

Awareness

- Keeping your brand top of mind
- New marketing campaigns
- Launching new products or introducing new brands to the marketplace
- Building product familiarity and brand trust

- **eNewsletters:** Daily News, Rail Features, Product of the Week, Virtual Magazine Sponsorship
- **Website:** High Visibility, Site-Wide Leaderboard, Retargeting, Mobile Leaderboard, Splash/Floorboard
- **eNewsletter & Website:** Request for Proposal

Marketing-Qualified Leads

Nuture sales prospects and identify sales opportunities

- **eNewsletters:** Daily News, Rail Features
- **Email:** Rail Market Reporter, White Paper, Sponsored Article

Email Lead Generation

Identify customers who are in research mode and are potential future prospects

- **eNewsletter & Website:** eBook
- **Webcasts:** Sole Sponsored, FastCasts and Partnership Webcast
- **Email:** Behaviorally Targeted Email
- **Upgrade:** Gated Landing Page

Thought Leadership

Align your brand and products with content to position yourself as an authority

- **Webcasts:** Sole Sponsored, FastCasts, Partnership Webcast
- **Website:** Video Ad
- **Email:** White Paper, Rail Market Reporter
- **eNewsletter & Website:** eBook

In-Depth Product Info.

A deeper dive into customer challenges and your solutions to help them

- **Webcast:** Sole Sponsored, FastCasts
- **Email:** Rail Market Reporter
- **Website:** Video Ad
- **eNewsletters:** Product of the Week

Trade Show Traffic

Get more out of your exhibit investment via pre-event marketing

- **Email:** Trade Show Express

Website Traffic

Drive targeted users to your site or to download your mobile app

- **eNewsletter:** Daily News, Rail Features
- **Website:** Retargeting, High Visibility, Site-Wide Leaderboard, Retargeting, Mobile Leaderboard, Splash/Floorboard