# Quick Start Guide to NetLine's All-in-One Solution For Self-Service Clients

Welcome to the All-in-One B2B Content Syndication Lead Generation Portal from NetLine.

NetLine's Portal enables you to:

- Syndicate content across the largest B2B lead generation network
- Reach decision makers actively researching business related topics
- Set company and job specific filters to capture leads matching your campaign criteria
- Access lead analysis reports to optimize strategy and increase your campaign ROI

It's time to make your content work smarter, not harder.
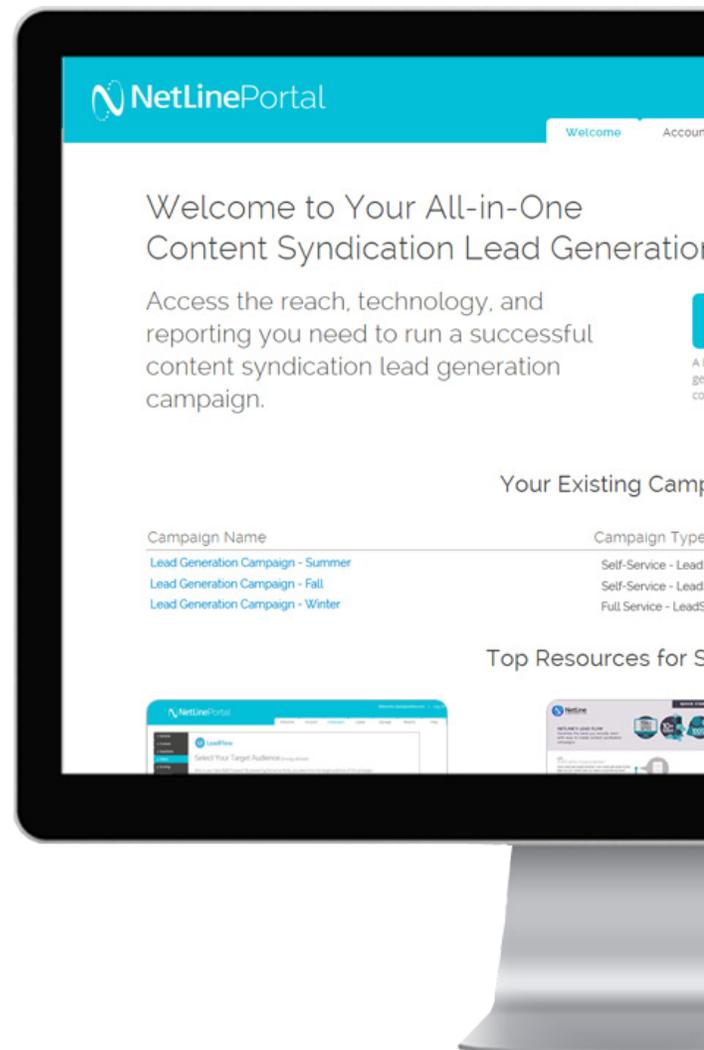
Getting Started

The self-service solution enables B2B marketers of all shapes and sizes to create, manage, and optimize campaigns – with the transparency, control, and scalability that are required to be successful. To get started we recommend that you follow these steps and take a quick tour of the Portal to begin your journey.

1. Choose the Type of Campaign You Want to Run.

All-in-One Campaign: A content syndication campaign to generate leads. This type of campaign enables you to apply target and filter criteria to reach and capture the right audience across NetLine's B2B lead generation network. All-in-One Campaigns include:

- Content syndication
- Robust lead scoring
- Lead filter criteria
- Custom questions per campaign
- Lead reports and insights
- and much more

This is performance-based solution, which means that you will only pay for the leads that match your criteria.

Syndication Only Campaign: Syndicate your content across NetLine's B2B lead generation network for free without generating leads. Syndication Only Campaigns:

- Include content syndication
- Include content request insights
- Do not include targeting capabilities
- Do not include lead generation and filter options

Using this type of campaign allows you to test response rates to your content and familiarize yourself with NetLine's Portal.

2. Select Content for Your Campaign.

NetLine recommends selecting one or more resources that do a great job speaking to your target audience's needs to maximize engagement and results. Potential content options include: white papers, eBooks, case studies, or even links to on-demand-webinars or podcasts. Single page documents pitching your product or service are not accepted. After selecting your content following these steps:

- Write a short title and tagline that's catchy and relevant to your content.
- Write an abstract to provide an engaging synopsis of your content.
- Create an eye catching cover graphic.

3. Identifying Your Target Audience.

Understanding who your target audience is will improve the quality of your campaign. All-in-One campaigns allow you to specify company and job specific criteria for your campaign; starting with a $9 base price, the CPL will increase with additional filter criteria. Filter options include:

- Job Function
- Job Level
- Company Size
- Company Industry
- Geo

Next, you will be able to score the filters to strengthen the audience targeting of your campaign. Assign importance to each question with a score of 1-10 (with '10' being the highest). Grade each answer A-F ('A' being highest) to establish the weight.

4. Resources for Success

We recommend that you check out the additional resources for success including the how-to videos. These are excellent resources to familiarize yourself with NetLine's Portal. The resources can be found on the Welcome Tab of the Portal, as well as on the Help Tab, alongside full Portal documentation.

Welcome Tab

This is your home base that provides quick access to important features. On the Welcome Tab you will find options to create new campaigns, check out top resources for success, as well as quick access to your existing self-service and full-service campaigns.

Campaign Tab

The campaign dashboard shows all of your campaigns at a glance. You can quickly see which campaigns are currently live, paused, or complete.

Leads Tab

View and download all leads generated by your campaigns on the Leads Tab. Simply click on the desired campaign to review the leads generated. You can download a csv. file of the leads by clicking "download" at the bottom of the page.

Salvage Tab

Users that download your content after the leads goal was met —or— users that did not meet the filter requirements of your campaign can be found on the Salvage Tab. Here you can review and retrieve leads of your choosing.

Q: Is the CPL the same for Salvage leads?
A: Yes, any salvaged leads will be billed at the CPL of the campaign.

Reports Tab

Running effective campaigns relies heavily on the ability to view and track campaign progress, start to finish. Our advanced reporting capabilities enable you to extract meaningful insights and develop fully optimized campaigns. To analyze your campaign performance, you can download reports at any time.

Schedule Automated Reports:

You can easily schedule automated email reports to receive your campaign summary report on a daily, weekly, or monthly basis. To schedule the reports, go to "Schedule Reports" within the Reports Tab.

Campaign Summary Reports schedule:

· Daily: 6 AM PST
· Weekly: Mondays 6 AM PST
· Monthly: 1st of every month 6 AM PST

Our Commitment to You:

As the #1 B2B Content Syndication Lead Generation Network we feel that it is important to share with you how we do business. NetLine's performance-based Portal and our team of lead generation experts ensure that you will only pay for leads that meet your assigned campaign objectives – nothing less. Read more about our commitment to you.

NetLine Portal Support

To talk with our team of demand generation experts to plan your path to success, contact Portal Support:
Portal-support@netline.com