CAPTURE PROSPECTIVE LEADS without COOKIES

REGISTRATION GATED CONTENT

LEAD Generation

Seamlessly identify companies interested in you!
LEAD GENERATION PROGRAM

Capture prospective leads by identifying the companies that visit CTEMAG.COM in search of information about the products you produce. Thanks to our new Lead Generation Program, CTE is able to track realtime traffic to all content on our website and provide you with the following company details.

- Company Name
- Postal Address
- Telephone
- Website
- Number of Employees
- Content Visited on CTEMAG.COM
THERE ARE TWO WAYS TO PURSUE A CTE LEAD GENERATION PROGRAM.

**OPTION 1**

For our web display advertisers, CTE already generates a monthly report of the total number of impressions and clicks recorded for each ad. Adding a Lead Generation Program to your web display ad campaign enables you to harvest prospective leads. CTE will generate a Lead Report based on the companies that click on your display ad when they visit our website.

**OPTION 2**

If you don't have a web display ad campaign with CTE, not to worry. You can harvest leads from our website by selecting specific content that you would like us to track for you. For example, a product news brief on our website about one of your products. We can set up a filter for a specific page on our website. Or maybe you're interested in reaching companies that checked out any turning information on our website. We can set up a filter based on a keyword. Check out the form on the following page for a complete list of filters available through Option 2 of our Lead Generation Program.
OPTION 2 FORM FOR LEAD GENERATION PROGRAM

Select the type of lead report you would like to receive from CTE.

Select the pages on our website you want us to track for lead generation.

Select the filters you may want to use to narrow your lead search.

Report Type
- Real Time Automatic Email Notification Throughout Day
- Scheduled Automatic Email Report Once a Day
- Scheduled Automatic Email Report Once a Week
- Scheduled Automatic Email Report Once a Month
- Scheduled Report via Email and Real Time Email Notification
- No Automatic Email Notification

Specific Page
Example: https://www.ctemag.com/products/mac-motor-built-controller
1: __________________________________________________________________________
2: __________________________________________________________________________
3: __________________________________________________________________________
4: __________________________________________________________________________
5: __________________________________________________________________________

Keywords
Example: Turning Insert (Separate each keyword with a comma)
____________________________________________________________________________
____________________________________________________________________________
____________________________________________________________________________

Company Size
- 1 to 20 employees
- 21 to 49 employees
- 50 to 99 employees
- 100 to 199 employees
- 200 to 499 employees
- 500 to 999 employees
- 1,000 or more employees

Industry
- Automotive
- Aviation & Aerospace
- Business Supplies & Services
  - Packaging & Containers
  - Storage
  - Outsourcing/Offshoring
- Design
- Engineering (Mechanical/Industrial)
- International Trade & Development
- IT & Computing
- Logistics & Transportation
  - Logistics & Supply Chain
  - Package/Freight Delivery
  - Transportation/Trucking/Railroad
- Manufacturing & Machinery
  - Industrial Automation
  - Electrical/Electronic Manufacturing
  - Machinery Components
  - Machinery
  - Manufacturing
- Plastics
- Maritime
- Medical Supplies & Equipment
- Military
- Mining & Metals
- Oil & Energy
- Telecommunications
Is IP Tracking by Lead Forensics GDPR Compliant?

The short answer is ... Yes.
A Longer Answer ...

Why doesn't GDPR apply to Lead Forensics?

Key GDPR Definitions

1. GDPR applies to:
   “all companies processing and holding the personal data of data subjects residing in the European Union, regardless of the company’s location.”
   (cited from the GDPR’s official website, and can be found here: http://www.eugdpr.org/gdpr-faqs.html)

2. Art. 4(1) of GDPR defines “personal data” as:
   “any information relating to an identified or identifiable natural person ("data subject"); an identifiable person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that person”

The reason why

- Lead Forensics identifies the businesses that visit your website – we do not identify the natural person, and we do not provide the personal data of your website visitors within the tool.

- Lead Forensics identifies business IP addresses. Any location or visitor data provided is representing a business, not a natural person. For that reason, we also do not track or provide any physical, physiological, genetic, mental, economic, cultural or social identity data.
More About GDPR ...

What is the GDPR?

The EU General Data Protection Regulation (GDPR) is the most important change in data privacy regulation in 20 years. GDPR replaces the Data Protection Directive 95/46/EC and was designed to harmonize data privacy laws across Europe, to protect and empower all EU citizens data privacy and to reshape the way organizations across the region approach data privacy.

When is the GDPR coming into effect?

The GDPR was approved by the EU Parliament in April 2016. If you process data about individuals in the context of selling goods or services to citizens in other EU countries then you will need to comply with the GDPR from May 2018 onwards.

Who does GDPR affect?

The GDPR not only applies to organisations located within the EU but it will also apply to organisations located outside of the EU if they offer goods or services to, or monitor the behaviour of, EU data subjects. It applies to all companies processing and holding the personal data of data subjects residing in the European Union, regardless of the company’s location.

What constitutes personal data?

Any information related to a natural person or ‘Data Subject’, that can be used to directly or indirectly identify the person. It can be anything from a name, a photo, an email address, bank details, posts on social networking websites, medical information, or a computer IP address.