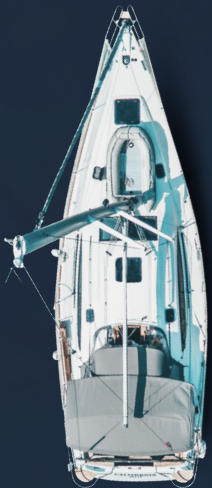


DEEP MEDIA

NURTURING



AMPLIFY FOLLOW UP EFFORTS WITH DEEP MEDIA NURTURING



Identify

User sees/downloads content syndication whitepaper



Target

User information is collected and uploaded for a deep media nurturing campaign

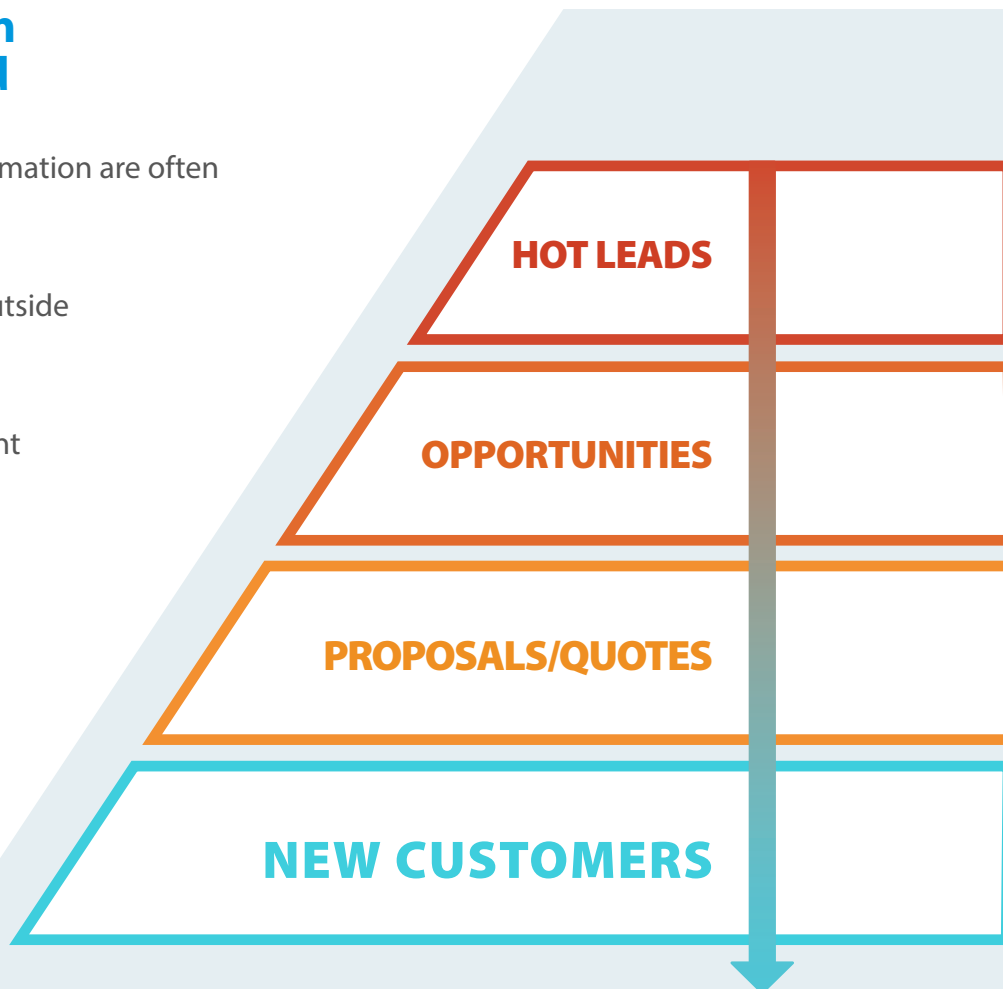


Fuel

User is reached with a banner and social ads with options for intent and/or ABM overlays

