



**GARDNER**  
Business Media, Inc.

## Lead Scoring Reinvented

How Gardner improves its data quality and  
delivers better leads with Omeda

# Your Hosts



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Director of Digital Engagement  
Gardner Business Media



**John Kalomiris**

Client Success Manager  
Omeda

# Overview

- Lead scoring program
- Using AI for data appends in Audience

# BONUS

Can Alex get AI to create an image that looks like him instead of Nick Pataro from Ad Orbit?



# Lead Scoring

- Three programs currently generating leads:
  - Webinars
  - Gated content
  - Custom lead gen
- Some of our customers don't have the team or tools in place to nurture and follow-up with leads
- What if there were a way to nurture AND score the leads so our customers could identify who to contact first?

# How are we doing it?



# Lead Nurture Query

Phillips Markforged March 2024 Lead Nurture Email Engagement

Unit Type | Expand All | Add Group | New | Open | Save | Save As

Group	Logic	Group Name	Contact Rules	Group Total
Group 2: 5			Contact Rules	0
Group 1: 3	OR		Contact Rules	0
		Internal Selection =	Phillips Markforged March 2024 Webinar Gated Content Registrants	153
	AND	Gardner Business Media - Clicks =	Date: (today-1) Counts are based on email At least 1 email TrackIDs: GARD240314015, GARD240314016	0
Group 4: 2	OR		Contact Rules	0
Group 3: 1	OR		Contact Rules	0

