



Outwit, Outplay, Outperform: The 2025 Campaign Optimization Series

APRIL 21-25, 2025



In the high-stakes world of campaign optimization, success hinges on a sound strategy. That means being intentional and adaptive with every move you make. But the rules of campaign optimization are rapidly evolving as new buyers enter the mix and new technologies transform the way people research, discover and compare new solutions.

This webinar series will serve as the ultimate game board to help attendees level up their marketing campaigns so they can outmaneuver challenges and secure game-changing results in 2025.

Sessions will explore how to:

- Use AI and machine learning to analyze the board, predict outcomes and craft winning campaigns with precision;
- Capture key territories with hyper-personalized messaging, seamless sales alignment and an omnichannel approach that helps you deploy the right moves at the right time;
- Play high-value, interactive and video-driven content cards to guide your audience across the board;
- Fine-tune the customer journey with personalized website experiences, AI-powered chat support and strategic journey mapping; and
- Stay nimble, pivot with purpose and experiment to stay ahead of the competition as the game evolves.

RESERVE YOUR SPOT



2025 B2B CAMPAIGN OPTIMIZATION SERIES

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 **60,000+**
SUBSCRIBERS



WEEK-LONG
DIGITAL EVENT



PRODUCED BY
DEMAND GEN
REPORT

- **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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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 (60k+ 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

