

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

The sequence shows: 1) An e-blast titled 'Insights, Tips, And Best Practices For Your Next Cartoning Project' with a 'Download' button. 2) A landing page with the title 'NEW INSIGHTS, TIPS, AND BEST PRACTICES FOR YOUR NEXT CARTONING PROJECT' and a custom question form: 'When do you anticipate having a need for new cartoning equipment at your facility?'. 3) A 'Submit' button on the form.

How Does It Work?

You Provide



- A high-quality asset
 - white paper
 - case study
 - video
- 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

Why it Works

The Custom Question Upgrade moves your 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
- 💰 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)

