

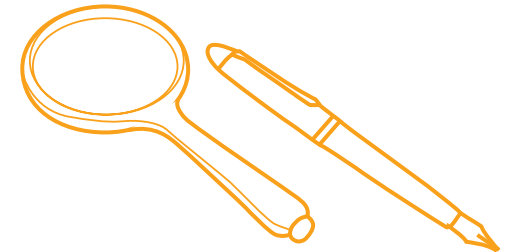
Lead Generation, case study

Client:

AVAYA

Campaign:

**Unified
Communications**



Agency:

BANNER[®]

Objective:

To generate qualified leads from IT Managers in companies with 500+ employees.

Net Communities Sites:

Related Avaya whitepapers were hosted on ITproPortal.com – users wishing to obtain the whitepapers had to submit their details. The whitepaper were promoted via our network of IT Decision Maker sites using multiple formats including graphical ads / emails, etc. We were the first publisher to deliver the guaranteed leads.

Testimonial:

“Having not booked with Net Communities prior to a recent Avaya campaign, I was slightly unsure of how well this campaign would be received. My fears were laid to rest as not only was the campaign well received but out of twelve publishers on the plan, Net Communities were the first site to completely deliver the booked responses, virtually guaranteeing themselves on my plan for Avaya’s next lead generation campaign.”

Paul O’Malley, Account Manager, Banner.