Continue the Conversation After Leads Are Generated

- Nurturing emails and marketing automation are often not enough
- Deep media nurturing is nurturing outside of the inbox
- Reach your leads across all the relevant channels and amplify the results of the overall program
- Bring leads into your site by facilitating the natural buyer's journey progression
- Enhance deep media nurturing with intent overlays and ABM programs



Move leads through your funnel faster with Deep Media Nurturing

Take Nurturing Beyond the Inbox

Deep Media Nurturing reaches users through:

Display
Targeted banner ads using email addresses

Dynamic Retargeting
Creative shown based on site activity

Social
Facebook & Twitter ads

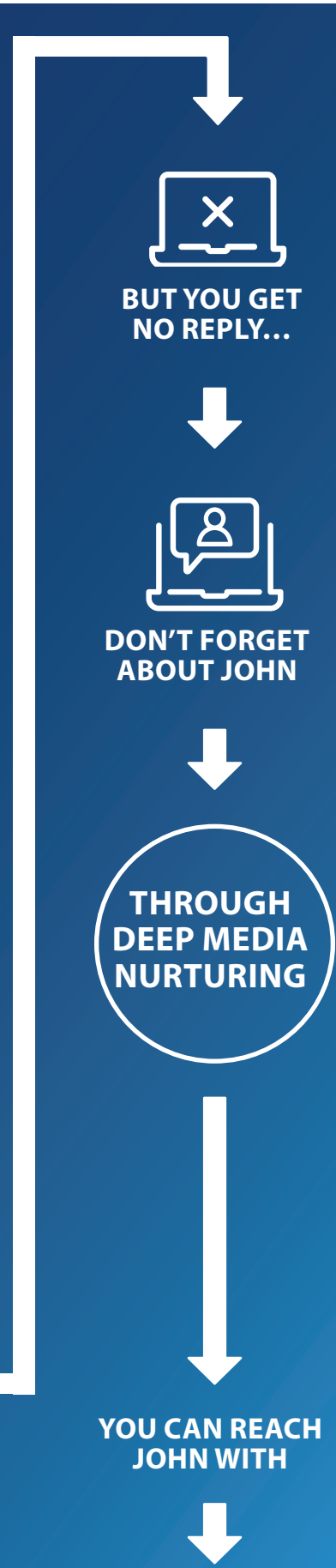
Search
Targeted paid search ads based on email addresses and keywords

Email
Newsletter sponsorships

For Example, John Doe Downloads a Whitepaper from an Email Blast...

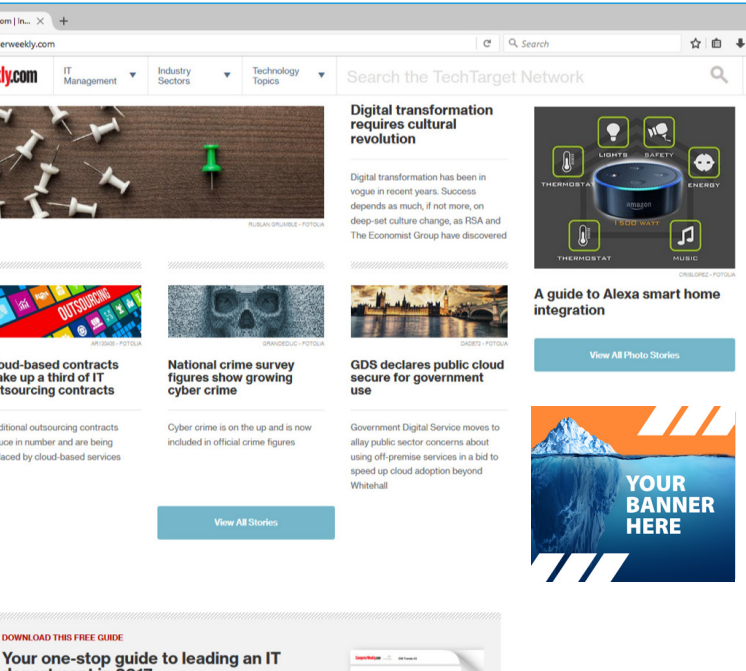
He Provides His Information on the Landing Page and Becomes a Lead

