gathering data from multiple sources and validating them on the fly. These generated data and our network analytics feeds us with invaluable insights into audience behaviour and helps predict future engagements.

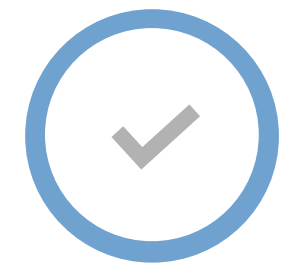




**INCREASING ORGANIC AUDIENCE**



**RELIABLE PUBLISHING SCHEDULE**



**INCREASED TRAFFIC AS A RESULT**



**OPTIMIZED FOR LEAD GENERATION**



**INCREASED BRAND AWARENESS**

## **ADVANTAGES OF CONTENU'S CHANNELS**

---

We publish worthy content on our publishing sites, that coupled with high performing CPA network, and a true multi-channel orchestration gives your content a flight of recognition and conversion.

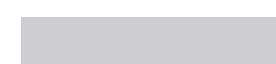


**Our Audiences are saying:**

**“Market on Us!”**



# LET US BRING THEM CLOSER TO YOU!



Promote your products to global audience using the power of  
Advanced Marketing Automation through **Contenu Media**



# OUR SIMPLE LEAD TO CONVERSION STRATEGY

—  
Actionable insights derived from advanced data intelligence.

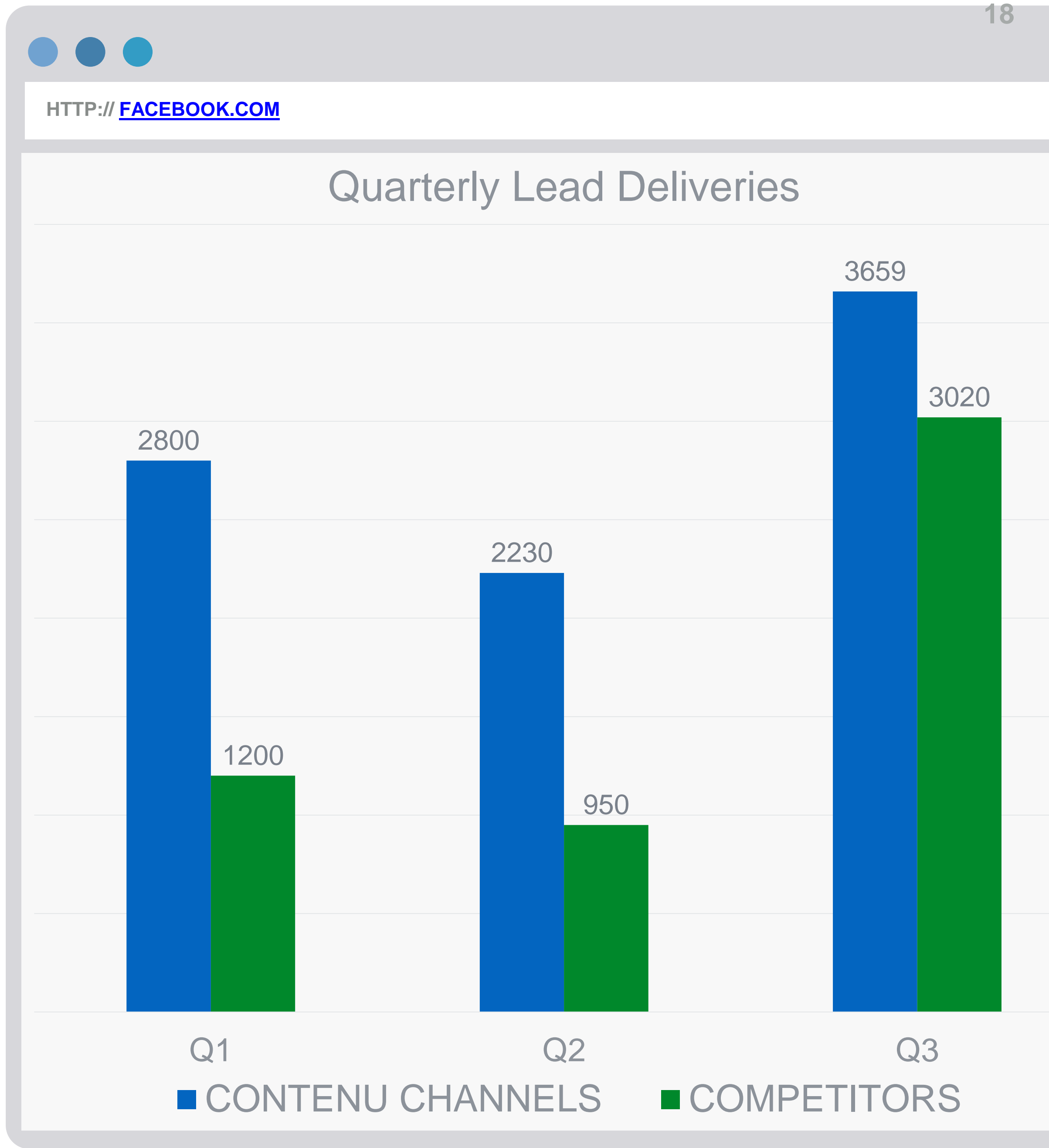
- ✓ **Curate Account List to match specification and needs.**
- ✓ **Target Right Party Contacts with Authority.**
- ✓ **Prepare Automated Cadence.**
- ✓ **Send Right Content and message triggering right Emotion.**



# CONTENT PERFORMANCE OF BRANDS

Based on target lead delivery to a leading enterprise to help them achieve their marketing goals, acquiring leads using a multi-channel approach and qualifying them at different stages of lead funnel.

## ENTERPRISES THAT BELIEVE IN US



# Compliances

STANDARD MARKETING PRACTICES	EU GDPR	OUR BEST PRACTICES
✓ Maintain Digital Trail	✓ Working subscription mechanism	✓ Describe Nature of Outreach
✓ Secured Centralized Data Storage	✓ Right to Data Ownership	✓ Use of Secured HTTPS connections
✓ Subscription Preferences on every Footer	✓ Customized Data Security Preferences	✓ 256-Bit data encryption
✓ Consent for future outreach	✓ Data Security & Breach notification	✓ Data Access Policies
✓ Data Privacy	✓ Data Encryption & Anonymization	✓ Deliveries Using Secured Files / APIs

THANK YOU



*Contenu.*  
media

**Contact Us:**

**Email**

hello@contenumedia.com

**Phone**

**US** +1 201 716 1905

**UAE** +1 201 716 1905

**Address:**

1A, Mankhool, Dubai, UAE

