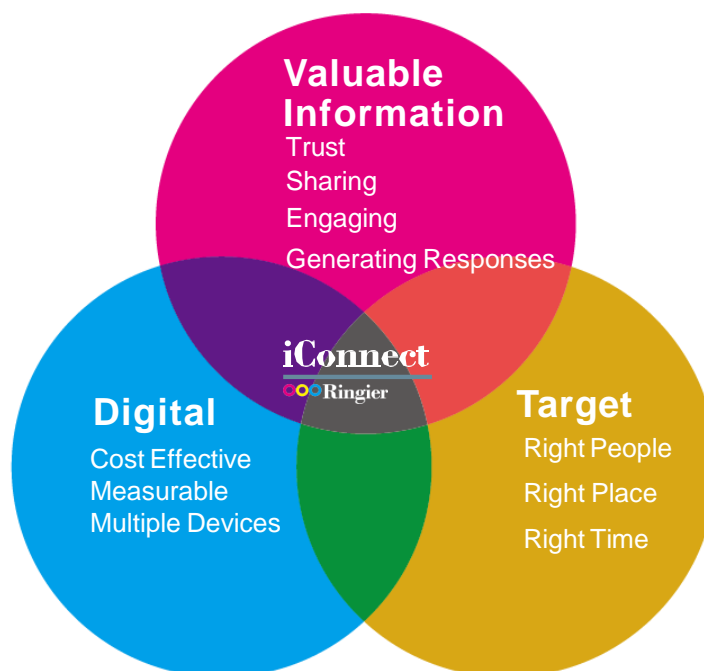


iConnect Digital Direct Marketing



iConnect is a digital direct marketing service that connects suppliers with the right target audience and ensures each campaign generates the highest possible return on investment. It's **targeted, transparent, measurable** and **cost effective** and an essential element for lead generation and content marketing.

A range of digital direct media products has been created that meets the needs of buyers, reaching them in varying formats suitable for both for desk top and virtually all mobile devices. Our editorial and marketing teams work closely with you to help create the right message, in the right format that will generate the desired response rates and deliver the highest value for your marketing dollar.

What iConnect contains?

iConnect offers its users and clients an excellent portfolio of around 60 digital media products and information services to reach various industrial sectors. All these services are geared to facilitate Direct Communication links between buyers and sellers through effective and proactive approach media channels.

It includes 6 core solutions including industry **E-Newsletter**, **email direct marketing**, **webinars**, **white papers**, **SMS and customer survey**, allowing you a tailored and multifaceted campaign. Our consultants will help you determine which options are best suited to your marketing goals and then customize them to ensure the best performance.



1. E-Newsletter

- Articles written by Ringier's professional editors are sent regularly to Ringier's online readers in the form of e-mail.
- Covering China, Southeast Asia and the Middle East, it provides insightful and valuable industry information for specific industries, groups and industry decision makers.
- E-newsletters from different dimensions convey your message to more precise target groups.

2. Email Direct Marketing

- Deliver a dedicated digital message from your company and grab the attention of your target audience!
- You provide us with content and the subject line, and we'll deliver the email blast on your behalf to the target groups of your choice. This exclusive, high impact, HTML format is extremely effective for direct response campaigns, promotion around white papers, webinars, or product launches.
- A/B testing services are offered to help determine which approach works best.
- Follow up e blasts are also provided to push leads through the sales funnel.

According to Webpower, the average open rate for Chinese media is 7.29%. The click rate is 1.5%, the success rate is 92%, while Ringier trade Media is the leader in industrial media, with higher results of these figures, showing that Ringier Trade Media is the market leader in term of performance.

Channel	Open rate	Click rate	Success delivery
Webpower	7.29%	1.5%	92%
Ringier E-Newsletter	10.71%	1.5%	91.94%
Ringier EDM	10.71%	1.5%	91.94%

3. Webinar

- Webinars are a powerful tool in any business arsenal and hosting your own event is a smart business development strategy.
- Build relationships with potential customers, establish yourself as a thought leader, and rapidly generate leads from your webinar.
- Customers can use this service for preconference promotion and live event, through the website / E-Newsletter / social media advertisement registration!

4. White papers

- Share your company's technology, product information, users can share the white paper to social media, help to broaden your access channels.
- Choose white paper and you'll get a great return: use white paper services to capture the attention of decision makers and influencers in iConnect's vast database and help you develop potential customers in vertical industries.
- Prospective customers can directly consult the white papers they are interested in, and your ringier executive will provides these sales leads for you so that you can contact with prospective customers.