



Content Syndication 2.0 **for Accelerated Pipeline Growth**



What is Content Syndication 2.0?

Ignitium's Content Syndication 2.0 delivers predictable lead flow with more insight into content performance and contact engagement to ensure your team knows exactly when the buyer's journey begins. Get high-quality contacts and discover new accounts within your ICP through LinkedIn's precision-based targeting and custom publisher network.

Operating at the intersection of cutting-edge technology, intent data, and human expertise, Content Syndication 2.0 ensures GTM teams connect with the right people at the right time, driving unparalleled pipeline growth for enterprise and hyper-growth SaaS companies.

Transforming Lead Generation

The Traditional Way

Focused on acquiring one-time leads within a target account list.

Relies on high volume, low-quality leads from platforms delivering to limited databases or through unknown publishers.

High drop-off rates, minimal brand engagement, and limited nurturing opportunities often lead to low return on investment.

Uncontrolled, non-branded web experiences on random publishers.

Lacks intent focus or only targets accounts on a broad level.

The 2.0 Way

Reduces friction by offering ungated content, boosting consumption and engagement while nurturing leads over time.

Leverages LinkedIn audiences and custom publisher networks for precise targeting and transparency.

Only high-quality leads that meet optimal engagement levels are delivered, allowing for demand growth, relationship building, and momentum to drive accounts in-market faster.

A fully brand-controlled unified web experience.

Intent-driven at both the account and person levels.

Deeper Audience Engagement



Landing Pages

Designed to maximize time spent with assets, enhancing engagement.



Time on Site

Increased metrics reflect deeper interaction with content.



Content Exploration

Encourages leads to explore more, leading to better-informed prospects.

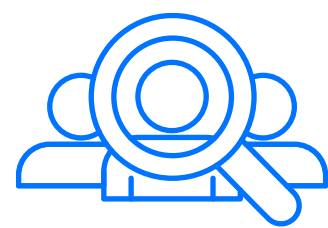
Leverage Quality LinkedIn Demographics

Maximize your reach with our B2B lead and demand generation engine, connecting with 233 million+ decision-makers throughout North America.



