



Webinar: 25 Omeda CDP Power Plays

Use your CDP data to grow and
engage your audience

omeda.com

Your Host

Nicole Backaus

Director of Client Success

Omeda



Overview

- Grow
- Engage
- Monetize

Grow


Renewal Reminder

Your subscription to
the *Sosland*
SweetenerReport is
about to end.

Don't miss out!

**RENEW
NOW**

Hey, it's Frank!

 **Frank Lessiter**
Editor, *No-Till Farmer*

Frank

Did you know your **No-Till Farmer** subscription **expires soon?**

Take advantage of a special **3 FREE BONUS OFFER** and money-saving renewal rates when you renew online now.

- **Bonus #1** - FREE Digital VIP access to No-TillFarmer.com
- **Bonus #2** - Cover Crop Strategies Special Report
- **Bonus #3** - Going After Bigger Profits with Organic No-Till Special Report

RENEW NOW →



It's Time to Renew!

Don't miss out on being a part of our PAWESOME community of dog lovers! In each issue, we share dog care and training tips, fun puppy facts and the top products. Click the button below to renew your subscription!

RENEW NOW

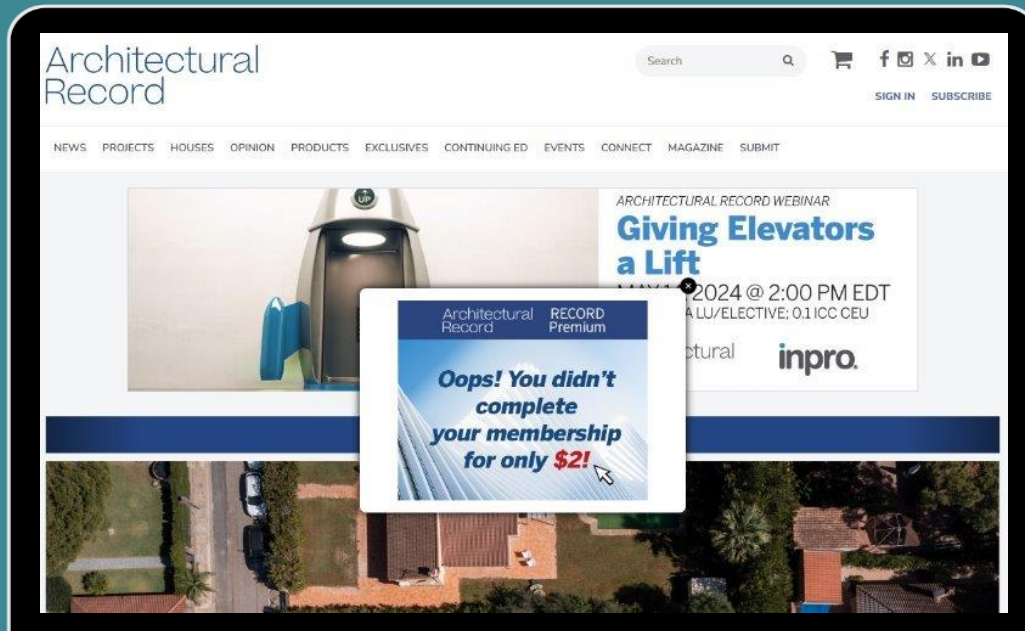


Subscription Renewal Notice

It's time - keep your free issues coming!

RENEW TODAY!

Retarget Cart Abandons



Target people with a follow-up email campaign and onsite modal for those who visited the subscription form but did not complete it.

RESULTS?

13.4% Conversion Rate

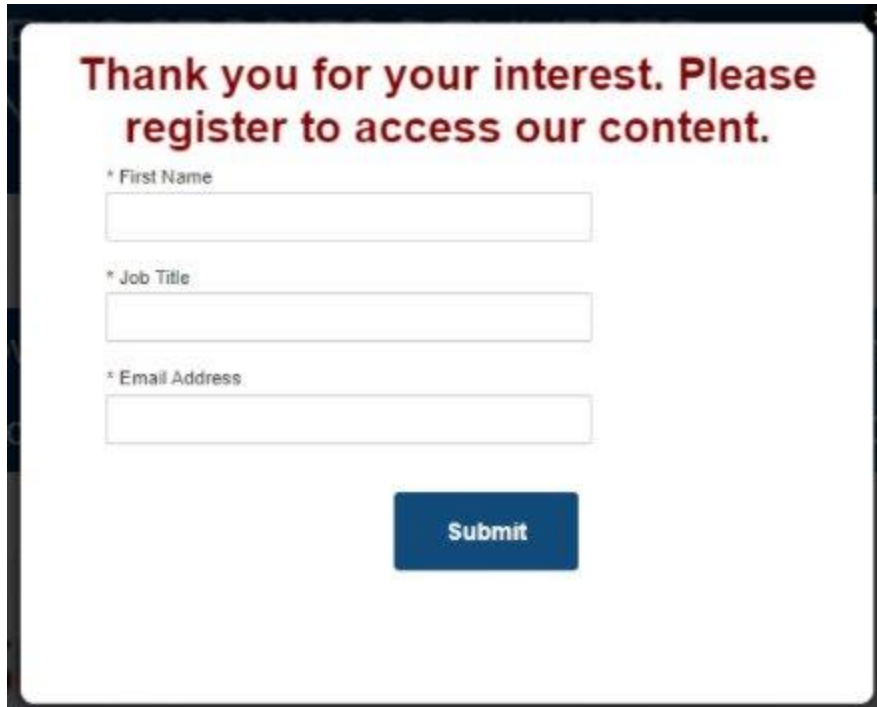
Event Registration



On-site modal to promote events when registration opens

Target known vs. unknown visitors with different messages

Soft Gate for High Traffic Content



Thank you for your interest. Please register to access our content.

