

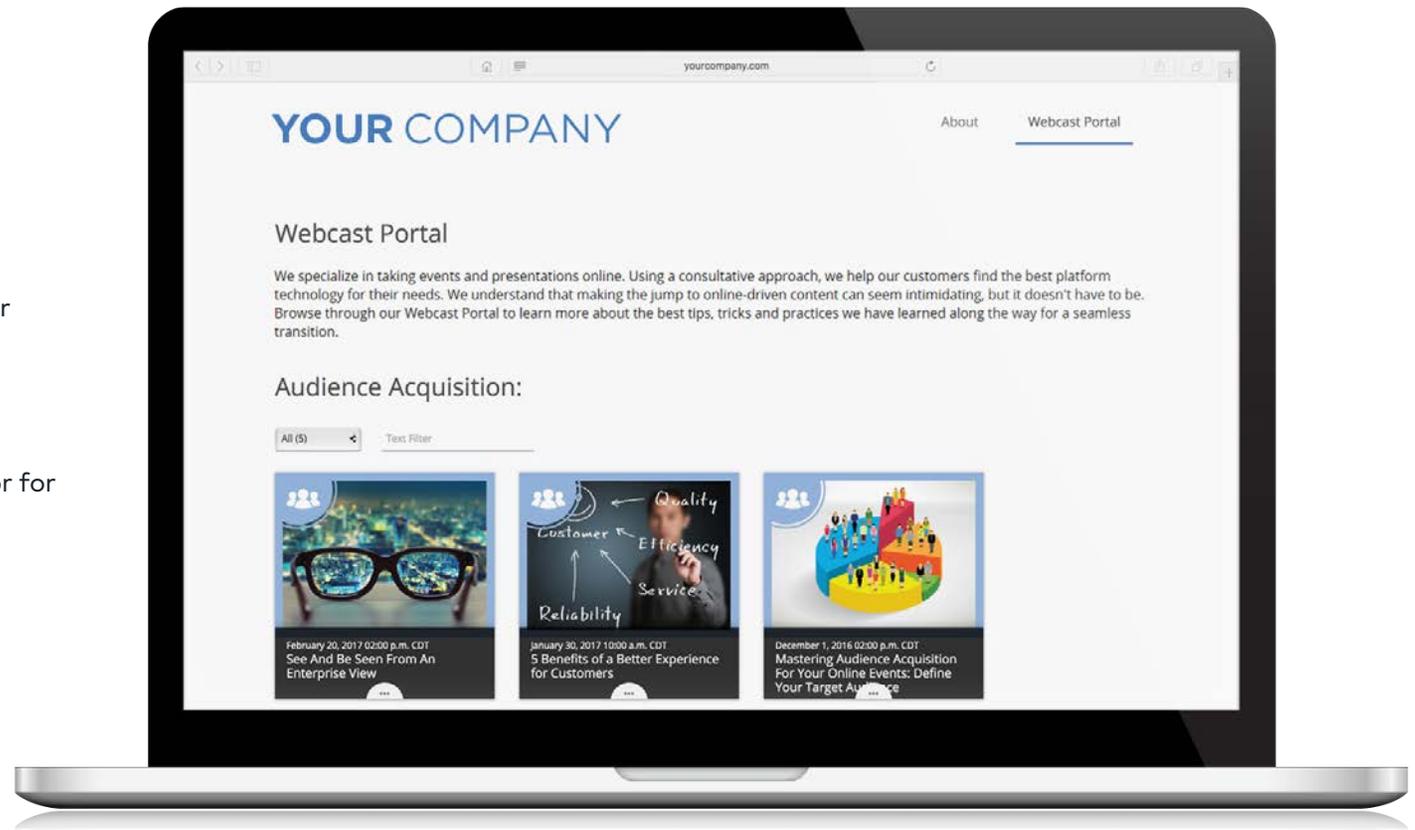
Overview

Webcast Portals provide a streamlined, intuitive vehicle for customers to showcase live and on-demand webcasts directly on their website. The Webcast Portal acts as a resource center for all of your webcasts, giving you the opportunity to organize and filter your content by category or channel. This marketing tool allows for your webcasts to extend beyond the reach of the live air time and provides the option of having a series approach to your webcast programming - instead of one-off topics.

Effectively reach your target audience by delivering permission-flexible content on your site when customers are researching you.

