

Supporting the acquisition of prospects (leads),
Nikkei BP's lead generation services

Strengths of Specialized Media

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Overwhelming Business Professional ID

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Efficient Lead Generation Options



Strengths of Specialized Media (A wide range of fields, including management, technology, and marketing)

Nikkei BP's specialized media outlets leverage their unique characteristics and areas of expertise to engage users based on their interests and concerns.

We enhance your company's lead generation effectiveness .

A media platform from Nikkei BP that provides lead generation services

Management

Digital media that delves deep into the "current state" of corporate management, the economy, and society and delivers it.



Technology

A decision-making platform for adopting products and services
Digital media that delves deep into the "current state" of corporate management, the economy, and society and delivers in-depth coverage



Marketing

Understand Marketing, See Consumer Trends, a digital strategy media platform for marketers



An overwhelming number of business professional IDs

Continuously providing useful business information and earning the trust of business professionals across a wide range of industries

a specialized media outlet published by Nikkei BP. Through Nikkei BP's lead generation service, **your company's lead acquisition** is supported by a wealth of business professional IDs.

Nikkei BP users (Business professional IDs), who form the core of the lead generation service,

Management



Nikkei Business Online Edition

Approx. 2.15 million IDs

Technology

日経 **xTECH**

日経 **xTECH ACTIVE**

Nikkei xTECH

Nikkei xTECH Active

Approx. 1.9 million IDs

Marketing

日経 **xTREND**

Nikkei xTREND

Approx. 500,000 IDs

Efficient lead acquisition options and reporting system

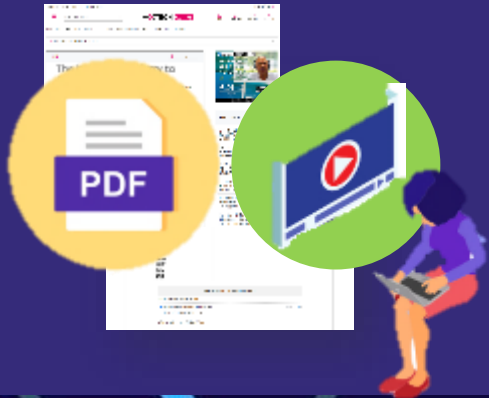
Obtaining **permission** and provide a list **we provide** .

A dashboard feature that lets you review various lead generation methods and acquired leads tailored to your company's needs

White Paper/Video Publication

Your existing materials (PDF-format white papers, case studies, videos, etc.)

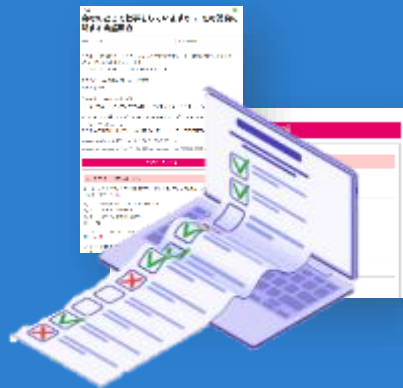
We collect information on and provide information on



Research Special

Through our survey, we'll identify challenges and their intentions regarding product adoption

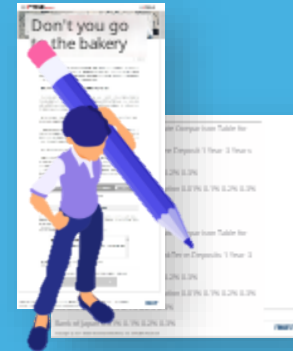
We provide the information of survey respondents and their survey results



Content Creation/Collaborative Campaigns

We'll tailor the survey to and create content specifically to create content specifically focused on lead generation.

Provide information on users who read your content through the second page



Lead Support Center

Acquired leads are provided in real time via the dashboard



In addition to lead generation (prospect acquisition) services

- Webinars, events, and other prospect acquisition initiatives
- Branding advertising to boost efficiency before lead generation
- Collaborative advertising to increase awareness of products/services

and more—we offer a variety of strategies to support your company's marketing efforts.
Please contact us for more details.

■ Contact Us

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