* First Name

* Job Title

* Email Address

Submit

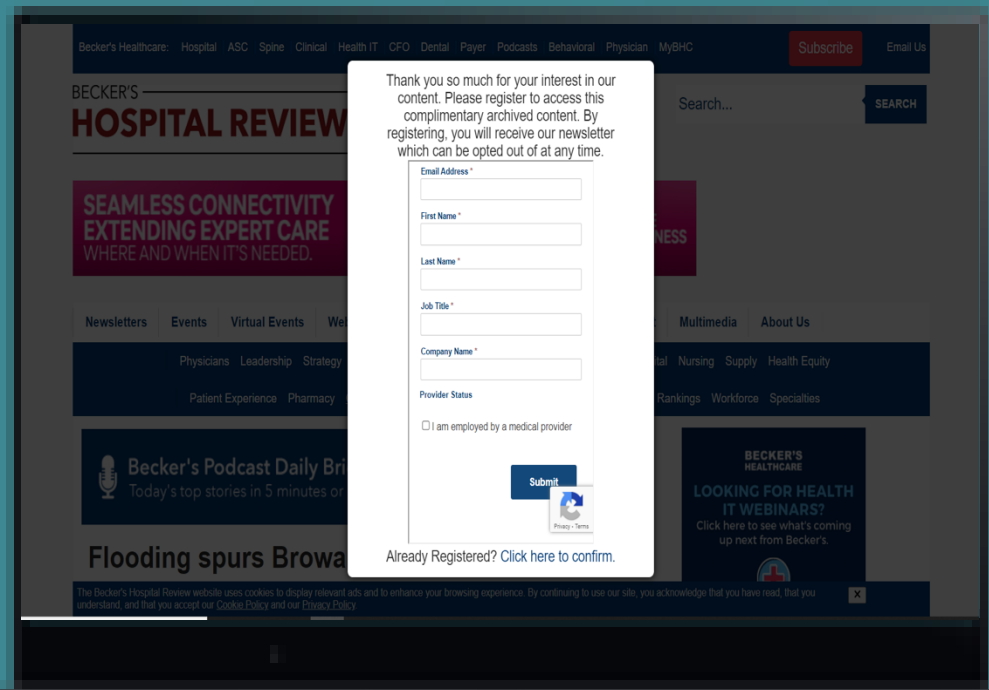


Engage & retain unknown visitors by keeping highly-trafficked pages open

Modal can be closed by the visitor

Less information requested to encourage submissions

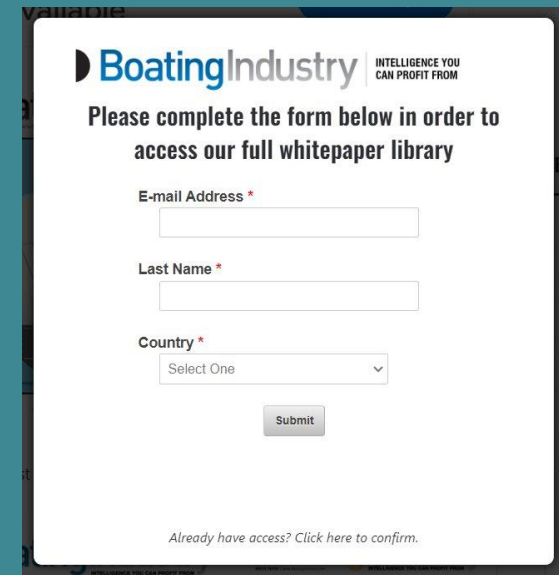
Hard Gate for Premium Content



The screenshot shows the Becker's Hospital Review website. A registration modal is open in the center, asking visitors to register to access complimentary archived content and receive a newsletter. The modal includes a 'Thank you' message, a disclaimer about newsletter opt-outs, and a form with fields for Email Address, First Name, Last Name, Job Title, and Company Name. There is also a checkbox for 'I am employed by a medical provider' and a 'Submit' button. Below the form, there is a link for 'Already Registered? Click here to confirm.' The background website shows various navigation links and content sections.

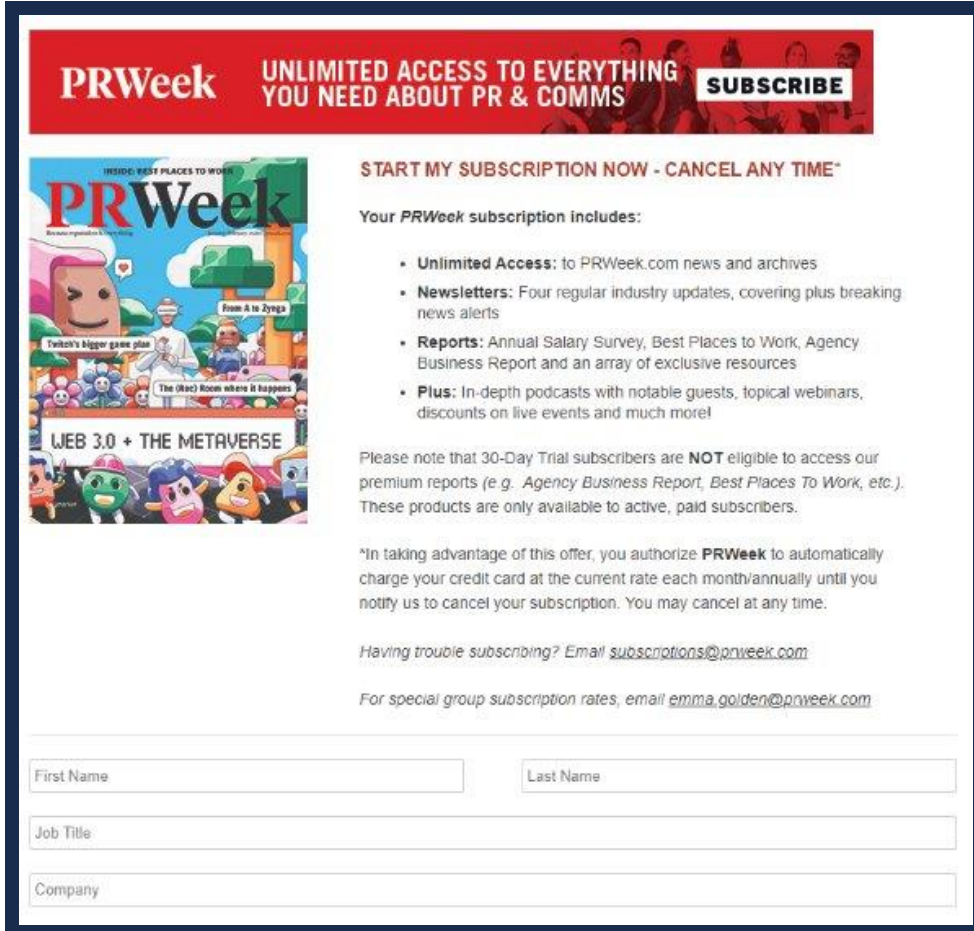
Gating exclusive content targeting anonymous visitors.

Quick form to gain access to whitepaper library.



The screenshot shows a registration form for the Boating Industry whitepaper library. The form is titled 'Please complete the form below in order to access our full whitepaper library'. It includes fields for E-mail Address, Last Name, and Country (a dropdown menu). There is a 'Submit' button at the bottom. Below the form, there is a link for 'Already have access? Click here to confirm.' The background shows the Boating Industry logo and tagline 'INTELLIGENCE YOU CAN PROFIT FROM'.

Free Trial



PRWeek UNLIMITED ACCESS TO EVERYTHING YOU NEED ABOUT PR & COMMS **SUBSCRIBE**

START MY SUBSCRIPTION NOW - CANCEL ANY TIME*

Your **PRWeek** subscription includes:

- **Unlimited Access:** to PRWeek.com news and archives
- **Newsletters:** Four regular industry updates, covering plus breaking news alerts
- **Reports:** Annual Salary Survey, Best Places to Work, Agency Business Report and an array of exclusive resources
- **Plus:** In-depth podcasts with notable guests, topical webinars, discounts on live events and much more!

