



**Lead Generation**  
**Solution Centre Assets**  
**Hosted material**

## Title

- 1 Copy: 50 characters maximum  
Try to make this reflect what someone would type into a search engine – include relevant keywords

## Image

- 2 Dimensions: 750 x 422 pixels (width x height)  
File type: GIF or JPG - 1 MB max

## Text

- 3 Between 200 - 600 characters (maximum)  
Benefit from SEO techniques by ensuring the content is original  
Do not include images, graphs, pictures, tables, links or email addresses within the text as these will not be visible to the user

## Lead Form Type

- 4 Select the lead form type, for more information see page 3

## PDF file

- 5 500 KB maximum – 2 pages minimum  
For more information see page 4

For an editable version, [click here](#)

TECHNICAL / WHITE PAPER

13 JAN 2020  
Monday

Format: PDF file | Document type: Technical / White Paper

f t in e

1 **Title: 50 characters max including spaces**

2 **Image: 750 x 422 px**

3 **TEXT: 600 characters max (incl. spacing and punctuation).**  
Do not include images / graphs / pictures / tables / links / email addresses within the text as they will not be visible to the user.

4

5

**FILL FORM TO DOWNLOAD NOW**

First Name \*

Last Name \*

Email \*

Phone

Department \*

Business Activity \*

Company \*

Employees \*

Country \*

United Kingdom

Country \*

Company name would like to contact you about this feature.

By email: \*

I agree to be contacted by email

I do not agree to be contacted by email

By phone: \*

I agree to be contacted by phone

I do not agree to be contacted by phone

**DOWNLOAD NOW!**

FoodNavigator may use your contact data to keep you informed of its products and services by email or by phone. You can withdraw your marketing consent at any time by clicking the unsubscribe link in such email or by sending an email to [deleap@foodnavigator.com](mailto:deleap@foodnavigator.com)

More information on our processing can be found in our [Privacy Notice](#). By submitting this form, you acknowledge that you have read and understand our [Privacy Notice](#).

**MORE PRODUCT CATEGORIES**

Food safety

Food labelling

Sweeteners (intense, bulk, polyols)

Health and nutritional ingredients

Flavours and colours

**RELATED RESOURCES FROM MORNINGA MILK INDUSTRY CO., LTD.**

**SUPPLIER INFO CENTRE**

For more product information visit [Company's Name's information centre](#)

# Form type

- There are two options available to you: consent and legitimate interest
- You will need to specify which type of lead generation form you would like to have on your download page
- Please note that if you do not specify the form option alongside the material, the **Consent form will be applied by default**
- With both forms, you will have 2 years of access to the leads - after that period, they will be deleted

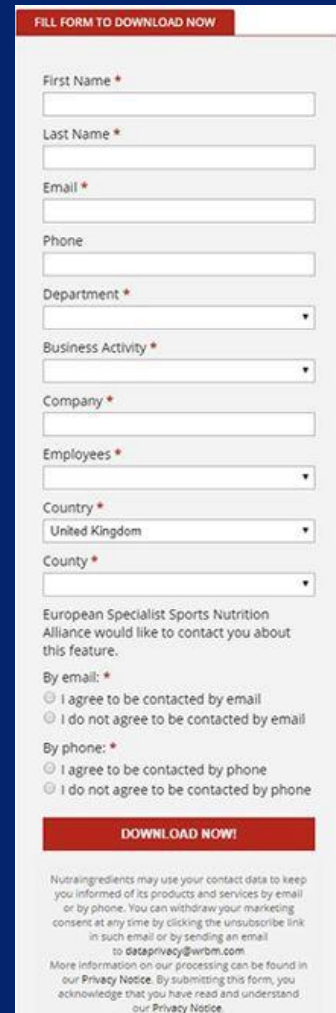
## ❑ Option 1: Consent form

The default form

Ask for 'granular consent'  
Email and phone consent asked separately

On the download form, the name of the advertiser is stated

The advertiser will be given password protected access to the leads that have accepted to be contacted  
An anonymised report captures those individuals not agreeing to be contacted



The screenshot shows a form titled "FILL FORM TO DOWNLOAD NOW". It contains the following fields: First Name \*, Last Name \*, Email \*, Phone, Department \*, Business Activity \*, Company \*, Employees \*, Country \* (with "United Kingdom" selected), and County \*. Below these fields is a message: "European Specialist Sports Nutrition Alliance would like to contact you about this feature." There are two sections for consent: "By email: \*" with radio buttons for "I agree to be contacted by email" and "I do not agree to be contacted by email"; and "By phone: \*" with radio buttons for "I agree to be contacted by phone" and "I do not agree to be contacted by phone". At the bottom, there is a red "DOWNLOAD NOW!" button and a small privacy notice: "Nutraingredients may use your contact data to keep you informed of its products and services by email or by phone. You can withdraw your marketing consent at any time by clicking the unsubscribe link in such email or by sending an email to [dataprivacy@wrbm.com](mailto:dataprivacy@wrbm.com). More information on our processing can be found in our Privacy Notice. By submitting this form, you acknowledge that you have read and understand our Privacy Notice."