Now That You Have John's Info in Your CRM, He Will Receive Nurture Emails, Like This:

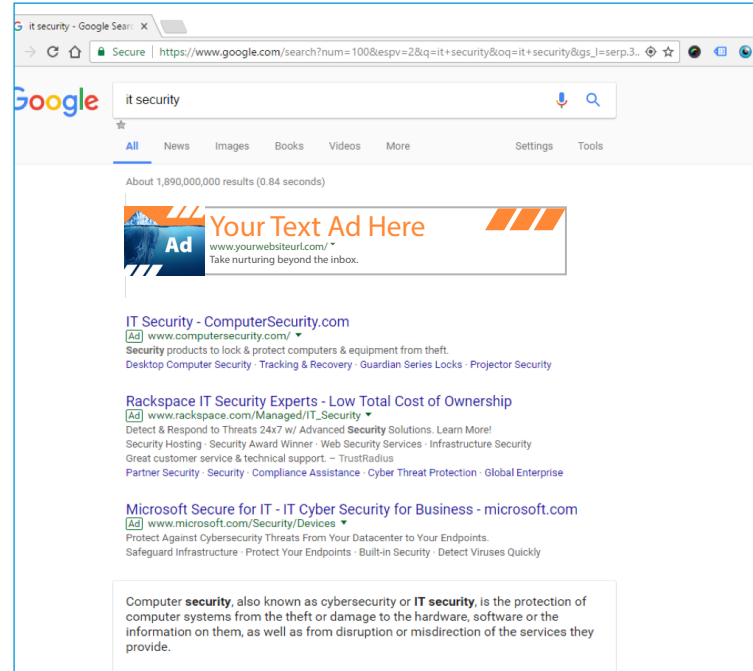


LEAD GENERATION TACTICS

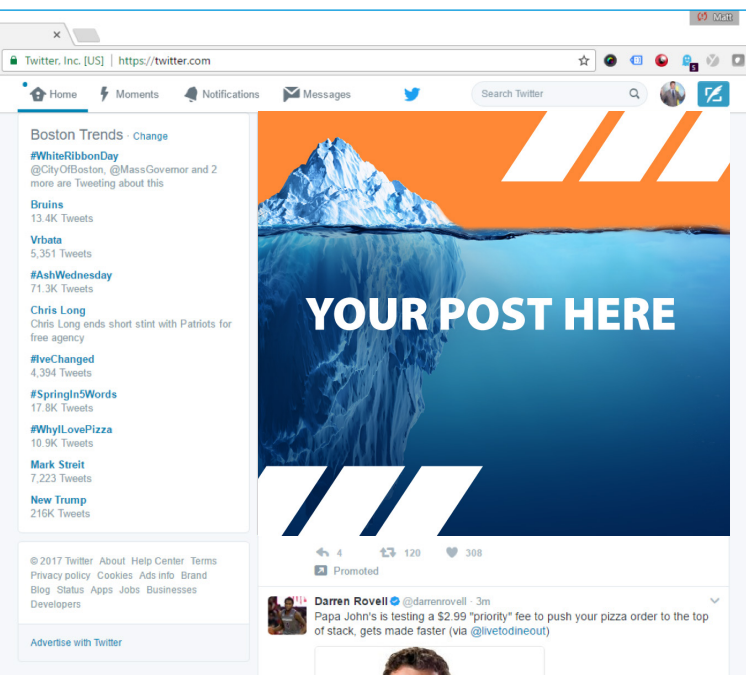
Display Ads



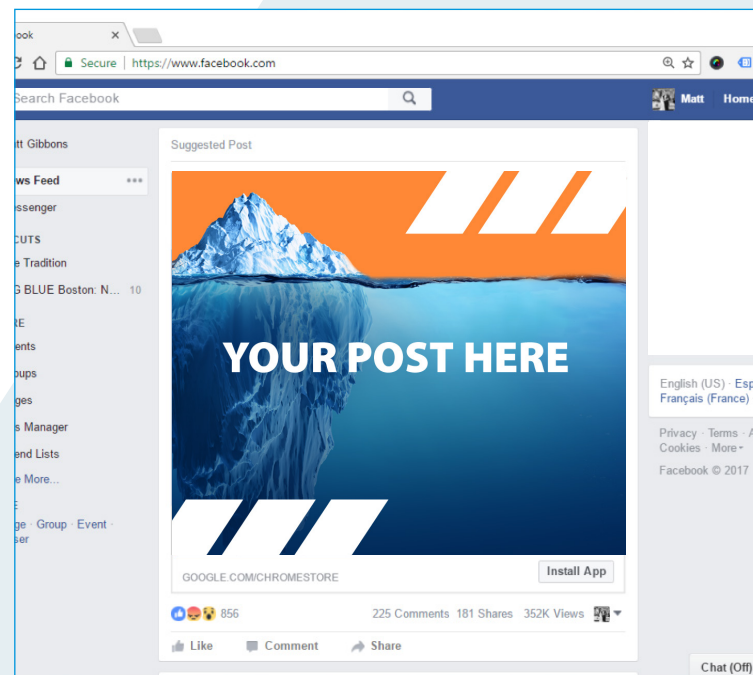
Google Search



Twitter



Facebook



LEAD GENERATION TACTICS

Email Newsletter Sponsorship

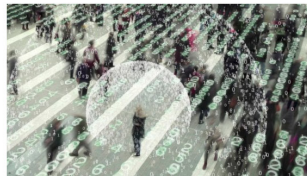


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All the best from our team!



Mass surveillance, the invisible cyber enemy lurking in the future

Surveillance is a passive cyber-threat. It does not block computers or alter the software. It is just lurking in the shadows, taking note of every single action cyber-users perform. According to a MonsterCloud report, mass surveillance is the public enemy number one in 2017. It managed to even surpass ransomware. But let's see what does this mean. Who placed mass ...

[Read more](#)



'Molecular' Cybersecurity Vs. Information Cybersecurity



Not all cybersecurity risk is created equal. Case in point: when Sony was hacked, information was stolen, systems were wiped, and society was temporarily deprived of a Seth Rogan movie. These were mostly bad outcomes, and Sony certainly suffered a significant financial loss. Now, imagine a similar attack on an oil refinery where compromised systems include the proprietary industrial control ...

[Read more](#)



Adobe Patches 42 Flaws in Reader, Acrobat, Flash