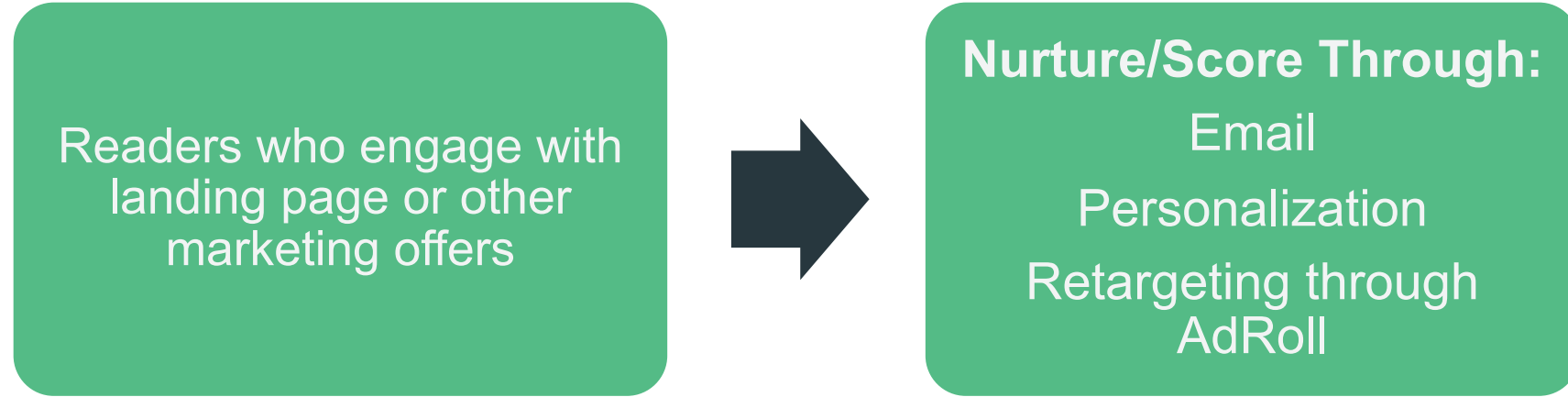
Net Selected: 0  
Copy Count: Select



Date	Email Address	First Name	Last Name	Company	Country	City	State/Province	Zip Code	Phone Number	Source	Score
3/5/24 4:41			Simões	Advanced 3D Print	Portugal	Odivelas	Lisboa	2620	3.51212E+11	Webina	16
3/8/24 15:24			murteza	autoliv	Turkey	kocaeli	türkiye	41140	9025555555	Webina	11
03/12/24 07:43AM			Goyette	MassMEP	United States	Auburn	Massachusetts	1501	5088317020	Webina	10
3/8/24 11:29			Laforest	University of CT	United States	Storrs	Connecticut	6269	8604863859	Webina	9
3/11/24 3:31			Huybrechts	deSter	Belgium	Hoogstraten	Antwerp	2320	32476445880	Webina	8
3/8/24 18:21			Jackson Jr	Jackson Motorsport	United States	Commerce Twp.	Michigan	48382	2482424233	Webina	8
3/1/24 10:45			Anderson	Mate Precision Technologies	United States	Anoka	Minnesota	55303	(763) 421-0230	Webina	8
3/11/24 10:31			Graham	V2X	United States	Indianapolis	Indiana	46256	3173064062	Webina	7
3/11/24 3:55			Bienenstein	Amsler & Frey AG	Switzerland	Schinznach-Dorf	Aargau	5107	564636070	Webina	7
3/1/24 10:42			Gourley	Huf	United States	Greenville	Tennessee	37743	423.787.8597	Webina	7
3/8/24 11:51			Storey	Beckatt Solutions	United States	Elgin	Illinois	60123	6302063993	Webina	6
3/8/24 16:36			Finicle	Sea-Land Distributors	United States	New Orleans	Louisiana	70123	5043242527	Webina	6
03/12/24 02:18PM				2488048575 PKC GROUP	USA	FARMINGTON HILLS	MI	48331	2488048575	Gated Content	6
3/11/24 4:22			Davidson	Denroy	United Kingdom	Bangor		BT191XY	0289147 4822	Webina	5
3/10/24 4:40			Posluszny	FHU BOHEMA	Poland	Warsaw		03-352	48537734089	Webina	5
3/8/24 11:52			Jankovic	University of Belgrade, Faculty of Mechanical Engineerig	Serbia	Belgrade		11000	3.81612E+11	Webina	5
3/8/24 11:46			Gonzalez	zoox	United States	foster city		94404	5104689786	Webina	5
3/4/24 12:26			Murphy	PMF Suspension	United States	Tucson	Arizona	85713	520-347-4573	Webina	5
03/12/24 07:46AM			Perfetti	ITT / Goulds Pumps	United States	Seneca Falls		13148	1234567890	Webina	5
03/12/24 11:18AM			Balikci	Swagelok	United States	solon	Ohio	44139	440-1234567	Webina	5
03/21/24 12:35PM			Chandran	OPPLAST INC	CAN	BEAMSVILLE	ON	LOR 1B4	9055634987	Gated Content	5
3/11/24 11:06			Holesha	Belden Universal	United States	Hillside	Illinois	60162	7083545134	Webina	4
3/11/24 7:42			Pontzloff	CMD Corp	United States	Appleton	Wisconsin	54911	920-730-6888	Webina	4
3/11/24 4:26			Wijers	Siemens Industry Software GmbH	Germany	Berlin		13629	3046777555	Webina	4
3/8/24 12:20			Stauffer	Hilark-Lufkin	United States	Benton	Arkansas	72019	501316-2500	Webina	4
3/8/24 11:57			Welch	CMI Group Inc.	United States	Tempe	Arizona	85040	602-437-4005	Webina	4
3/8/24 11:49			Holfort	LayerByLayer Inh. Lars Holfort	Germany	Düsseldorf		40627	21163550780	Webina	4
3/8/24 11:48			Bravo	FRMEX	Mexico	Ags	Ags	20310	4499108000	Webina	4
3/8/24 15:23			Elliott	MFG	United States	Monroe	North Carolina	28112	704-319-0697	Webina	4
3/8/24 14:53			Alothman	US-Saudi Business Council	United States	Vienna	Virginia	22182	7039629300	Webina	4
3/8/24 13:05			Sidambe	University of Liverpool	United Kingdom	Liverpool		L693GH	1517953800	Webina	4
3/6/24 12:59			Van Orden	PARAMOUNT MACHINE	United States	Salt Lake City	Utah	84104	8018862755	Webina	4
3/4/24 11:15			Laman	Allways Precision	United States	Plainfield	Illinois	60544	815-577-1600	Webina	4
03/11/24 12:13PM			Woollin	Advanced Machinery & Productivity Institute	United Kingdom	Huddersfield	West Yorkshire	HD1 3BD	01714 621807	Webina	4
03/11/24 04:21PM			Querino	UFU	Brazil	Uberlândia	Minas Gerais	38181864	5.53E+12	Webina	4
03/19/24 12:35PM			Soualah	Synthe ing?nierie	France	Fontenailles		77370	33687475811	Webina	4



