

OPTIMIZE YOUR REACH
TO OUR COVETED AUDIENCE

ACCOUNT BASED MARKETING (ABM)

Acquire, expand and nurture your top high-value clients and prospects. Leverage *Chemical Engineering's* enhanced marketing capabilities with an ABM strategy that's designed specifically to **boost your sales pipeline** and **close deals**.



FOCUS ACCOUNTS. Select 5 accounts (up to 5K users) to target with your messaging for a month. Segmenting capabilities include job titles, geographic location and content affinity.



TARGET OUTREACH. A custom, targeted email blast directed to your accounts from *Chemical Engineering's* coveted database. We'll then send a retargeted email blast with modified creative to users that engaged with the initial email.



MAXIMIZE ENGAGEMENT. A targeted, high-impact pop-up ad will engage your accounts on chemengonline.com. We will also serve a programmatically retargeted ad to the same target audience off-site across the web.



COLLECT LEADS. We'll direct engaged users to your custom landing page(s) where they will provide contact information to learn more about your solutions through a white paper, video, or asset of your choice. Ability to create multiple unique landing pages.



ANALYZE CAMPAIGN. A multi-channel performance analysis including complete audience reach, a full list of accounts, titles and locations of engaged users, and contact information for converted leads. Additional behavioral data insight on target accounts available for 3+ month campaigns.

Price: \$15,000 net/month (Minimum three month campaign recommended)

Ask us about our capabilities to produce custom content and solutions to maximize engagement at tradeshows and conferences.

A **CPI** PRECISION PRODUCT

CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

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EXCLUSIVELY FROM

**CHEMICAL
ENGINEERING**
ESSENTIALS FOR THE CPI PROFESSIONAL

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