Please note that 30-Day Trial subscribers are **NOT** eligible to access our premium reports (e.g. *Agency Business Report*, *Best Places To Work*, etc.). These products are only available to active, paid subscribers.

*In taking advantage of this offer, you authorize **PRWeek** to automatically charge your credit card at the current rate each month/annually until you notify us to cancel your subscription. You may cancel at any time.

Having trouble subscribing? Email subscriptions@prweek.com

For special group subscription rates, email emma.golden@prweek.com

First Name Last Name

Job Title

Company

This client created a hard paywall, which restricted digital content to paid subscribers.

They offered 30 days of unlimited access to new visitors before prompting them to pay.

RESULTS?

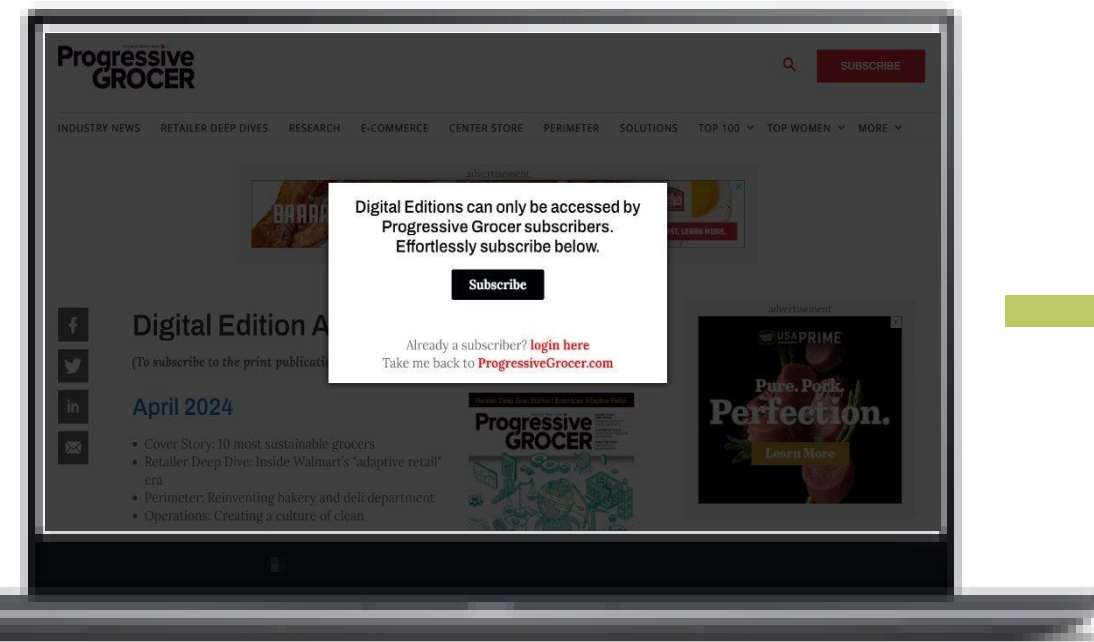
64.7% Conversion Rate

Digital Edition Gate

Requires Active Magazine Subscription to access digital edition archives

Over 5.6% magazine subscription conversion for this brand

Over 14K new subscriptions across all brands for this client




Welcome Wall

**WELCOME TO THE
PACKAGING WORLD COMMUNITY!**

Sign up for access to industry innovations, news and insights!

