

Tools & Tech Needed To Optimize Campaigns in the Data Privacy Era

APRIL 22-26, 2024



With AI being infused into nearly all aspects of marketing, automation tools and technologies are playing an increasingly critical role in campaign development and optimization.

B2B marketers are reimagining their digital engagement strategies, both out of necessity and desire. They have an entirely new set of AI-powered and optimized tools at their disposal to help them unlock new creative opportunities. At the same time, they have a growing list of new privacy regulations and data restrictions that they must adapt to. As a result, brands are laser-focused on navigating an increasingly complex maze of creating highly immersive, personalized and compliant campaigns.

The 2024 Campaign Optimization Series (COS) will highlight the steps needed to create interconnected digital experiences that focus on authenticity and transparency. With the need for practitioners to move beyond siloed content and interactions, COS will spotlight the automation tools and technologies marketers need to keep up with the changing landscape.

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The series will provide actionable advice on how attendees can embrace the latest formats, tools and channels to optimize their strategies while effectively navigating the complexities of data privacy to create campaigns that engage target audiences and drive measurable revenue results.

This webinar series will focus on topics such as:



1,600-2,000
REGISTRANTS
EXPECTED



PROMOTED
TO **70,000+**
SUBSCRIBERS



WEEK-LONG
DIGITAL EVENT



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- **The move beyond plug-in personalization** (i.e., "Hi, [Name]) and into data- and technology-driven individualized experiences across all touchpoints, such as dynamic website content, targeted campaigns and more;
- **The increasing dominance of video marketing** and how to create high-quality videos — including explainer videos, advertisements, case studies, customer testimonials and more — that educate, engage and convert;
- **How AI-powered tools are automating virtually all menial tasks** to allow marketers to focus on more strategic (and innovative) activities;
- **How ABM is expanding beyond enterprise-focused initiatives** to create personalized campaigns for accounts segments;
- **How to leverage data to track campaign performance**, identify areas for improvement and make smarter decisions; and
- **Top strategies for navigating new regulations** and buyer concerns around data privacy to ensure all campaigns comply with relevant laws and best practices while still maintaining a hyper-focused approach.

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2024 B2B CAMPAIGN OPTIMIZATION SERIES



ENGAGEMENT
REPORT FOR
YOUR SESSION



REGISTRATION
LIST FOR ALL
SESSIONS*



ALWAYS-ON ASSET
FOR **ON-DEMAND**
PROMOTION



FULL RIGHTS
TO RECORDING
OF YOUR SESSION

BENEFITS OF SPONSORSHIP

- **Custom 30-minute simu-live webcast:** DGR editor to moderate and facilitate Q&A
- **Guided content:** DGR to work with you on the title and focus of webcast
- **Custom engagement report:** Contact information of those who register and attend your session
- **Shared lead pool:** To gain access to the full registration list, sponsors are required to drive a minimum of 50 registrants to their session
- **Custom HTML invite and social image:** DGR will provide you with assets to promote your session to your database
- **Logo inclusion:** On joint promotional page
- **MP4 file of the webcast:** To host on your site, segment for lead nurturing campaigns, etc.
- **Downloadable assets:** Opportunity to post up to five (5) assets within the webinar resources list and receive download details for each
- **Guest post:** Opportunity to submit a byline for DGR's Demanding Views Column
- **Solution Spotlight:** Opportunity to submit your solution to be posted on the DGR site
- **Multi-channel Promotion:** DGR will promote the series through all available channels, including our weekly newsletter (70k+ subscribers), the Demand Gen Report site, dedicated emails and social channels.

INVESTMENT: \$19,500

If your solutions are aligned with these core areas of campaign optimization and you are interested in sharing a use case or best practices as part of this series, contact us today!

GET IN TOUCH

* After reaching registration requirement

