

Landing Page Specs

Lead Generation Assets:

- Please submit a URL directing to the asset or a PDF file to be shared with readers.
- Please keep the file size of any PDF assets under 3mb

Landing Page

- **Header Image/logo:**
 - Recommended Size: 970x250 or 728x90
 - File Type: GIF/JPEG/PNG
 - File Size: 250k maximum
- **Headline:** 50 characters
- **Main Column Text:** 500 characters
- **Side Image:**
 - Recommended Size: 300x250
 - File Type: GIF/JPEG/PNG
 - File Size: 150k maximum
- **Side Text (optional):** 250 characters
- **Form Fields:** Tailored to advertiser needs
 - Standard form includes first and last name, email address, job title and company.

Thank You Page

- **NOTE:** All readers who submit their information on the form page will be directed to a thank you page, where they may access the promoted content.

Thank You Page Text (optional):

Additional copy, including links to other resources or to an external web page, may be included. 500 characters max.

HEADER IMAGE

Landing Page Headline

MAIN COLUMN TEXT: .Ris aped magniet endit quamusae lant harum vellat faccus et exerrum seque eum des estem es rest, conecum re magniet, occum que inullent alitatem est, omnihic to ommost aliquam liquam, offictem estempe renimolectas eos endelibus, sum voloritetur aute debis molore essitae earum eum aut re porest re con prae essi occus exped ut latem

SIDE IMAGE

SIDE TEXT: .Ris aped magniet endit quamusae lant harum vellat faccus et exerrum seque eum des estem es rest, conecum re magniet, occum que inullent alitatem est, omnihic to ommost aliquam liquam,

First Name:

Last Name:

Email Address:

Job Title:

Company:

Submit

The personal information you provide on this site will be shared with our sponsor, in accordance with its [privacy policy](#)

Powered by  SmartBrief

HEADER IMAGE

Landing Page Headline

Thank you! Your information has been submitted. Click below to view the requested content.

View Now

The personal information you provide on this site will be shared with our sponsor, in accordance with its [privacy policy](#)

Powered by  SmartBrief

Landing Page - FAQs

How will readers who submit my form access the requested content?

Upon submitting a form, readers will be directed to a thank you page on which they can access content through a file download or a link to an external webpage.

How will SmartBrief drive traffic to my landing page?

Traffic may be directed to a landing page via any SmartBrief ad campaign, including in newsletter ad placements or dedicated email sponsorships.

Can I drive traffic to my landing page from other sources?

Yes, if you'd like to drive traffic to your SmartBrief landing page from other sources (other paid campaigns, social posts, promotional emails, etc.), your account manager will be able to provide a URL that will properly source leads. Note: form fields will not auto populate for landing page visitors referred from external (non SmartBrief sources).

How long will my landing page remain active?

Landing pages will remain active indefinitely.

What form fields can be included on my landing page?

A typical SmartBrief landing page includes first and last name, email address, company name and job title. Additional custom fields may be included upon request.

Which form fields will auto populate?

Standard form fields, including first and last name, email address, company name, job title and zipcode will auto populate on SmartBrief landing pages if they are included and if the subscriber has fully completed their reader profile.

How will I receive leads collected on my landing page?

Lead reports will be delivered on any day or interval requested, via email, as an excel or CSV file.

Can leads be delivered in real time to my CRM platform?

Yes, SmartBrief is able to deliver lead information in real time via a one way HTTP POST, which is supported by most CRM platforms . Connect with your account manager for more details and instructions.