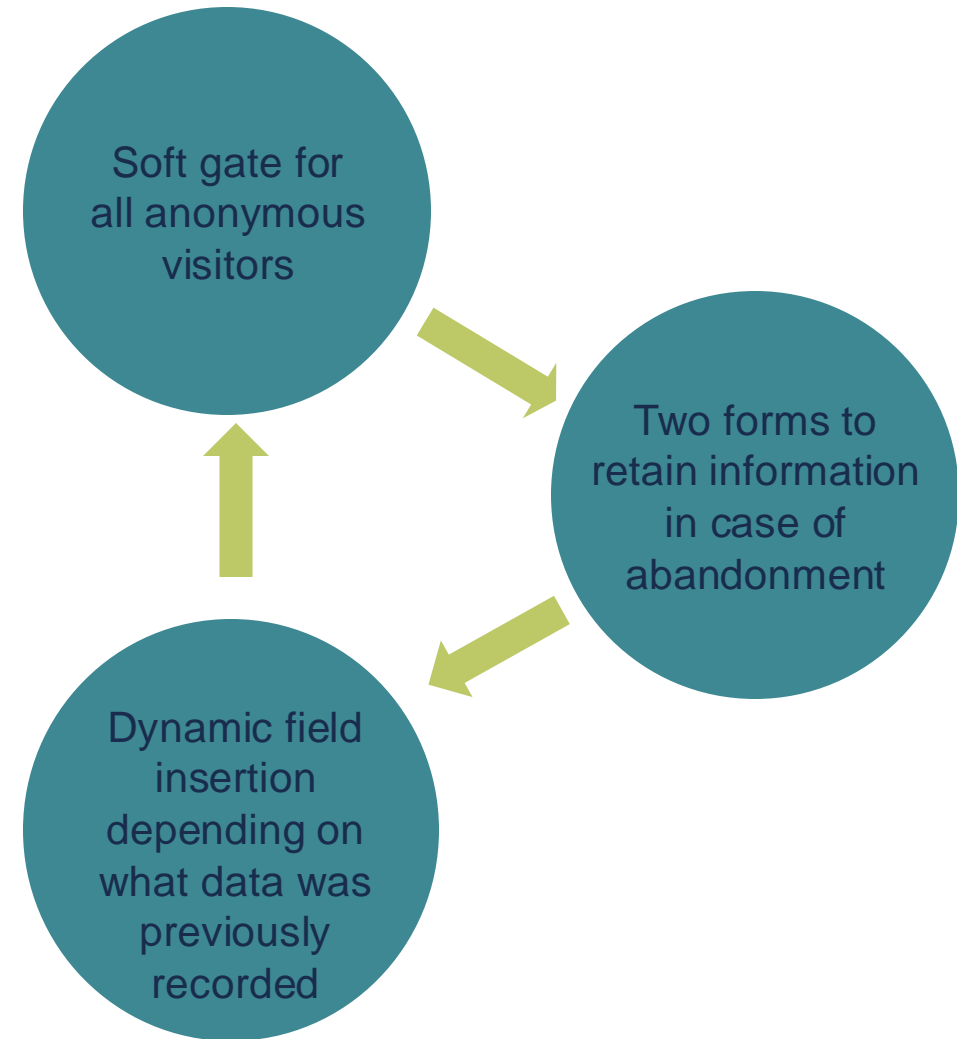
Email Address *

Country *

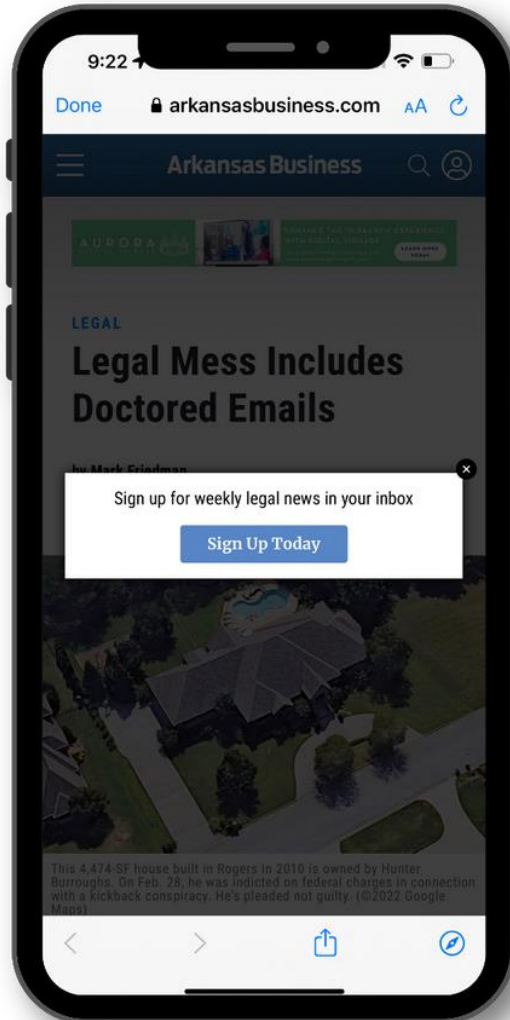
Select One 

Submit

By submitting this form, I consent to PMMI collecting and storing my information and consent to receive emails as well as sponsored advertisements from PMMI Media Group. I have read PMMI Media Group's [privacy policy](#) and I understand that I can unsubscribe or opt out at any time, and I can reach your Chief Privacy Officer at dataprivacy@pmmi.org with any inquiries around privacy policies or practices.



Targeted Offers Based on Content Read



This client targeted visitors who have viewed legal content on site but are not subscribers to the legal newsletter.

RESULTS?

64.7% Click Through
34.2% Conversion

Engage

Content Recommendations - Modals

Suggested Reading

- Electronics Design Ideas and Projects - EDN
- What does Renesas' acquisition of PCB toolmaker Altium mean? - EDN
- EDN - Voice of the Engineer
- **Event:** Automotive Tech Forum (March 27-28)

Don't Miss Out!

@{rec_link_1_name}@

@{rec_link_2_name}@

Register for our upcoming webinar on Content Recommendation

@{rec_link_3_name}@

@{rec_link_4_name}@

@{rec_link_5_name}@

PETfood
PROCESSING

Article Recommendations

Hello, here are some articles you may be interested in:

Pet food, treat industry achieves \$64.4 billion in sales for 2023 | Pet Food Processing

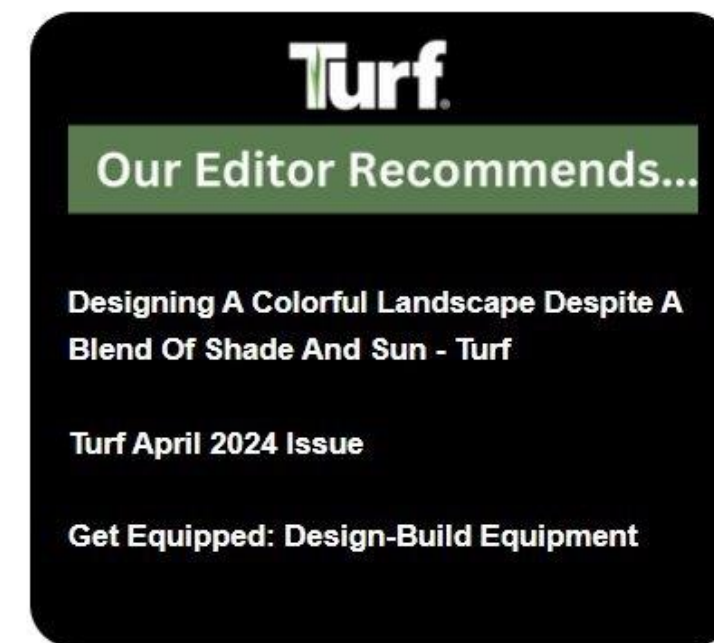
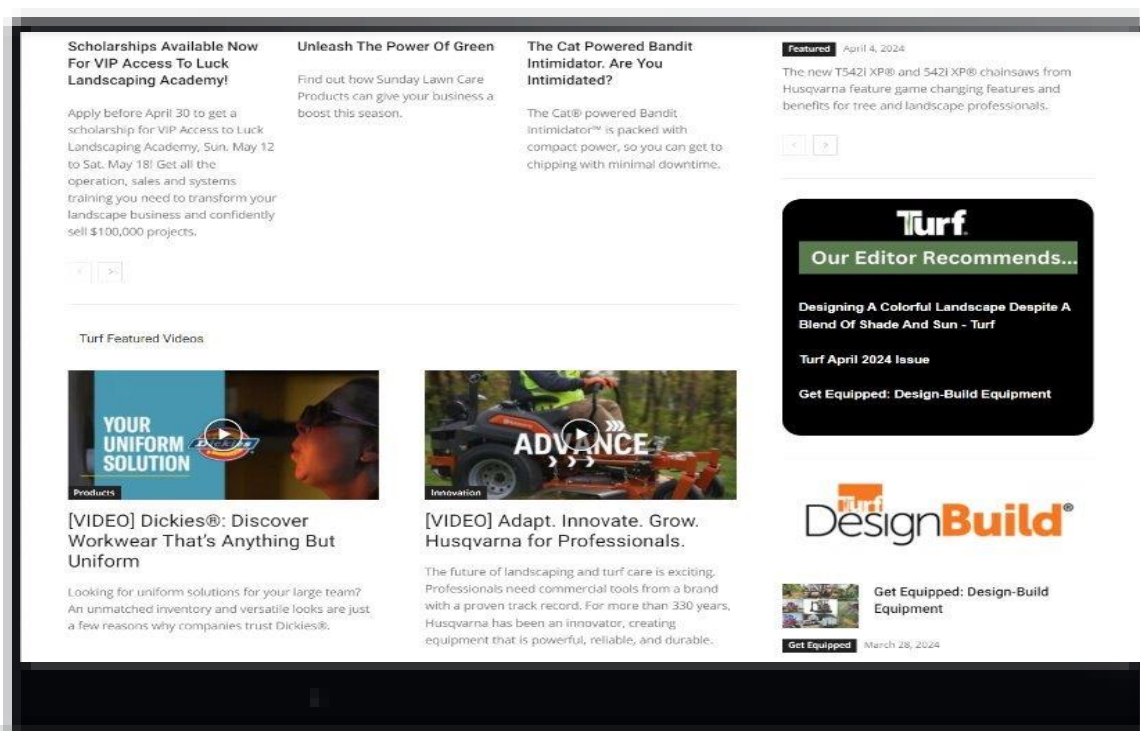
Premium dog treat producer planning \$85 million facility expansion | Pet Food Processing

Nulo unleashes new cold-pressed pet food format | Pet Food Processing

Recommend links to page visitors based on cohorts created using collaborative or tag-based filtering.