Targeted Reach

Utilizes LinkedIn demographics for precise audience targeting



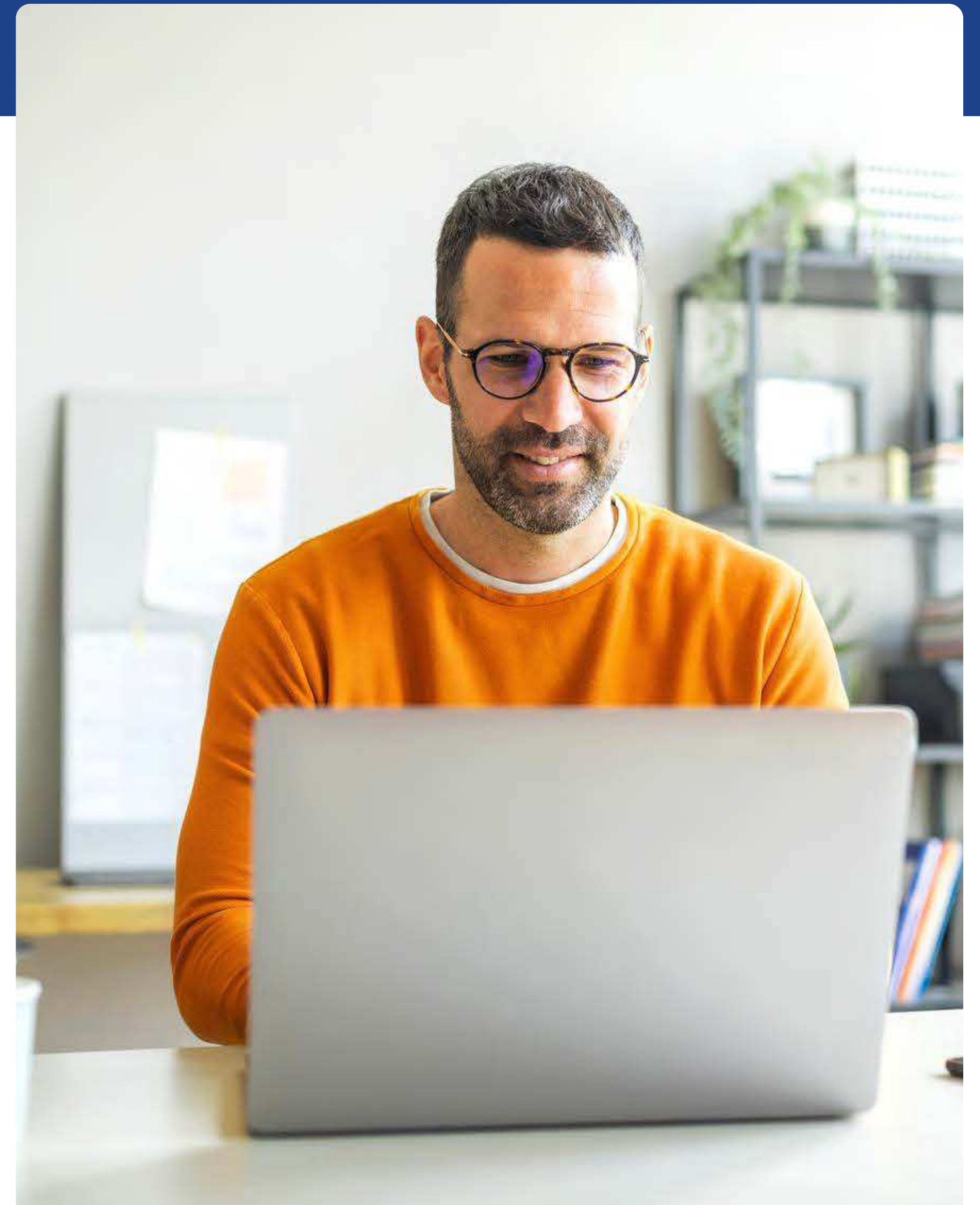
Lead Quality

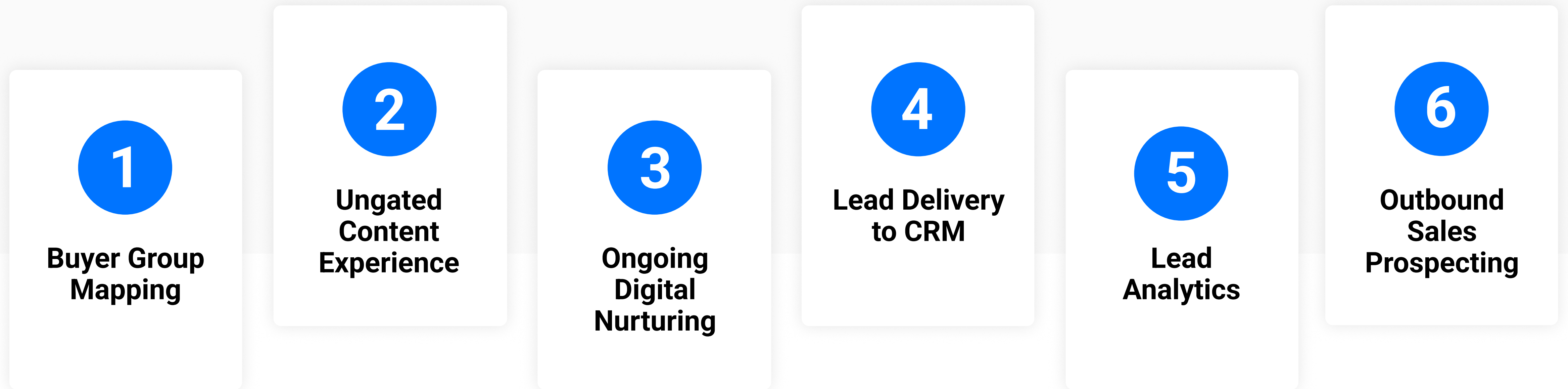
Higher quality leads at comparable costs to traditional opt-in platforms.



Guaranteed Leads

Ensures specific lead generation rather than just engagement metrics.





Optimized Lead Engagement and Delivery

Our 6-step process nurtures and engages leads effectively. We start by mapping buyer groups, targeting key contacts with ongoing impressions to replace traditional email nurturing. Leads are delivered into your CRM with detailed analytics, enabling your sales team to confidently follow up, knowing the buying group is already warmed up.



Top-of-Funnel Strategy

Capture and Engage Potential Leads Early in the Buying Journey

A broader, top-of-funnel approach is used to capture initial interest from a wide array of high-quality prospects.

Identifying and targeting the right leads to fill the top of your funnel with potential leads.

Engaging a broad pool of leads to consistently stock your funnel with prospects, turning your lead generation into a revenue-generating machine.

Actionable Insights

Gain real-time access to comprehensive reports through our Insights App.