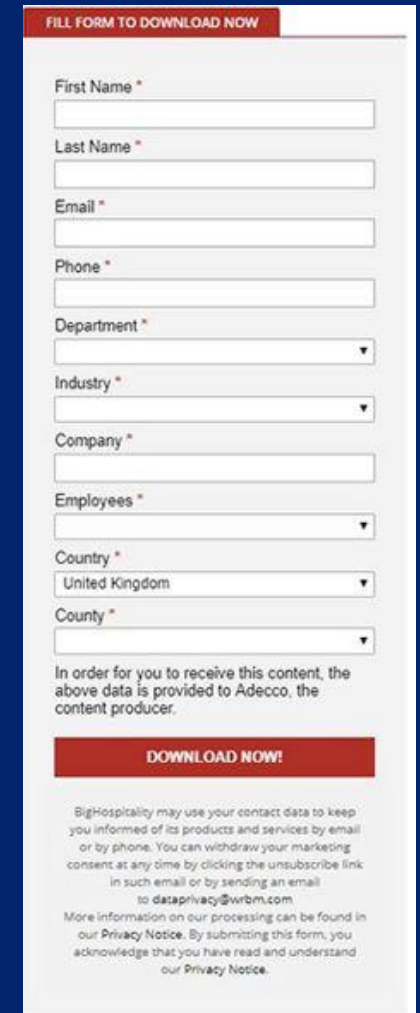
## ❑ Option 2: Legitimate interest form

The advertiser must confirm in writing that they want to collect data on the basis of legitimate interest

Consent is not required  
(no consent tick boxes)

On the download form, the name of the advertiser is stated

The advertiser will be given password protected access to everyone who downloads the document and it is the client's responsibility to make the assessment of how to use the leads



The screenshot shows a form titled "FILL FORM TO DOWNLOAD NOW". It contains the following fields: First Name \*, Last Name \*, Email \*, Phone \*, Department \*, Industry \*, Company \*, Employees \*, Country \* (with "United Kingdom" selected), and County \*. Below these fields is a message: "In order for you to receive this content, the above data is provided to Adecco, the content producer." At the bottom, there is a red "DOWNLOAD NOW!" button and a privacy notice: "BigHospitality may use your contact data to keep you informed of its products and services by email or by phone. You can withdraw your marketing consent at any time by clicking the unsubscribe link in such email or by sending an email to [dataprivacy@wrbm.com](mailto:dataprivacy@wrbm.com). More information on our processing can be found in our Privacy Notice. By submitting this form, you acknowledge that you have read and understand our Privacy Notice."

# Document Type

Indicate which type of document you are providing from the list on the right

This is your opportunity to showcase your area of expertise

The type of document you opt for is how your PDF will be labelled on our website(s)

If the product type that you require is not part of the current options, please contact the AdOps department for further product types at [adops@wrbm.com](mailto:adops@wrbm.com)

## Note

William Reed reserves the right to refuse publication of a smartlead document if its content does not comply with the explanation for the label from this list

### Technical Paper

A technical paper (also known as a white paper) is an unbiased, detailed, technical or scientific essay on the use of a type of solution to resolve a given challenge. It should contain a detailed scientific, technical or business case, supported by data, graphs, figures and references.

### Case Study

A record of research in which detailed consideration is given to the development of a particular situation over a period of time. It must be supported by detailed data including elements such as calculations, drawings, budget, and schedule elements.

### Clinical Study

A study that evaluates the effectiveness and safety of medications or medical devices by monitoring their effects on large groups of people.

### Research Study

A study that outlines the results of experimentations using products on living or dead organisms. It has to demonstrate the impact of a product on the health of subjects, and describe the results of a strict scientific research programme that can be reproduced. It must be supported by detailed data including graphs, schematic diagrams, data and figures to support the claim.

### Application Note

A document that provides a description of how to use a given product in a specific situation. They provide practical guidance for the use of a product applied in an unusual or innovative manner.

### Data Sheet

A document that summarizes the performance and other technical characteristics of a product, providing both the essential facts and technical specifications. They give detailed specifications of a product prior to sales (when the buyer needs to ensure it corresponds to their needs) and post-sale (to ensure that the buyer knows how to use the product correctly).

# Best Practices

## **Title**

Your page title is shown on search engine results pages, browser tabs and when shared across social media platforms. The title is taken into consideration by search engines when determining your page ranking.

Consider the following best practices

- Ensure the title informs the user of what is on the page in a clear and concise manner
- Choose a main keyword that is relevant to your page
- Include your keyword at the beginning of your title
- Avoid repeating, listing or using different variations of your keyword

## **Description**

Your description should inform the user of what they are receiving in return for their data. This also gives your content more viewability in organic search rankings.

Consider the following best practices

- Include your keyword in the text
- Keep it short, sweet, and to the point
- Make your copy as relevant as possible

# Additional information

During the chosen quarter, your lead generation pages will be listed on your solution centre landing page. Leads will be collected until the last day of the quarter.

Please ask your [Adops team](#) to provide you with an access.

Once the quarter is over, your lead generation pages will be listed under your company profile.

Please note that this doesn't reactivate the lead collection.

Should you like to collect leads again, please contact your sales representative.

The Adops team is available should you have any questions about your assets. If you would like to use anything else than a PDF, please contact us at [adops@wrbm.com](mailto:adops@wrbm.com)