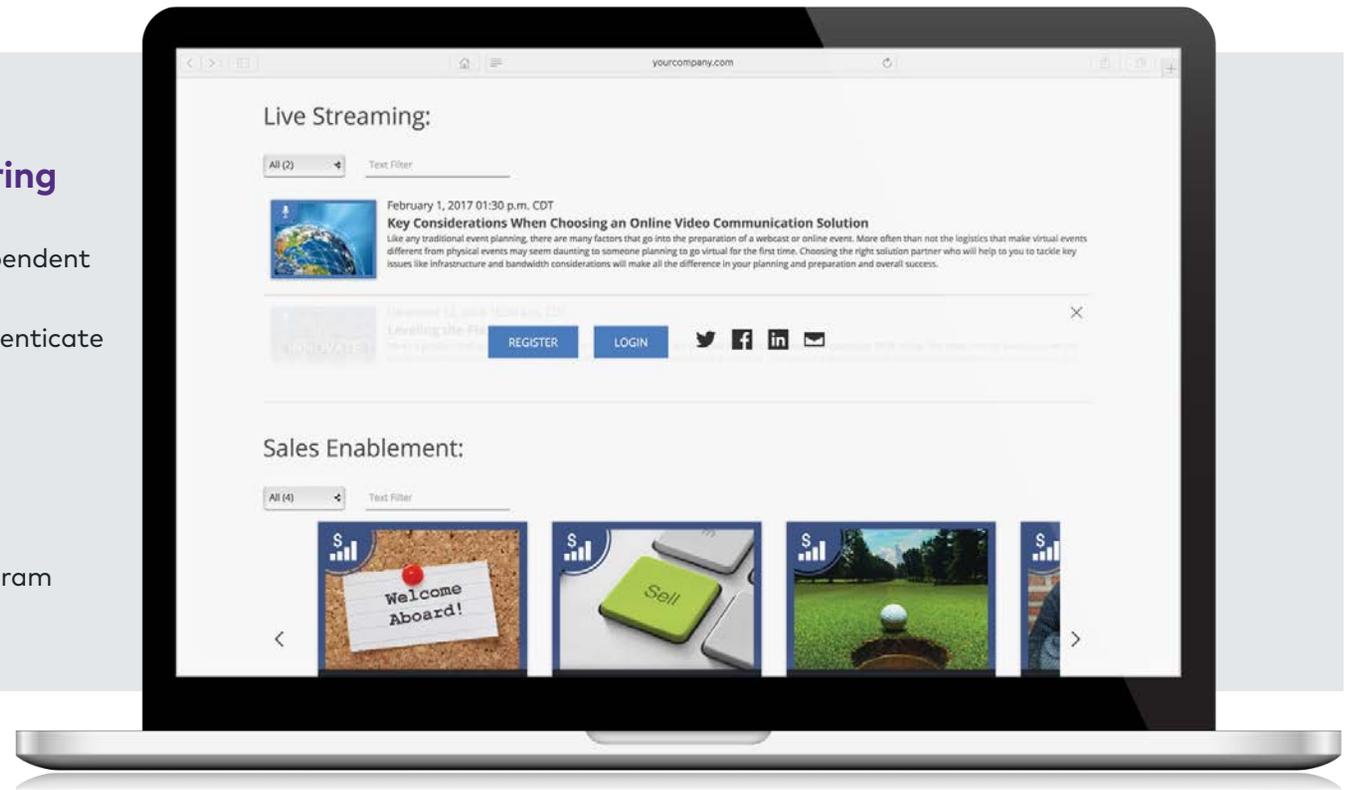
Key Features

- Ability to create one-to-many portals
- Grid, horizontal, vertical and list view display options
- Select live or on-demand webcasts for inclusion
- Assign webcast portal categories for filtering
- Registration for individual webcasts or for the portal
- "Opt-in" registration option with customizable text



Lead Generation and Nurturing

- Customer branded and domain independent
- Portal will not require users to reauthenticate
- Real-time reporting and data access
- Marketing automation integration
- Insight into lead engagement by program



How does the Webcast Portal create higher-quality lead generation?

When customers are in the crucial "consideration" phase of the acquisition life cycle, every experience in the Webcast Portal will be aligned with your brand. This will allow you to create one or more portals to provide a curated viewing experience by category, event, speaker, etc.

Curious customers who want to re-engage with your content will not be subjected to multiple registrations through cookie tracking for a smoother user experience. Webcast Portals will also provide access to intuitive activity and consolidated metrics with your existing registration reports, so you can gauge how customers are freely engaging with your content and if those interactions are increasing over time.