With this powerful tool, you can dive deep into the data that matters most, from lead quality to engagement metrics, giving you a clear view of your campaign's performance.

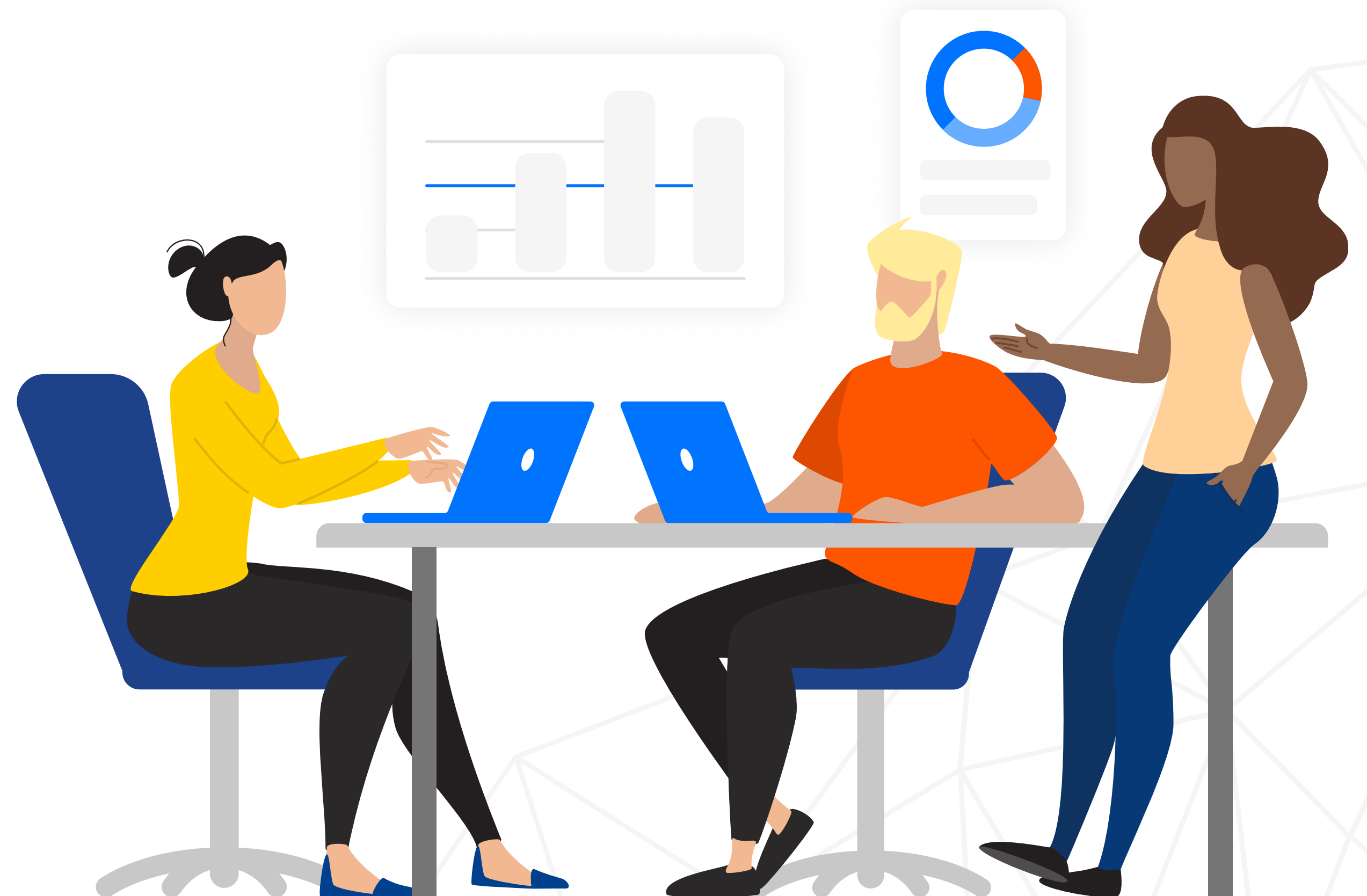


Metrics

Track essential metrics, including lead quality, engagement rates, and time spent with content. These insights allow you to measure the effectiveness of your efforts and make informed decisions.

Decision Making

Our data-driven approach empowers you to optimize your campaigns and strategies continuously, ensuring that your marketing efforts are both efficient and impactful.



