

ON24 Demand Generation Solutions

Turbocharge Your Lead Generation Campaigns



“New and changing go-to-market models are promoting web event solutions as an effective way to improve the delivery of highly targeted messages to audiences across all industries.”

“Webcasting: The New Essential Ingredient for B2B Success,” Frost & Sullivan 2008

Most enterprise professionals recognize that virtual events are becoming an integral part of effective demand generation initiatives. Virtual events engage your audience with rich media content and interactivity and provide detailed reports to capture and qualify leads and drive revenue. ON24 virtual events are highly customizable, enabling you to promote your brand while reaching a global audience with, for example, new product introductions, user information or special offers.

Capture and Qualify the Best Leads

Virtual events excel at all phases of a comprehensive demand generation initiative. From the email invite to the post-event survey, virtual events engage your audience.

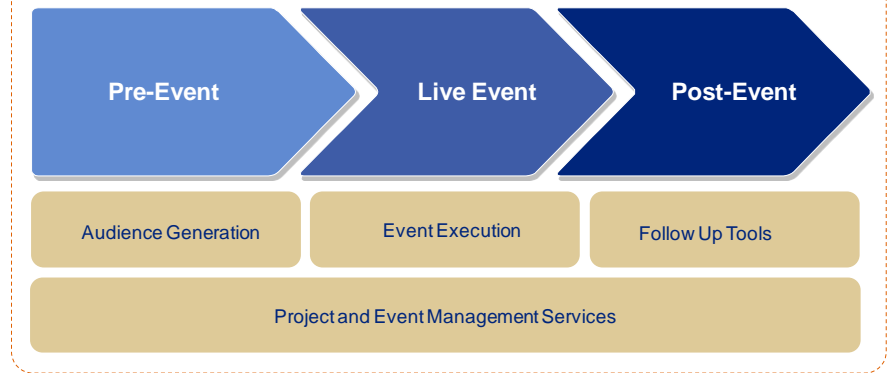
Detailed reporting enables marketers to qualify prospects, measure interest, and provide the sales team with highly-qualified leads.

Requirements	Whitepapers	Tradeshows	Search-Engine Marketing	Print Ads	Banner Ads	Virtual Events
Build and reinforce brand		✓	✓	✓	✓	✓
Provide Product Information	✓	✓				✓
Capture Time Commitment	✓	✓				✓
Capture and Qualify Leads		✓	✓			✓
Measure Interest	✓	✓				✓
Educate and Train Users	✓					✓
Engage With Prospects		✓				✓
Meet Compliance Regulations						✓

ON24 Solution Benefits

- **Fully customizable virtual event solutions** strengthen your brand and engage your audience.
- **Highly scalable and reliable ON24 webcasting platform** ensures global reach for your events and an easy-to-use solution for attendees.
- **Powerful registration and reporting capabilities** allow you to capture and qualify the best leads at the lowest possible cost.
- **Per-event pricing** lowers your costs when your events grow and doesn't penalize you for success.
- **ON24's 100% streaming solution** requires no extra downloads or plug-ins for your audience. Support for all popular platforms, browsers and media formats guarantees access to your events.

Complete Production & Event Management Capabilities



The ON24 Team Delivers an End to End Solution

ON24 works with our clients to plan and execute successful events. ON24 provides the tools to help you recruit attendees to your event, capture important registration data, and present a fully customized virtual event. The ON24 client services team offers design and production services to meet your rich media communications needs, as well as complete event management and monitoring to ensure the best possible experience for your audience and presenters.

After the event, ON24 will automatically archive and publish your event for on-demand use. Along with detailed reporting on all aspects of registration and event activity, ON24 can provide translation and localization support as well as enhanced podcasts or CDs of your event to further leverage the use of your content.

“Over 80% of marketers rate webinars as one of their top 3 marketing tactics for lead generation.”

“How to Make B2B Webinars Deliver Better Leads,” Forrester Research 2008

About ON24

ON24, Inc. (<http://www.ON24.com>) is the global leader in webcasting and virtual events. More than 700 organizations in technology, publishing, life sciences, government and financial services rely on ON24, including IBM, Cisco, United Business Media, Credit Suisse, GE Healthcare and the National Science Foundation. ON24 is headquartered in San Francisco, with offices in New York, London and Singapore.