

Tiecas is 100% dedicated to the industrial sector, specializing in results-driven marketing.

We focus on helping your business successfully navigate the challenges of generating more high-quality leads at a lower cost per lead (CPL).

To continually deliver the best results, we're constantly searching for more efficient ways to produce these leads. In the last decade, Inbound Marketing has been the primary method of attracting new leads. The idea was that amazing content would drive new customers who were eager to work with you right to your business. "If you build it, they will come", so to speak.

Today, creating outstanding, in-depth content is simply step one of a content-centric lead gen strategy. To generate net new leads, you must take the next step and actively promote your content in channels where it works hardest for you. While your first thought may gravitate directly towards social media, where you promote your content matters.

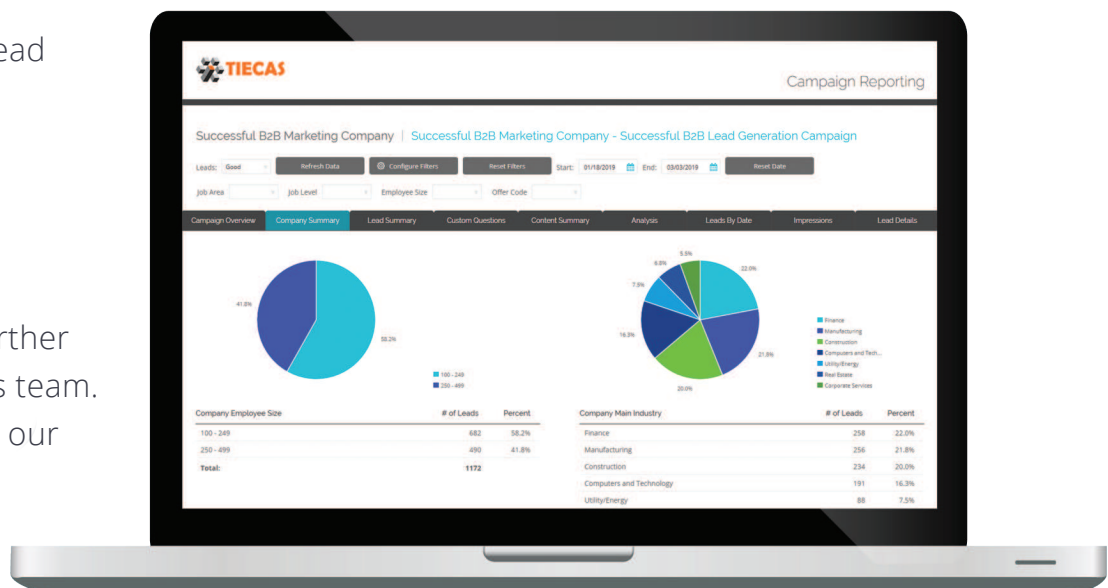
To guarantee that content is shown to the proper B2B audiences, we've partnered with NetLine—the leader in B2B lead generation—to provide additional benefits to Tiecas clients.

PROMOTE YOUR CONTENT WITH THE #1 BUYER ENGAGEMENT PLATFORM

Achieving success in B2B Lead Generation starts with a content-centric approach.

This content-centric focus enhances Tiecas's content marketing expertise and further sets the table for your sales team.

By partnering with NetLine, our clients see results.



Additional benefits for our clients:

- ▶ **AMPLIFY REACH.** Drive net new lead generation with the largest B2B lead generation platform.
- ▶ **CAPTURE INTENT LEADS.** Identify and generate intent-based leads with AudienceTarget® Technology.
- ▶ **INCREASE ROI.** Optimize your strategy with robust targeting capabilities, advanced reporting, and our team of demand experts.

By leveraging this rich, targeted data, Tiecas optimizes your content to run dynamic lead generation campaigns at scale.

REACH IN-MARKET PROFESSIONALS AS THEY **ARE ACTIVELY CONSUMING CONTENT**

Through this partnership, Tiecas clients can gain access to a vast network of professionals where marketers can syndicate content across the largest B2B lead generation platform.

With hyper-filtering capabilities for job level, company size, and more, marketers can achieve campaign objectives rapidly with high quality, in-market leads who are actively researching relevant topics all while discovering and setting the course for your buyer's journey.