Add sponsored links or special promotions within recommendations.

Content Recommendations - Inline



Looks more native to the website.
Can embed links to promote your
own or sponsored content.
Over 332K impressions in first 9
months.

Welcome/Welcome Back Message



REMEMBER US?

Enjoy \$10 Off Your Next Order With Code **WELCOMEBACK**

You recently downloaded something from Interweave (a cool jewelry project, perhaps?), and we forgot to stay in touch—oops! Fortunately, we found each other again, and we're offering you a special reason to add us to your address book: \$10 off anything in our shop with code WELCOMEBACK.

[SAVE \\$10 NOW](#)



Welcome to our new website!

We're excited to announce that we've moved to a new domain name, stormwater.com.

All of your favorite content is still here, just under just a different URL.

Thank you for being a valued reader!

Contests/Awards



A promotional banner for the Ragan Top Women in Marketing Awards. The background is white with a subtle floral pattern. At the top left, a circular inset shows a woman speaking at a podium with a sign that reads 'Ragan TOP WOMEN IN MARKETING AWARDS'. The main text in the center reads 'Ragan TOP WOMEN IN MARKETING AWARDS' in a mix of purple and black fonts. Below this, it says 'Entry Deadline MARCH 15, 2024' in black. At the bottom, there is a purple button with the text 'ENTER NOW' in white. In the bottom right corner, another circular inset shows two women smiling and holding glasses.

Are you the next Chicken Marketer of the Year?

We are looking for the company with the most creative and innovative marketing campaign promoting chicken consumption. Apply now for the Chicken Marketer of the Year Award.

Deadline to submit: May 1, 2024

[See if you have what it takes >](#)



A promotional banner for LocalGetaways. The background is a photograph of a person in a blue jacket and orange pants skiing down a snowy slope. The text 'LocalGetaways' is at the top in a white serif font. Below the image, the text reads 'ENTER FOR A CHANCE TO WIN A \$150 AMAZON CERTIFICATE'. Underneath, it says 'Help shape future content by telling us your favorite destinations and topics of local interest. Wine Country, Tahoe, Santa Barbara, Carmel, Hawaii? Hiking, biking, water sports, golf?'. At the bottom right, there is a small white button with the text 'CLICK HERE'.

Polls & Quizzes

Is Petfood Forum the right event for you? Take the quiz to find out!

Get started >>

Take the Petfood Forum Quiz

Is Petfood Forum the event for you? Take this short quiz and receive personalized recommendations on how to get the most value out of attending Petfood Forum 2021! Perfect for sharing with colleagues or sending to your boss as justification to attend pet food's event of the year.

Is Petfood Forum Right for You?

If you're undecided about attending Petfood Forum, what's keeping you from making a decision? Choose all that apply.

Travel restrictions/I am outside the U.S.

General concerns about travel/COVID-19

Concerns about cost

I'm not sure the conference offers enough value for my time

I am considering other industry events instead

See Why Petfood Forum is Right for You

Be a part of the next edition of the global pet food industry's most valuable conference and exhibition!

Learn More About Petfood Forum Today!

Sessions You Can't Afford to Miss

Not certain why you should attend? Check out the concurrent sessions being held Thursday, September 23, or available through the on-demand program starting September 27: If you work in pet food, there is a topic here that's right for you.

Sustainability in Pet Food

- 1:30-2:00 p.m. - Partnering with consumers to meet your sustainability goals via upcycling — [Ben Gray](#), Upcycled Food Association, and [Alex Waite](#), Shameless Pets
- 2:05-2:35 p.m. - Innovative and sustainable pet food processing solutions — [Brian Streit](#), Wenger Manufacturing
- 3:10-4:15 p.m. - Sustainability roundup:
 - Lifecycle assessment and eco-design of pet food products — [Aurelie de Ratuld](#), Ph.D., Diana Pet Food
 - Why a single path to sustainable pet food packaging may be barking up the wrong tree — [Bill Barlow](#), Printpack
 - Assessing the environmental sustainability of common pet food protein sources — [Caitlyn Dudas](#), Pet Sustainability Association
 - Mealworms as a sustainable ingredient for pet food and treats — [Aimee Rudolph](#), Beta Hatch

Ingredient and Nutrition Research

- 1:30-2:00 p.m. - Innovation and alternative pet food proteins — [Susanne Wiegel](#), Ph.D., Nutreco NuFrontiers
- 2:05-2:35 p.m. - Black soldier fly larvae: Results of new adult maintenance feeding trial in dogs — [Brad Ewankiw](#) and [Laura Metcalfe](#), Enterra
- 3:10-4:15 p.m. - New ingredient research roundup:
 - Omega-3 phospholipids versus triglycerides in Alaskan Huskies — [Lena Buerki](#), Ph.D., Akor Biomedica

Progressive Profiling

Pop-up 1

Which category best describes your job title?

- ☐ Precision Farming Specialist
- ☐ Precision Farming Manager
- ☐ Corporate Management
- ☐ Sales & Marketing
- ☐ Parts & Service
- ☐ Other (Please Specify)

.....

SUBMIT

Pop-up 2

What is your firm's primary Precision Farming business activity? (select only one)

- ☐ Retail dealer of tractors, implements, and/or related machinery for the farm
- ☐ Seed, fertilizer or chemical retailer (private or coop)
- ☐ Custom application only
- ☐ Installation and/or repair only
- ☐ Data management only
- ☐ Farm equipment manufacturer
- ☐ Other (please specify)

.....

SUBMIT

Customer Surveys & Feedback

So sorry to see you to leave :)

What stopped you from completing your purchase?

Rate this article

Please rate the delivered content, it helps us match you with the right writers.

★ ★ ★ ★ ★

EHS Today's Safety Technology Survey



EHS Today is conducting a short survey to better understand your thoughts about safety technology in the workplace. We would greatly appreciate your opinions!

Smart Industry®

MANUFACTURING IT, OT & THE DIGITAL FUTURE

We would like to invite you to participate in a research study about events and information resources for professionals such as yourself.

This online survey takes about 20 minutes to complete. To take the survey, please click the link below.

Click to take the survey!

As a token of our appreciation, you can enter a drawing to win one of two \$100 Visa gift cards!

We respect your privacy, thus, the answers you provide in this survey are strictly confidential, used only in combination with all others for percents and averages. You will not receive any communications concerning your answers to this study.

Thank you for your time and input.

Re-engagement



Hi, reader!

You're seeing this message because your email in our database has been flagged as invalid or having a bad domain. Please update your information via the button below so you can continue to receive curated information from *Commercial Baking*. Thank you!

