



Lead Generation Landing Page

HOSTED VIDEO

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

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

3 Video file
Dimensions: 608 pixels x 342 pixels (width x height)
File type: 30 MB maximum - MP4 format only

4 Product Categories
Select 1-3 product categories relating to the topic of your document (see page 4)

5 Description
Copy: Between 200 - 600 characters (maximum)
Do not include images, graphs, pictures, tables, links, email addresses within the text as these will not be visible

6 Email address
Please provide an email address (If you go for the Hard lead form –see page 3, a notification will be sent to this address every time a lead is generated)

7 Supplier info Centre
Make sure your [Company profile](#) is up to date

Submission deadline
A minimum of 5 business days before the start of the campaign
Please send the finalised material to adops@wrbm.com
For an editable version of the above, [click here](#)

Please note:

You must also choose Hard Lead Generation or Smart Lead Generation. See page 3 for information

The screenshot shows a lead generation form titled 'BUSINESS ADVICE'. It includes a header with a date '04 DEC 2019 Wednesday' and social media icons. A large orange box contains the following text: 'Title: 50 characters max including spaces', 'Dimensions: 608 x 342 px', 'File Size: 30 MB max', and 'File Type: MP4'. Below this is a 'TEXT: 600 characters max (incl. spacing and punctuation)' section with a warning not to include images or links. The form has several input fields: 'First Name *', 'Last Name *', 'Email *', 'Phone', 'Department *', 'Business Activity *', 'Company *', 'Employees *', 'Country *' (set to 'United Kingdom'), and 'County *'. There is also a 'Comment' text area. A 'SUBMIT YOUR REQUEST' button is located at the bottom right. A 'SUPPLIER INFO CENTRE' section at the bottom contains the text 'For more product information visit Company's Name's information centre'. A 'MORE PRODUCT CATEGORIES' section at the very bottom lists 'Beauty from within' and 'Healthy skin'. Numbered callouts 1 through 7 are overlaid on the form, pointing to the title, the orange box, the text field, the email field, the company field, the submit button, and the supplier info section respectively.

Form type

- You need to specify which type of lead generation form you would like to have
- There are three options available to you as described below
 - If you want the video to be gated, please select one of the two smart lead options (Consent or Legitimate interest). *For both viewers will be able to access the video after filling in the form. Leads will be collected on the basis of consent by default*
 - With a Hard Lead form, viewer will have access to the video without filling in the form
- With all three forms, you will have 2 years of access to the leads - after that period, they will be deleted

❑ Option 1: Consent smart lead form

The default smartlead lead 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

FILL FORM TO WATCH VIDEO

First Name *

Last Name *

Email *

Phone *

Department *

Business Activity *

Company *

Employees *

Country *

Willows Ingredients Ltd 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

WATCH NOW!

❑ Option 2: Legitimate Interest smart Lead 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

FILL FORM TO WATCH VIDEO

First Name *

Last Name *

Email *

Phone

Department *

Business Activity *

Company *

Employees *

Country *

In order for you to receive this content, the above data is provided to Deerland Probiotics & Enzymes, the content producer.

WATCH NOW!

NutralIngredients-USA 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

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 3: Legitimate interest hard lead

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

REQUEST MORE INFORMATION

First Name *

Last Name *

Email *

Phone

Department *

Business Activity *

Company *

Employees *

Country *

Comment

The above details will be sent to GMP Laboratories so that they can contact you about your enquiry.

SUBMIT YOUR REQUEST

NutralIngredients-USA 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

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](#).

BakeryandSnacks	Filling & Packaging Equipment & Systems
	Ingredients
	Packaging & Packing Materials, Containers
	Processing Equipment & Systems, Automation, Control

BeverageDaily	Filling & Packaging Equipment & Systems
	Ingredients
	Packaging & Packing Materials, Containers
	Processing Equipment & Systems, Automation, Control

BigHospitality	Alcohol
	Beverages
	Cleaning & Hygiene
	Design & Furnishings
	Equipment
	Food
	Hospitality Services
	Technology

BioPharma-Reporter	Analytical (technologies & services)
	Bio-Outsourcing
	Bioreactors
	Cell lines
	Disposable Manufacturing Tech
	Facilities
	Fill-Finish & Packaging
	Separation & Purification

CosmeticsDesign	Color Cosmetics
	Fragrance
	Hair Care
	Nutricosmetics
	Packaging
	Skin Care

