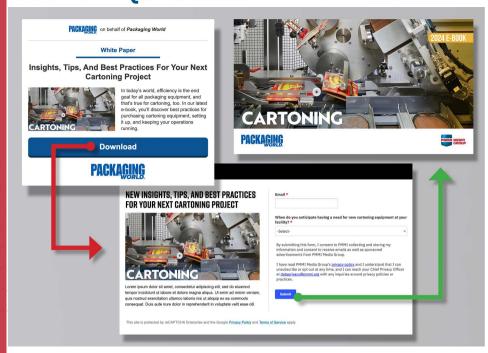


Turn Clicks into Conversations

Add a high-impact question to your E-Blast campaign to gather valuable insights as prospects engage. This upgrade inserts a quick, custom question between the email click and content access—so leads comes with built-in sales intelligence.

Each answer is a window into real buyer intent

CUSTOM QUESTION E-BLAST UPGRADE



How Does It Work?

You Provide



- A high-quality asset
 - white paper
 - case study
- One strategic question you'd like to ask in the format of:
 - dropdown
 - multiple choice
 - text entry

We Create



- An intermediary form featuring your question
- A seamless user experience between the E-Blast and your gated content

Readers Receive



- A standard E-Blast
- Upon clicking, they are logged in LeadWorks as a lead
- Before accessing your content, they answer your custom question
- Their response is automatically added to your lead report

Astonishing 14%

Conversion

Rate

Why it Works

The Custom Question Upgrade moves vour leads further down the funnel-faster. You're not just collecting names and emails —you're capturing BANT-qualified insights that help your sales team prioritize and personalize outreach.

Real Results

(2025 Launch Stats)

Average BANT answers per campaign: 16

S Cost per response: \$40 average

Conversion rate: 14% (vs. industry average of 2–4%)

Industry average form-fill rate: 3.7% (Source: B2B Survey, n=546)

• Ruler Analytics benchmark: 2.2% (Source: Ruler Global Database)





