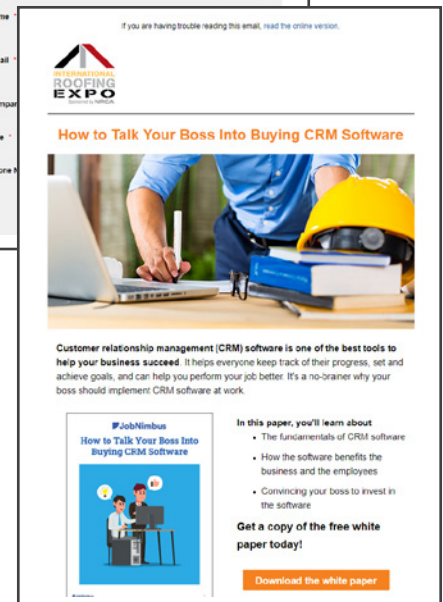
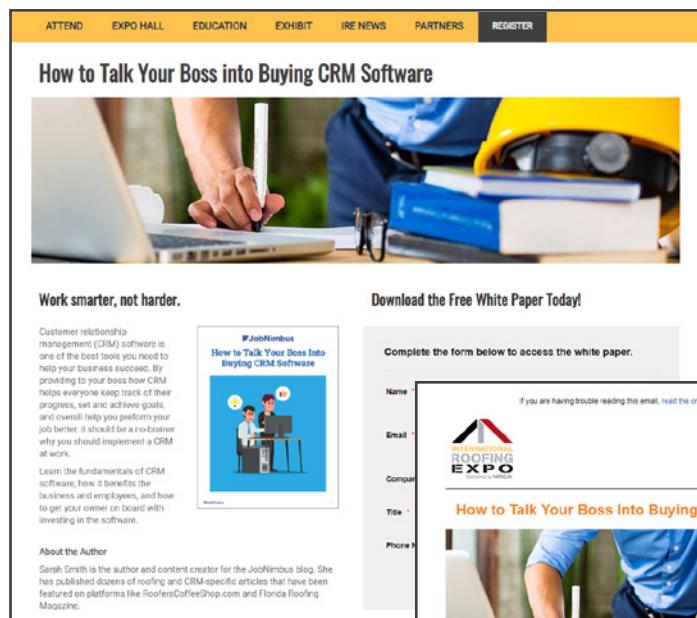


Leveraging the IRE's database and your company's content assets, we can execute lead generation programs on your behalf. Programs are designed to deliver a specific number of market-qualified leads into your company's funnel. Our team will evaluate your content assets to recommend those that will work best and require at least three content assets per program. We also have the capabilities to help you develop new content if needed.

Typical starting price point for MQL lead programs are \$60 per lead. Additional charges are added for specific lead filters including geographic and demographic selections.

BEST PRACTICES FOR CONTENT ASSETS

- Provide content that solves a problem. Make sure you cover a key topic of interest to the audience segments being targeted
- Share a video, whitepaper, webinar, research, case studies and other content that helps improve audience's business or offer market insights
- Provide 2-3 content assets to help optimize your program for best results



Our team must be able to review a client's content assets prior to finalizing a program including terms around number of leads and price per lead to ensure success.

For more information on the Cost Per Lead Program, please contact your Account Executive or contact us at sales@theroofingexpo.com.