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Subject: Includes: Building a Programmatic Ad Strategy

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What Smartphones Don't Simplify

Smartphones have simplified things for shoppers. To gain a better understanding of how smartphones are impacting people's decisions, SessionM surveyed their network of members about how they use smartphones while shopping at retail and their preferences.

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Generate Better Quality Leads

Time and technology — never enough of the former and how to best deploy the latter — often shape the daily existence of modern B2B sales professionals. If you're looking for an additional edge in beating your quota next year, this research report provides actionable guidance around how web conferencing solutions can help you make better, faster and more effective connections with today's savvy buyers.

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Building a Programmatic Ad Strategy

Retargeting has been a breakout tactic since marketing made the shift from traditional trial and error programs to real-time programmatic campaigns. With retargeting, marketers could directly target the most promising individual consumers, outperforming search, email and other display campaigns. Learn the valuable applications of retargeting for programmatic marketers in this eBook.

[Download now](#)

6 Pillars of Webinar Success for Lead Generation

How do you generate leads clearly interested in a solution like yours? How do you expand the interest of leads already acquainted with your solution? The answer is the same: webinars. Discover why webinars can better qualify your leads and how to achieve near-total engagement from your registration list in this guide.

[Learn more](#)

FEATURED DOWNLOAD

How to Get into the (Marketing) Zone

Buyers rarely find themselves in the shopping zone. Instead, they are forced to navigate a disjointed, impersonal experience that frequently fails to resonate. Only 22 percent of consumers say the average retailer understands them and just 21 percent say the marketing messages they receive from average companies are “usually relevant.” Get into the marketing zone and personalize the buyer experience.

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