# How are we doing it?

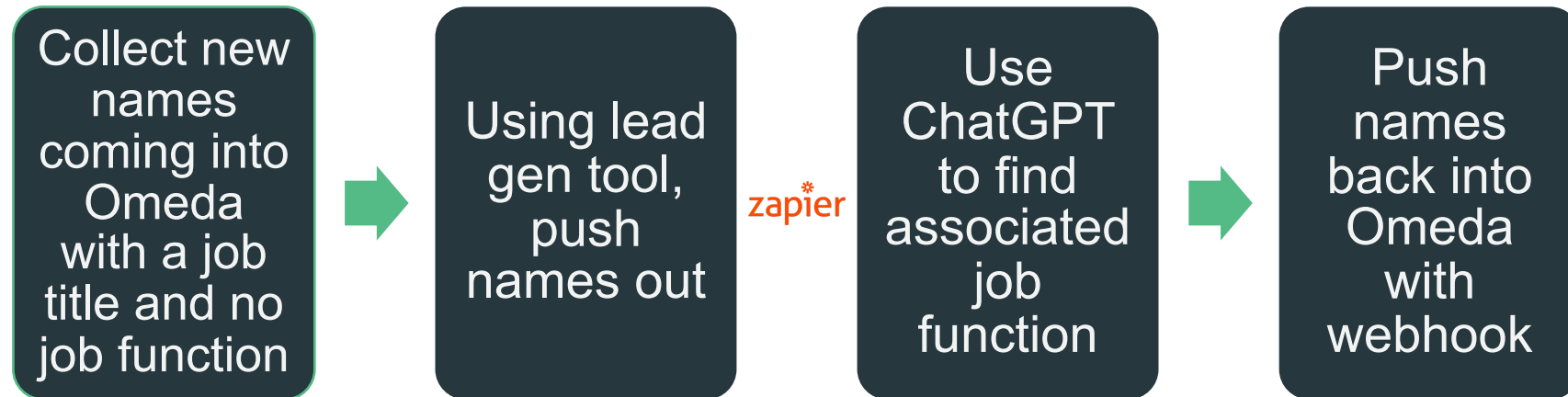


# AI for Data Append



















- Job Title → Job Function
- NAICS



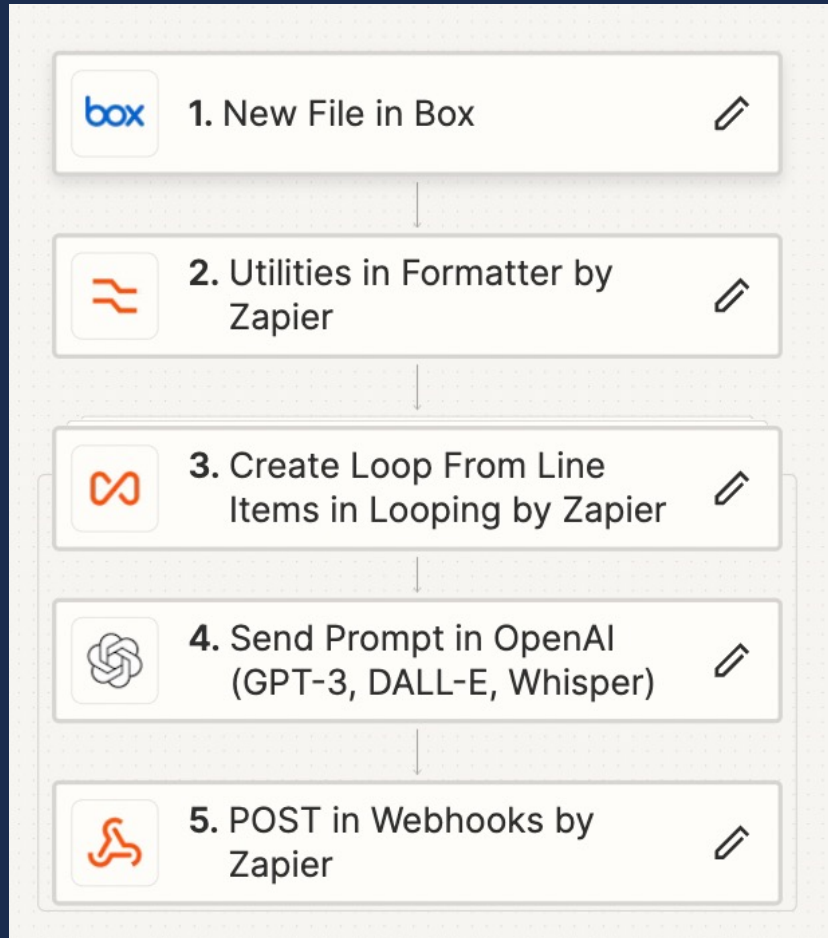
# How are we doing it?



# Append Query

Job Titles To Append Job Function  				- Unit Type ▾		Expand All		+ Add Group	New	Open	Save	Save As
	>	-- ▾	Group 1: Content Gate ***	Contact Rules 		Group Total:	44					
	>	OR ▾	Group 2: Newsletter Short Forms ***	Contact Rules 		Group Total:	2					
	>	OR ▾	Group 3: Webinar Registrants ***	Contact Rules 		Group Total:	112					
	>	OR ▾	Group 5: Digital Edition Gate Converters ***	Contact Rules 		Group Total:	23					
	>	OR ▾	Group 6: Event Registrants ***	Contact Rules 		Group Total:	0					
	>	OR ▾	Group 7: Form Submits ***	Contact Rules 		Group Total:	23					
	>	OR ▾	Group 8: Content Collection Downloads ***	Contact Rules 		Group Total:	75					
	>	EXCLUDE ▾	Group 4: Excludes ***	Contact Rules 		Group Total:	3,191,395					
							Net Selected	0				
							Copy Count	Select				

# Zapier



**Step details** [Show all fields](#)

**User Message**  
what is the naics code for this end product:  
**3. Product Manufactured:** various

**Model** gpt-4

**User Name** user

**Assistant Name** assistant

**Assistant Instructions**  
Please only return back the NAICS code number or "unknown" if you're not sure. Again, I only want the number or "unknown" and nothing else.





# Q&A



# Thank you.

Watch previously-recorded webinars and sign up for upcoming webinars at [Omeda.com](https://Omeda.com).

