



# B2B Demand Generation Engagement Data

Form completions are just a small part of the total engagement in any given campaign. On average, there are two clicks and twenty opens for every form completion. At a campaign level, this can amount to hundreds of points of engagement that would typically go to waste. While these users didn't end up clicking submit on the given offer, they are members of your defined target audience and they have interacted with your content to some extent.

By matching contacts to records in the database, HiP is able to provide full business card data (name, title, company, email, phone number, etc.) for all those who clicked or opened. The combination of previous engagement and contact information makes these near-misses prime candidates for retargeting, whether it's through a subsequent email offer or a complementary channel, like display.

## Get More Value from Your Campaigns:

- Fill your CRM with relevant contacts at a greatly reduced cost per record
- Expand the marketing funnel and jump-start your nurture processes
- Convert missed opportunities with retargeting



*"In any given email campaign, hundreds, if not thousands, of pieces of valuable information are wasted. These discarded batches of clicks and opens hold **customer insight** and **potential sales**. We've created a way to meaningfully tap into this information."*

