



Client Objectives

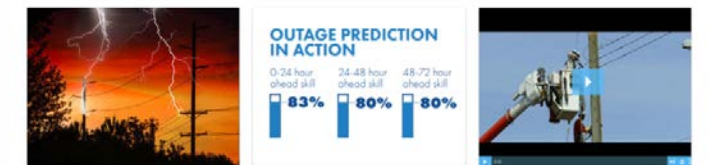
A company that provides the world’s leading technology platforms and services leveraging weather and related data was looking to capture and nurture new leads from Informa’s leading power audience. Specifically, those users interested in the use of Artificial Intelligence for Utility Outage Management.

Informa Solution

To achieve the company’s goals, Informa Engage recommended a Content Engagement Center—a digital hub designed for deep engagement—as a proven solution for driving qualified leads. Using a multi-touch marketing campaign to promote the six client-supplied assets, Informa Engage drove targeted audiences to the Content Engagement Center, where a single sign-on approach captured new leads with exclusive user engagement metrics based on content consumption.

Campaign Results

In addition to exceeding lead delivery expectations, Informa Engage surfaced a higher quality lead through its dedicated content environment and always-on nurturing process. Rich reporting from the Content Engagement Center identified prospects who consumed multiple assets, delivering a prioritized list of individuals showing greater likelihood for purchase intent.



[Brochure] Proactive Preparation and Response to Weather-Related Power Outages

[Infographic] Outage Prediction Proven Results

[Video] Neighborhood-level Resolution for Outage Prediction

The screenshot shows a digital hub interface with a sidebar menu listing six content assets: [Brochure] Proactive Preparation and Response to Weather-Related Power Outages, [Infographic] Outage Prediction Proven Results, [Video] Neighborhood-level Resolution for Outage Prediction, [Whitepaper] Embracing Advanced Analytics and Machine Learning Solutions, [Playbook] Rapid Response: Energy and Utilities Outage Prediction 2.0, and [Panel Discussion] Defending Against the Storm. The main content area displays a whitepaper titled 'Embracing Advanced Analytics and Machine Learning Solutions' with a 'Light in the Dark' section discussing outage prediction models and a 'Panel Discussion' section on 'Defending Against the Storm'. A 'Next' button is visible at the bottom right.

LEADS	BINGED	UNIQUE	MINUTES
+Goal	80%	3.0	11
In two months	Viewed 2+ assets	Views per registrant	Average time spent