ConfectioneryNews	Ingredients and additives
	Packaging equipment and materials
	Processing equipment & plant design

DairyReporter	Filling & Packaging Equipment & Systems
	Ingredients
	Packaging & Packing Materials, Containers
	Processing Equipment & Systems, Automation, Control

FeedNavigator	Analytical Equipment
	Enzymes
	Fats
	Functional Additives
	Grains
	Handling Equipment
	Probiotics/Prebiotics
	Processing Equipment
	Protein and Amino Acids
	Vitamins and Minerals

FoodManufacture	Carbohydrates & Fibres (Sugar, Starches)
	Cereals & Bakery Preparations
	Chocolate & Confectionery Ingredients
	Cultures, Enzymes, Yeast
	Dairy-based Ingredients
	Emulsifiers, Stabilisers, Hydrocolloids
	Fats & Oils
	Flavours & Colours
	Food Safety & Labelling
	Fruit, Vegetable, Nut Ingredients
	Health And Nutritional Ingredients
	Meat, Fish & Savoury Ingredients
	Preservatives & Acidulants
	Proteins, Non-dairy
	Processing Equipment
	Packaging Equipment
	Packaging Materials
	Hygiene, Safety & Cleaning
	IT
	Environment
	Services

FoodNavigator	Carbohydrates & Fibres (Sugar, Starches)
	Cereals & Bakery Preparations
	Chocolate & Confectionery Ingredients
	Cultures, Enzymes, Yeast
	Dairy-based Ingredients
	Emulsifiers, Stabilisers, Hydrocolloids
	Fats & Oils
	Flavours & Colours
	Food Labelling
	Food Safety
	Fruit, Vegetable, Nut Ingredients
	Health & Nutritional Ingredients
	Preservatives & Acidulants
	Proteins
Sweeteners	

FoodNavigator Asia	Bakery
	Beverages
	Confectionery
	Convenience Foods & Snacks
	Dairy
	Desserts
	Functional Foods & Drinks
	Meat
	Seafood
	Soups & Sauces
Traditional & Staple Foods	

MorningAdvertiser	Ale & Stout
	Bar & Catering Equipment
	Cellar, Dispense & Bar Equipment
	Cider
	Design and Refurbishment
	Entertainment
	Food
	Lager
	Legal
	Marketing
	Outdoor
	Professional services
	RTDs
	Security
	Smoking & Alternatives
	Soft Drinks
	Spirits
	Technology
	Training
	Wine
Work Wear	

NutraIngredients	Antioxidants, carotenoids
	Botanicals & Herbals
	Dairy-based ingredients
	Dosage forms
	Fibres and carbohydrates
	Minerals
	Nutricosmetics
	Omega-3s & Nutritional Oils
	Polyphenols
	Probiotics & Prebiotics
	Proteins, Peptides, Amino Acids
	Vitamins & premixes
	Allergies & intolerances
	Blood sugar management
	Bone & joint health
	Cancer risk reduction
	Cardiovascular health
	Cognitive and mental function
	Energy
	Eye health
	Gut/digestive health
	Healthy ageing
	Immune support
	Inflammation
	Maternal & infant health
Men's Health	
Oral/Gum health	
Respiratory health	
Skin health	
Sports nutrition	
Weight management	
Women's health	

OutSourcing-Pharma	Analytical testing, QC
	Bulk ingredients
	Contract Manufacturing
	Contract sales & marketing
	Data management
	Drug delivery, formulation
	Fill & finish, packaging
	Medical devices
	Phase I-II
	Phase III-IV
	Preclinical
	Regulatory affairs
	Supply chain, logistics
	Validation services
	APIs (active pharmaceutical ingredients)
	Delivery formulations
	Delivery technologies
	Excipients, raw materials and intermediates
	Packaging machinery & supplies
	Processing equipment
QA/QC	
Regulations	
Tabletting, coating & ancillary equipment	

Product Categories

Select 1-3 product categories relating to the topic of your document

[FOR THE EDITABLE VERSION CLICK HERE](#)

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

Video

Video is an excellent way of conveying information in an engaging way.

Consider the following best practices:

- Ensure the quality of the video is high
- Keep the video as short as possible to encourage more viewers to watch it
- Put the most important information at the beginning, as it will be seen by more viewers