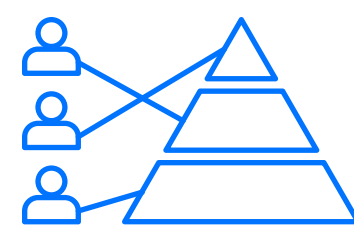
Prioritize Accounts with Buyer Group Intent Data

Identify and engage high-intent accounts by targeting key decision-makers using advanced data, ensuring focused pipeline growth and higher conversion potential.



Intent Identification

Pinpoints accounts with high purchase intent.



Data Sources

Combines multiple data streams to identify interested prospects.



Comprehensive Targeting

Reaches entire buying committees, ensuring no decision-maker is left out.



Integrated Multi-Channel Approach

Seamlessly integrate display, social media, and more for unified campaigns, ensuring consistent brand presence across devices with multiple touchpoints to drive higher conversion rates.



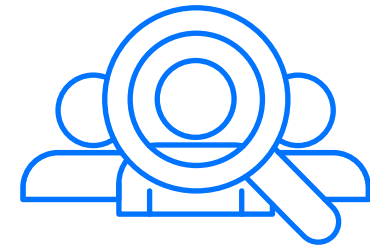
Precision Targeting and Seamless Experiences

The image shows a desktop view of the Investing.com website. A news article titled "US stocks gain as stronger US GDP data cools recession fears, offsets Nvidia slide" is visible. Below the article, there's a section for "Blueprint for Scaling ABX" with a "Download" button. A mouse cursor is clicking on the "Download" button.

The image shows a laptop displaying the "ABX Campaign Orchestration" dashboard. The dashboard features a journey map with stages: NO ENGAGEMENT, INTENT, AWARE, ENGAGED, 6QA / MQA, MEETING, OPEN OPP, and CUSTOMER. The journey map is divided into columns for various touchpoints: SALES CADENCE, SOCIAL TOUCHES, SOCIAL ADS, CONTENT HUB, DISPLAY ADS, PAID SEARCH, DIRECT MAIL, CHAT BOT, and WEB. Below the journey map is a "CAMPAIGN FOUNDATION" section with icons for GTM, CRM, MAP, and DATA, and logos for Pardot, Mailchimp, and Salesforce.

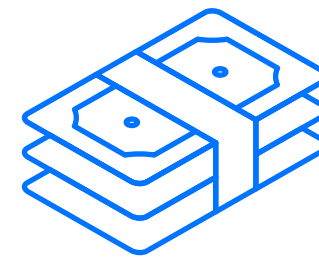
The image shows a LinkedIn profile for Eric Agnew, Chief Revenue Officer at Ignitium: ABX. The profile includes a profile picture, a cover photo, and a bio. The bio states: "Chief Revenue Officer at Ignitium: ABX Orchestration. Ignitium: ABX Orchestration. Gonzaga University Graduate." The profile also shows engagement metrics: 37 Impressions, 2 Clicks, and 65 Seconds.

Why Choose Ignitium's Content Syndication 2.0?



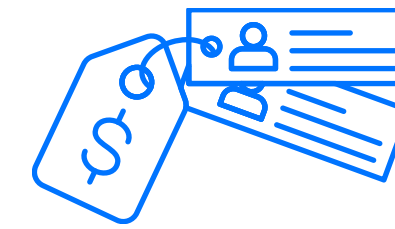
Lead Quality

Superior quality leads for B2B on LinkedIn.



Cost Efficiency

Comparable costs to other content syndication providers but with higher quality.



Media Bundle

Transparent pricing with X dollars equating to X leads.

Proven Success

Don't just take our word for it—see how other enterprises have transformed their ABX program with Ignitium.

I've loved working with Ignitium. Ignitium is THE authority on ABM/ABX and brings a level of knowledge around cutting-edge strategies that I haven't found elsewhere.



Laura V.
Director, Enterprise Marketing & ABM at Gong

"Their ABX dashboard, contact-based ad targeting, and their team's ability to be an extension of the Okta marketing team from program enablement to digital execution has helped us really penetrate and engage our target account with a best-in-class ABX strategy. There is no way we could have built a program like this internally."



Erica B.
Senior ABM Practice Manager at Okta

Their level of expertise and tech stack to support the program is truly unmatched. Ignitium is the best partner for ABX/ABM for B2B.



Kristin J.
Marketing Strategy Manager at Kenco

I love the team we work with — and they are always quick to turn around requests. They are an extension of the team and we couldn't do it without them.



Cyndee Pelino
Marketing Director at Verizon Connect

Are You Ready to Elevate Your Lead Generation Strategy?

Join leading enterprises in redefining lead gen excellence.

