



WHITE PAPER

Lead Generation: What You Should Know

Targeting the Right Audience

Lead gen; everyone wants it and everyone is offering it. While gathering new contacts and potential customers is an important tactic in a marketing plan, it's exponentially vital that you're collecting leads that are relevant, obtained properly and up-to-date.

It's tempting to focus on reaching the highest number of people possible, however, the key to success in B2B marketing lies in targeting the right audience and delivering high-quality interactions and content that resonate with them.

BENEFITS INCLUDE:

- Targeted Approach
- Relationship Building
- Value Proposition
- Brand Reputation
- Higher Conversion Rates

This White Paper will cover:

- First-Party Data; what is it and why does it matter?
- BNP Media difference; our audience, our data-cleansing and our privacy policies.
- Legal factors and compliance; What is GDPR? What is CASL?
- Tips on what to ask your advertising partners.

First-Party Data; What is it?

All data is not made equal. In the digital world there are a myriad of ways to build data on a person. Often it is an aggregate from multiple sources or data based on items that are not always accurate such as IPs and cookie data.

Among the multitude of tools and techniques available, one factor stands out as crucial to success: first-party data. **The best data is first-party data.** "First-party data is information a company collects

directly from its customers." This makes for clean accurate data. It is coming directly from the source.

With the rapid advancements in technology and the growing emphasis on data-driven decision making, harnessing the power of first-party data has become more essential than ever before.

Audiences receiving content from BNP Media brands have all directly requested to receive it. We don't add third party lists to our content distribution channels.



Why does it matter?



Unparalleled Accuracy and Reliability: One of the primary reasons why first-party data holds tremendous value in B2B media is its accuracy and reliability. Since it is obtained directly from the source, we can have full confidence in its authenticity. This level of trust enables organizations to make data-driven decisions with higher precision, leading to more effective marketing campaigns and targeted messaging.



Personalization and Enhanced Customer Experience: First-party data allows us to gain deep insights into our user's preferences, behavior, and interests. Armed with this knowledge, we can help personalize your marketing efforts, creating tailored experiences that resonate with your potential customers on a deeper level.



Compliance with Data Privacy Regulations: In recent years, the focus on data privacy and protection has intensified, leading to the implementation of stringent regulations such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA). First-party data provides a solution to the challenges posed by these regulations. Since BNP Media collects this data directly from our audience with explicit consent, it ensures compliance and mitigates the risk of penalties or reputational damage associated with mishandling data.

Our Audience

Our B2B content provides industry specific information that your customers reference and utilize while navigating their career and field of work. Their engagement translates into a wealth of high-quality, first-party audience information and behavioral data that we can leverage to target your message effectively and create value for both you and our audiences.

Serving trades including:

- Architecture, Engineering and Construction
- Food, Beverage and Packaging
- Manufacturing
- Mechanical Systems
- Security

Our Data Cleansing Best Practices

By creating highly relevant and engaging campaigns and emails based on reader intention, we are able to deliver quality leads by delivering quality content. We only deploy messages to users that have registered/renewed their subscription with us within 24 months or actively engaged with content by opening our emails or visiting our website and eMagazine within the last 6 months.

Other data cleansing practices include:

- Fresh Address Email Validation
- Opt Out Capabilities
- Preference Pages

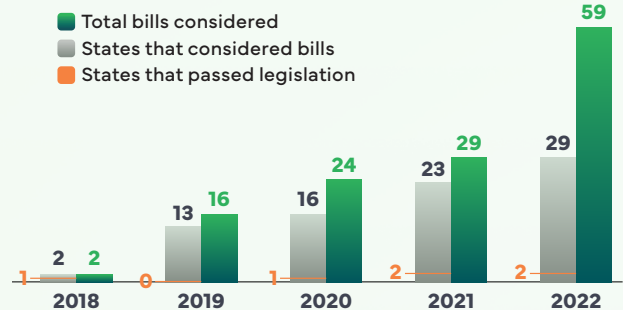
Robust Privacy Policy

The acronyms around privacy are numerous and confusing but they are critically important and constantly growing. When you buy to reach an audience and even more importantly to receive leads, you will want to understand the privacy rules for how that audience was collected. BNP Media's rigorous and continuous focus on compliance with privacy regulation and consent management keeps our lists compliant. All email recipients have the option to review and accept our privacy policy.

This includes affirmative consent for General Data Regulation (GDPR) and Canada Anti-Spam Law (CASL) and (CCPA).