Adobe informed users on Tuesday that updates released for Acrobat, Reader and Flash Player patch a total of 42 vulnerabilities, including many that could lead to arbitrary code execution. The updates for Acrobat and Reader versions 11 and 15 address a total of 29 security holes, some of which could allow an attacker to take control of affected systems. The ...

[Read more](#)



SAP Patches Multiple XSS and Missing Authorization Vulnerabilities



SAP on Tuesday released its first set of monthly security patches for 2017, which addresses numerous Cross-Site Scripting (XSS) and Missing Authorization Check issues across its products. The enterprise software giant included 18 Patch Day Security Notes in the January set of security patches, one of which was rated Hot News with a CVSS score of 9.8. SAP also addressed ...

[Read more](#)

The background of the entire page is a photograph of an iceberg floating in clear blue water. The top of the iceberg is visible above the water line, while the much larger, jagged portion of the iceberg is submerged below the surface. The sky is a pale, clear blue. In the top left corner, the company logo consists of the word "INFUSE" in a bold, black, sans-serif font, followed by the word "media" in a smaller, lowercase, black, sans-serif font. To the right of "media" are three parallel, slanted blue lines of varying lengths, creating a stylized graphic element.

INFUSEmedia

**THANK
YOU!**

CONTACT US

info@infusemedia.com

(617) 459-4500

One Gateway Center
300 Washington Street, Suite 850
Newton, MA 02458 USA

www.INFUSEmedia.com