

B2B thought leadership content that is digestible, relevant, and credible for multi-channel marketing and quality lead gen.

4,000+
Attendees

40
Sessions

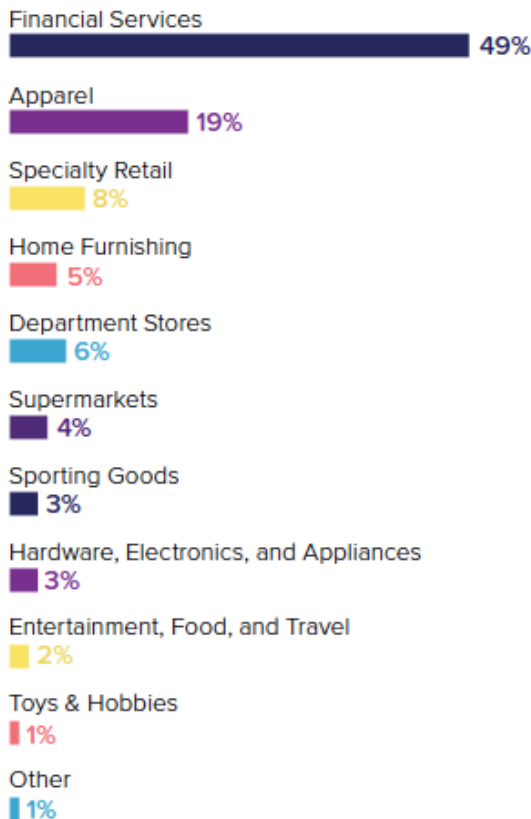
600+
Downloads

290
MQLs

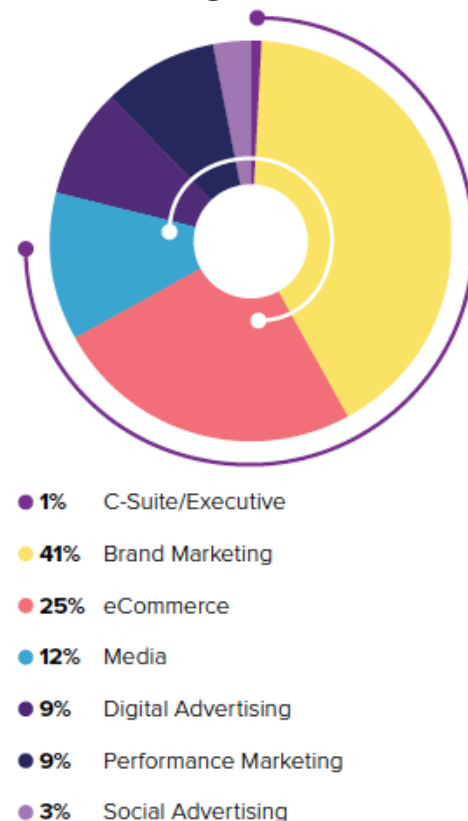
An Ongoing Partnership: For the past two years, Smartly.io and WBR Insights have combined their decades of retail expertise to develop leading content for webinars, virtual events, and whitepapers.

Featuring the latest trends in advertising, retail strategies, and technology adoption from the minds of hundreds of retail executives, Smartly.io's content has gained the attention of the world's most recognized brands such as Kirkland's, Chase, HelloFresh, and more.

Retail Industries



Retail Job Titles



"With WBR Insights, there's definitely a feeling like we're valued as a partner. There's interest in our brand and our company, in what we're trying to achieve. I think that differentiates from other companies, who simply check off the boxes in terms of our projects."

—Steve Zucker, Head of Growth Marketing, Smartly.io

Quality leads through a multi-platform approach

Smartly.io notes that the quality of digital content leads is comparable to WBR's in-person events, showing consistency in the value of their audience across these channels. In partnering with WBR Insights, Smartly.io has received over 7,000 registrations to WBR's eTail Virtual Event in 2020, for example, accelerating the brand's recognition in the retail industry.

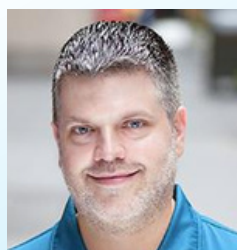
"Given the content that we've created with WBR Insights and the different platforms that we're able to put it on, I think working with WBR Insights is the right approach for any B2B marketer. WBR Insights satisfies that need to go multichannel."

—Steve Zucker, Head of Growth Marketing, Smartly.io

Where new marketing approaches and credibility go hand-in-hand

With thoroughly researched, well-packaged digital content, the combined WBR Insights-eTail team aligns with a strategy that has become essential following the pandemic of 2020. With 600+ whitepaper downloads received, one-third of them have resulted in international leads—an essential complement to Smartly.io's efforts in live-event settings.

Interested in content syndication and lead generation opportunities with WBR Insights and eTail?



Contact:

Michael Braunstein
Industry Sales Director,
Digital Transformation & eCommerce
646-502-3233
michael.braunstein@wbresearch.com