[Update Your Preferences](#)

Hello @**{First Name}**!, and welcome back!

Need help navigating the *T&D World* site?

If so, use the handy links below to browse our latest resources.

- [Manage](#) your newsletter subscription
- [Check out](#) our library of webcasts
- [Complete your profile](#) for a better user experience

Make sure to whitelist these domains to get the latest updates in your inbox:

- endeavor-email.com
- news.endeavorb2b.com
- news.tdworld.com



Q3



24

Unlock the Q3 Email Engagement Report

[Read Now](#)

Create Engagement Scores

Data Science

Engagement clusters based on amount and timing of web and email activity

Identify at risk, consistently engaged and recently engaged

Target Use Cases

Target recently engaged users with a special offer based on content viewed

Identify at-risk users to try to win them back or limit email received

Connect to Ad Platforms

Goal

Target audience in social and ad platforms with product offerings based on content browsed on the website.



Facebook Ad Manager



Facebook Events Manager



Google Ad Manager



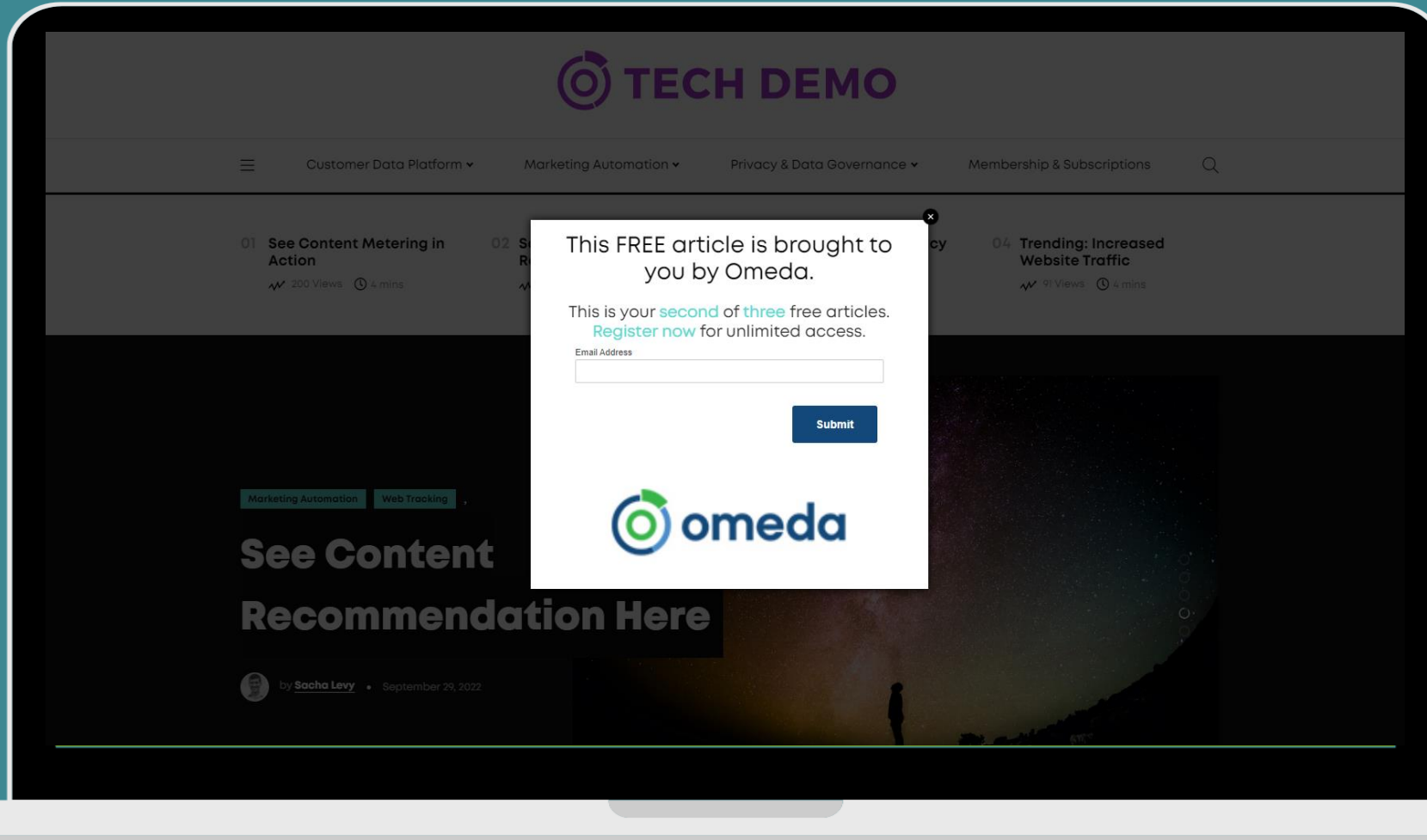
AdRoll



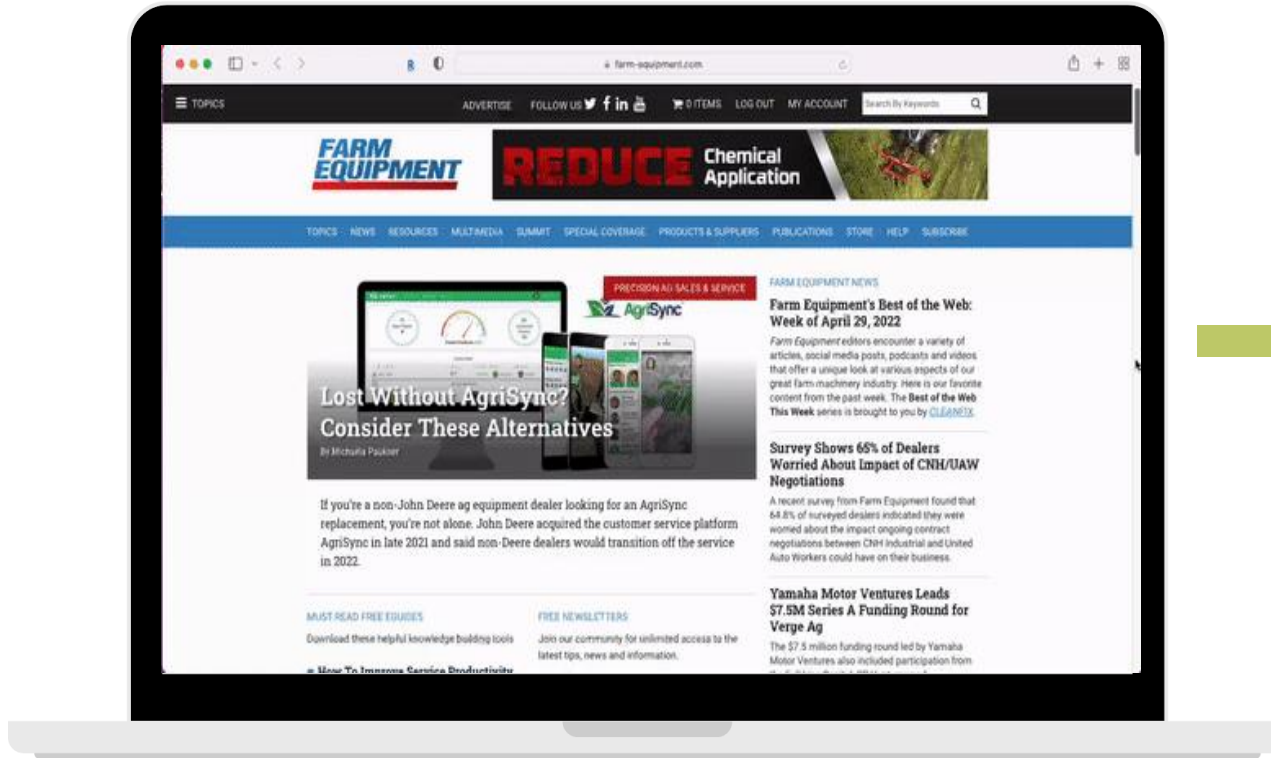
Event Based Audiences

Monetize

Sponsored Meters



Monetize Personalizations



Display advertiser messages via modals on your websites as premium placement

Choose display frequency and targeted segment

Price point varied based on average website impressions

Native Advertising Placement

The screenshot displays the Window Film Magazine website. At the top, the magazine's logo is prominent, alongside a navigation bar with links such as 'Subscribe', 'News and Events', 'The Studio', 'Editorial', 'Classifieds', 'Advertise', 'Product Info', 'Hall of Fame', and 'Contact Us'. A sidebar on the right lists various products and services, including '3M Window Films', '3M Paint Protection Films', '3M Wrap Film Series 2080', '3M Ceramic Coatings', 'Tools', and 'Installation Training'. The main content area features a 'Featured Content' section with a video titled 'Making Film with Maxpro'. To the right of this section is a 'Join Us on Social Media' box. A 