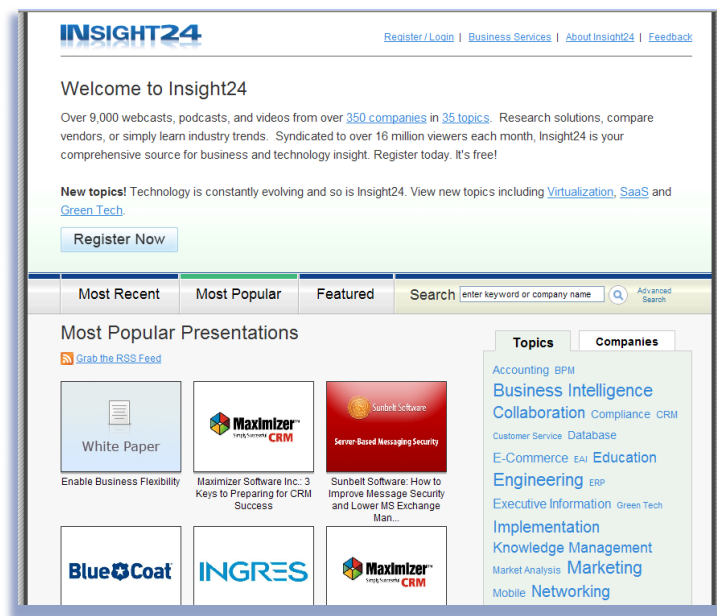


# Insight24

## Take B2B Lead Generation to the Next Level

Insight24 is the industry's largest B2B collection of on-demand webcasts, podcasts and videos. The directory contains more than 9,000 content items from over 350 companies in 35 categories. Business and technical professionals use Insight24 to learn about industry trends, compare solutions and research vendors. These viewers can access the Insight24 rich media content via the Insight24 website or by visiting an Insight24 syndication partner. Through its syndication network, Insight24 reaches over 16 million unique business and technology viewers. Insight24 extends the marketing reach of companies' digital assets while improving the ROI of their lead generation investments.



### Key Benefits

- More Reach**  
 Reach new B2B professionals involved in the research, decision-making and purchasing processes. Insight24 reaches over 16 million unique viewers monthly through its syndication network, which includes ITToolbox, PC World, CustomerThink, ECT News Network and others.
- Improved ROI of Lead Generation Programs**  
 Improve the ROI of your lead generation programs. Insight24 delivers high-quality leads that are checked for accuracy, with all duplicates removed. B2B professionals commonly use Insight24 to research products and compare vendors. Your content is featured alongside companies such as IBM, Cisco, Oracle, Novell and Adobe.
- Leverage Rich Media Content**  
 Any B2B rich media content can be published on Insight24, including webcasts, podcasts, business videos, and product demonstrations. Insight24 is the perfect solution for extending the life of your digital assets – both new and existing.
- Turnkey Solutions**  
 An Insight24 campaign specialist serves as the point person for programs running across multiple IT and business websites. Your rich media content appears on relevant sites and in newsletters. In addition, leads are delivered based on your uniquely defined criteria.

“ When you consider the percentage of bad leads, generally speaking, about 20-25% of our total leads from all programs are bad. For our Insight24 program it's been less than 5%. That's another way that I measure the quality of the lead. ”

– Mike Volpe,  
 Vice President of Marketing,  
 HubSpot

## — Key Features

### Comprehensive B2B Information

Over 350 participating companies have contributed more than 9,000 webcasts, podcasts and videos in 35 business and technology categories. Technology information evolves constantly, and, to stay current, so does Insight24.

### Quality Leads

Insight24's lead filtering engine removes duplicates, validates email addresses, provides user viewing details and separates sales leads from "tire kickers".

### Syndication Network

Insight24's syndication network reaches over 16 million B2B viewers each month. Your rich media content is placed directly on appropriate Insight24 syndication partner websites.

### Integrated Marketing Campaigns

Your rich media content is incorporated into Insight24 campaigns, which include featured listings, SEM programs and title/description optimization.

### Online Reporting

Insight24 gives you real-time online access to leads 24/7 and provides detailed lead reporting that can be integrated into your CRM system.

### Single Registration

Insight24 provides a global registration process. After this one-time registration, viewers can log in to watch other webcasts, podcasts and videos.



Topics	Companies
Adobe	AMA
Best Tech Videos	BOT International
Briefings Direct	BriefingsDirect
Business Intelligence Network	
Center for Creative Leadership	CIO.com
CNET Networks	
CPA Podcasts	DABCC
Eclipse Hewlett-Packard	
IBM	
IBM developerWorks	
IBM TV InformIT	
InfoWorld	Inside Digital Media
Interwoven	Java Posse
National Instruments	NetSuite
Network World	Network World 360
Network World Panorama	Novell
Oracle	Oracle Appcast Own-it
Practical eCommerce	
Provident Partners	
Research Channel	
PSA	The Security Division of

## — About ON24, Inc.

ON24, Inc. (<http://www.ON24.com>) is the global leader in webcasting and virtual events. ON24 provides a full range of innovative solutions for applications such as demand generation, conferences and events, product launches, professional development, internal communications and executive announcements. More than 700 organizations in [publishing](#), [technology](#), [life sciences](#), [government](#) and [financial services](#) rely on ON24, including Cisco Systems, CMP Media, Credit Suisse, GE Healthcare, Hewlett-Packard, IBM, Motorola, the National Science Foundation and Samsung. ON24 is headquartered in San Francisco, with offices in Washington, D.C., New York, London and Beijing.