

Lead Generation Landing Page

HOSTED VIDEO







WilliamReed.

- 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: 824 x 465 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: 500 MB maximum - MP4 format only
For more information see page 4
 - 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
 - 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 click [here](#)**

Product Brochure

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

Video | Product Brochure | Promotional Content
25-Oct-2024

Overview

2

3

Dimensions: 608 x 342 pixels
File size: 500 MB max.
File Type: MP4

5

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

This content is provided by [redacted] and any views and opinions expressed do not necessarily reflect those of Nutralngredients-USA.com

Watch Video

6

First Name *

Last Name *

Email *

Phone

Job Function *

Job Seniority *

Business Activity *

Company *

Employees *

Country *

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

WATCH NOW!

Nutralngredients-USA.com 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](#).

Related Topics

4

Fibers & carbohydrates

Probiotics, prebiotics & postbiotics

Gut/digestive health

Supplier Info Centre

7

For more product information visit

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

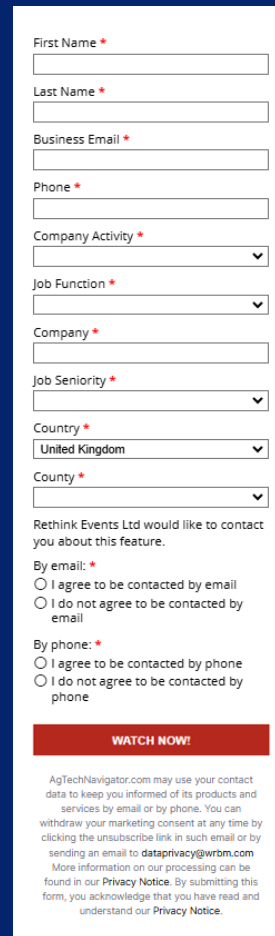
❑ Option 1: Consent form

The default form

Ask for 'gradular 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



First Name *

Last Name *

Business Email *

Phone *

Company Activity *

Job Function *

Company *

Job Seniority *

Country *

United Kingdom

County *

Rethink Events 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!

AgTechNavigator.com 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@wrwm.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](#).

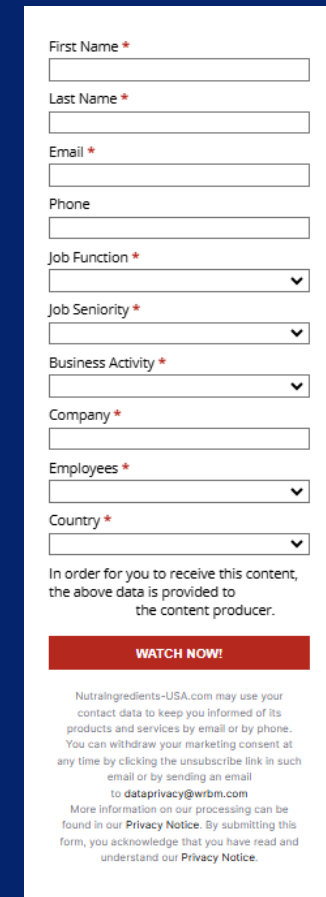
❑ Option 2: Legitimate Interest form

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



First Name *

Last Name *

Email *

Phone

Job Function *

Job Seniority *

Business Activity *

Company *

Employees *

Country *

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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

Note:

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

Product Brochure

A document featuring a specific product or range of products for a given company. Used mainly for advertising purposes, it gives a general description of the product, and clearly states the company brand and name.

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.

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

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

AgTech Navigator	Agricultural machinery
	Analytical tech
	Animal feed
	Animal health
	Automation, robotics, equipment
	Crop inputs, herbicides, biologicals, pest Control
	Digital, AI, data, cloud solutions
	Not for profit, associations
	Probiotics / prebiotics / postbiotics
	Soil health, plant health
	Venture capital

CosmeticsDesign	Color Cosmetics
	Fragrance
	Hair Care
	Nutricosmetics
	Packaging
	Skin Care
	Oral 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

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
	Processing and packaging

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

Morning Advertiser	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 & Postbiotics
	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

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