'You might also like these articles of interest' sidebar on the right lists several articles, including 'IWFA Issues Clarification on How to State IR Rejection Values', 'Update in 3M vs. Mr. Tint Case', 'The 2024 International Window Film Conference and Tint-Off Announces New Competition', and 'Mr. Tint Asks Court to Dismiss 3M Countersuit'. The bottom of the page includes a 'Sponsored by' section with the WFCT logo.

WINDOW FILM MAGAZINE

epd ENERGY PRODUCTS DISTRIBUTION
3M Window Film Paint Protection Film Automotive Coatings

3M Window Films
3M Paint Protection Films
3M Wrap Film Series 2080
3M Ceramic Coatings
Tools
Installation Training

Subscribe News and Events The Studio Editorial Classifieds Advertise Product Info Hall of Fame Contact Us

Accent Distributing **FILMS FOR ALL**
AUTOMOTIVE | COMMERCIAL | RESIDENTIAL | TOOLS | TRAINING
SHOP NOW

Join Us on Social Media
f Xind YouTube

You might also like these articles of interest

- IWFA Issues Clarification on How to State IR Rejection Values - Window Film Magazine - Window Film Magazine
- Update in 3M vs. Mr. Tint Case - Due Today - Window Film Magazine - Window Film Magazine
- The 2024 International Window Film Conference and Tint-Off Announces New Competition - Window Film Magazine - Window Film Magazine
- Mr. Tint Asks Court to Dismiss 3M Countersuit - Window Film Magazine - Window Film Magazine

WF Latest Issue

Sponsored by **WFCT**

Featured Content Recent Articles

Making Film with Maxpro

WE Making Film with Maxpro

MAKING FILM WITH MAXPRO

Watch on YouTube


WINDOW FILM PPF MAG

Back Issues Digital Archives

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FLYING

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SELECT DESIRED FORMAT


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Last Name *

Email Address *

Company Name *

Title *

Phone *

Address 1 *

Address 2

City *

State/Province *

Zip/Postal Code *

Country *

Company Type *

Company Size *

Job Function *

Audience Type *

SELECT YOUR TERM

Ragan Training

☐ 1 Year - \$1100

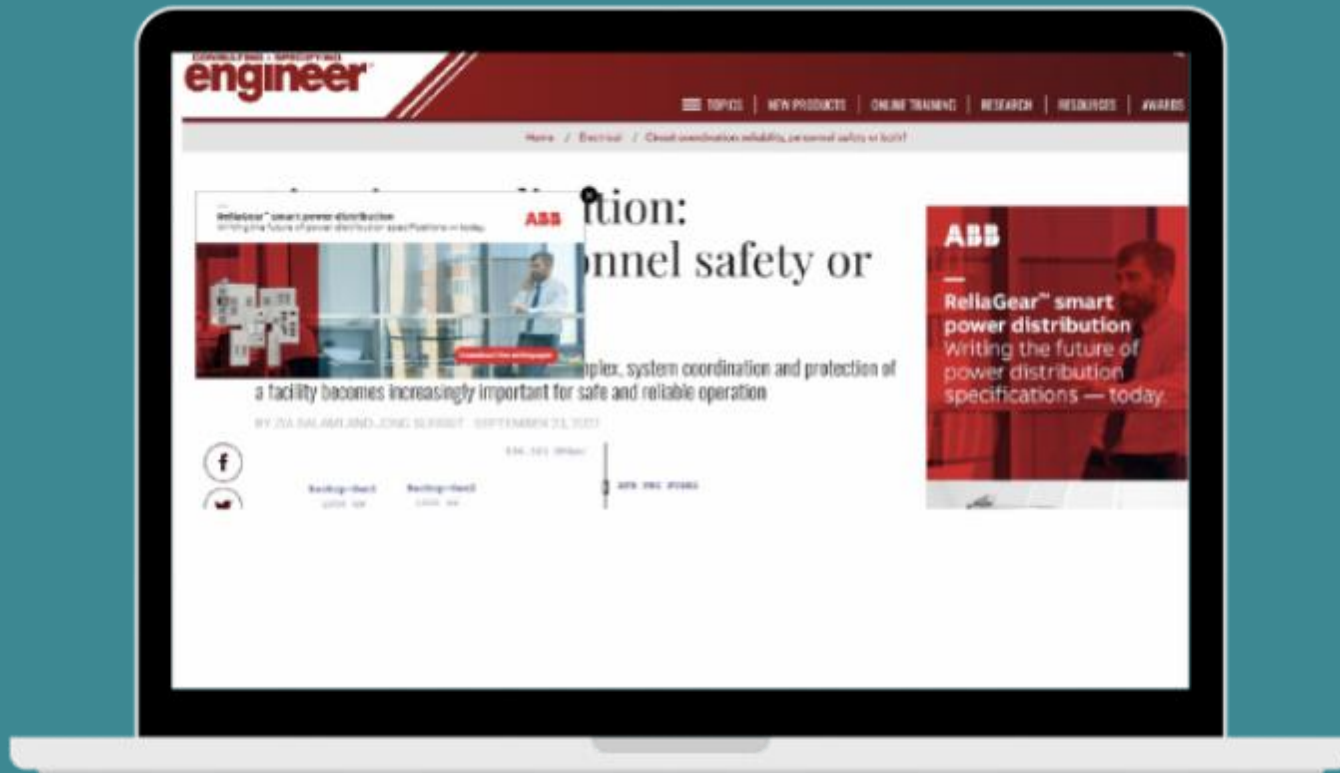
☐ 2 Years - \$2000 (\$1400 (save \$500))

