

AUDIENCE TARGETING: ACCOUNT-BASED | BEHAVIORAL | DEMOGRAPHIC

WHAT IS AUDIENCE TARGETING?

Audience targeting uses demographics and behavioral data to determine exactly who is interested in your product or service.

It allows the marketer to get their message past the clutter. Through the use of a more frequent, impactful and targeted campaign plan, your marketing becomes more efficient and effective.

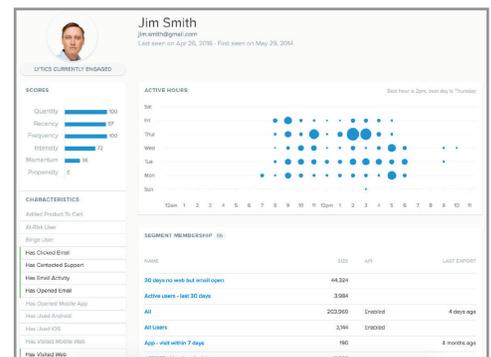
This allows us to personalize our readers' experience whether it is through our website, email, social or mobile – engaging them at every step of the purchasing funnel.

THERE ARE 3 MAJOR COMPONENTS TO AUDIENCE TARGETING:

1. Tracking and Data Collection
2. Segmenting based on behavior that defines intent, interests and preference
3. Creating data-driven offers to target customer profiles

CPI PRECISION provides ultimate visibility to marketers, whether you are promoting thought leadership, brand awareness or are interested in lead generation. We use demographics and behavioral data to determine exactly who is interested in your product or service, allowing you the precision to deliver a message to specific accounts and behaviors of interest.

By creating a personalized experience for readers on our website, email, social and mobile, you can engage them at every step of the purchasing funnel and maximize ROI. Our Digital Services team will provide you with upfront consultation and ongoing campaign evaluation to optimize your communication with the *Chemical Engineering* audience. You will also be provided with frequent performance updates and business insights, including detailed engagement metrics. Through the use of a more frequent, impactful and targeted campaign plan, your marketing becomes more efficient and effective.



CONTACT YOUR SALES REPRESENTATIVE FOR MORE INFORMATION:

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DELIVER YOUR MESSAGE WITH PRECISION

- » Customized Audience Segmentation
- » Targeted Email Campaigns
- » Triggered Follow-up Email Campaigns to Engaged Users
- » Content Marketing
- » Custom Landing Pages, with Lead-Gen Features
- » Targeted and Personalized On-site Pop-up Messages
- » Custom Webinars
- » Quizzes and Contests
- » Social Media
- » Off-site Retargeting
- » Campaign Testing and Optimization



CASE STUDY

One CPI Precision sponsor wanted to target readers who were interested in innovation, technology, and product development. Over the course of one month, *Chemical Engineering* used targeted pop-up ads, one targeted email, and three retargeted emails to engage with the sponsor's target audience. This resulted in over 1,600 readers from 1,046 different companies and 480 cities engaging with the various components of the campaign. The emails received extremely high response rates, with open rates as high as 68% and click rates as high as 24%. At the end of the month, the sponsor received an extensive analytics report revealing the company names, job titles, and geographic locations that engaged with their campaign.

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