The Growth of State Privacy Legislation

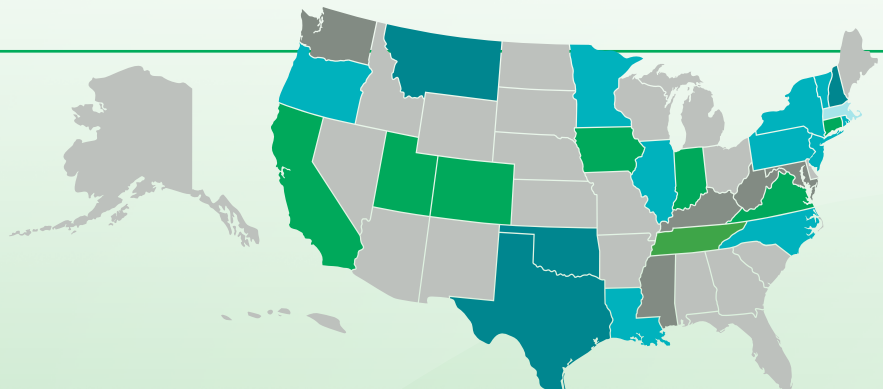
Comprehensive consumer privacy bills considered from 2018–2022



Bill In Legislative Process

Last updated 4/28/2023

- Introduced
- In committee
- Signed
- In cross committee
- No bills introduced
- Inactive bills



Source: International Association of Privacy Professionals. <https://iapp.org/>

What is GDPR and CASL?

GDPR stands for the General Data Protection Regulation is a comprehensive data protection law for the European Union (EU). It is designed to protect the personal data and privacy rights of EU citizens and residents. The GDPR applies to organizations that process or control personal data of individuals located in the EU, regardless of whether the processing takes place within the EU or outside its borders.

On the other hand, **CASL** refers to Canada's Anti-Spam Law, which is a legislation enacted in 2014 to regulate commercial electronic messages (CEMs), such as emails, texts, and social media messages, sent to Canadian recipients. CASL's primary goal is to reduce unwanted spam and prevent deceptive or malicious online practices.

Both GDPR and CASL requires individuals and organizations to obtain consent from recipients before sending CEMs, unless certain exceptions apply. Consent can be express (explicitly given) or implied (based on an existing business or non-business relationship).

Organizations operating in both the EU and Canada must comply with the respective laws if they process personal data of individuals in the EU and send CEMs to Canadian recipients.

Battle Bots, The Fight for Clean Data

Bot clicks don't just affect web ads but also affect email. In a recent review, Omeda, a leading B2B Media customer data platform and email automation system, identified that over 60% of total email clicks are made by bots. **Bot clicks and vendor guidelines are continually evolving and we're staying one step ahead of the game. We employ bot blockers and constantly review analytics to watch for new bots that need to be blocked.**

Apple's Mail Privacy Protection (MPP) is a recent set of features that allows users of the Apple Mail app or desktop email app to hide information about when, where, and how they open emails.

MPP makes it much harder to get accurate data on email open rates from Apple Mail users.

Because Apple now preloads emails on its own proxy servers, it will trigger the tracking pixel for every email it's processing. That means you could potentially see a 100% open rate for your Apple Mail recipients—whether they actually open your message or not.

To address this, and make sure that our users are in fact actively engaged with our content, we periodically remove a select batch of Apple MPP based email addresses that have shown no engagement with the brand over the last 12 months; no clicks, no website/eMag visits, no webinar/event registrations etc.

Since this removal and cleanup, our open rates and click on content rates have continued to grow.

What questions to ask your advertising partners!

Here are some questions that you should be asking to ensure that you're receiving quality leads from a clean data source.

1. How are you obtaining your users/audience?
2. What are your data-cleansing practices?
3. How do you monitor and address bot clicks?
4. How do you stay GDPR and CASL compliant?
5. Is a privacy policy presented to all users that sign up?
6. Do they have an option to opt-out?
7. Does the user know their data can be shared?
8. Do you have a "do not sell" option?



If they're unable to answer these questions, proceed with caution or reconsider your partnership.



At BNP Media, we take our users and lists very seriously; with multiple departments dedicated to all things “audience.” From obtaining them, keeping contact information up to date, continuously cleansing our lists and staying at the forefront of privacy policies.

First-party data has emerged as a powerful asset for B2B media companies, enabling them to gain a competitive edge in a rapidly evolving digital landscape. Its accuracy, reliability, and ability to drive personalization and targeted campaigns make it an invaluable resource for businesses seeking to forge stronger connections with their audience and drive meaningful engagement. **By harnessing the power of first-party data, B2B media companies can make smarter, data-driven decisions, enhance customer experiences, and achieve their marketing objectives more effectively.** As we move forward, it is clear that first-party data will continue to shape the future of B2B media, revolutionizing the way companies understand and engage with their customers.

Are your leads the right leads?

Reach out to your sales rep to learn how we can deliver effective and accurate leads.

**Don't have a contact at BNP Media?
Don't know where to start?**

Answer a few quick questions [HERE](#) so we can get you in touch with the best fit for your market!

START HERE



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