Ragan Training - Ragan Insider

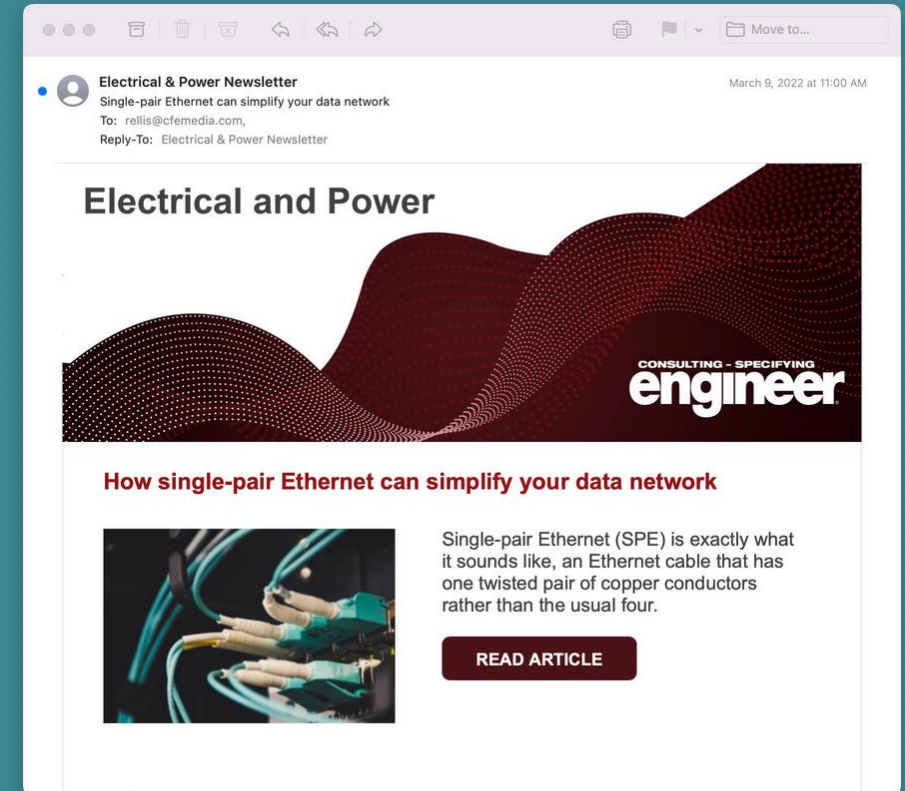
Add Ragan Insider for only \$900/year (regular rate is \$540/year)

☒ 1 Year - \$2200

Own the Topic



Onsite targeting



Sponsored email

Paywall

Get access to all our content from any device with a subscription.

Subscribe to get the full story

Subscribe Now

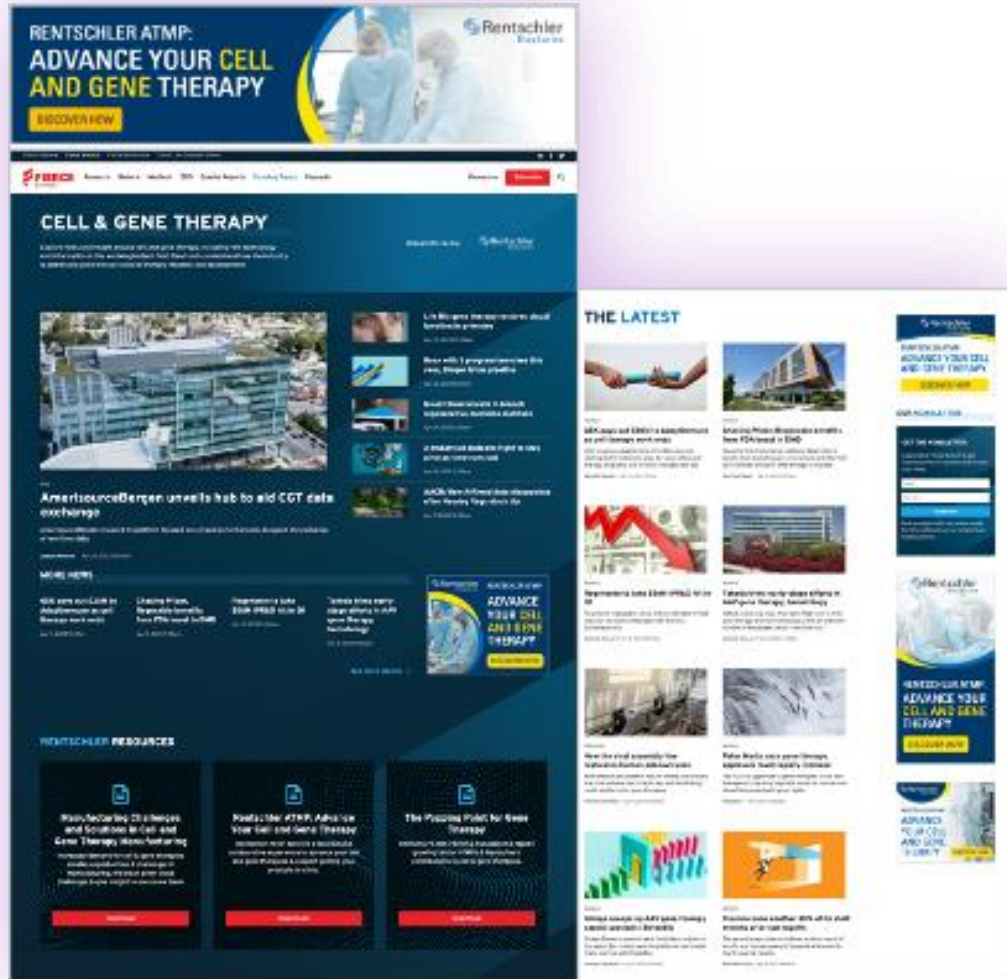
ORANGE COUNTY BUSINESS JOURNAL
THE COMMUNITY OF BUSINESS™



Monetize your content

Allow visitors to read a set number of articles before they must pay or require a paid subscription to access any content

Content Channel Campaigns



Content channels are an exclusive, competitor-free contextual targeting opportunity that positions the sponsor as a leading authority on a selected topic alongside the client's topically relevant content.

Thank you.

Watch previously-recorded webinars and sign up for upcoming webinars in the Resource section at Omeda.com.

