



## Sponsored Webinar Generates Top Level Sales and Marketing Leads



**Personetics** is a lead sponsor of our annual NetFinance conference and recently expanded its outreach through WBR Digital webinars.

WBR Digital provides lead generation solutions to broaden the reach of our clients beyond the reach of the conference attendees, and act as a complement to their conference sponsorship. Below is some recent feedback from Deborah Katz, VP, Marketing, at Personetics on the company's experience doing a webinar with WBR Digital:

*"From start to finish the team at WBR Digital is by far the most organized and professional group that I have ever worked with."*

Deborah Katz, VP, Marketing, Personetics

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“The leads generated were fantastic for our sales and marketing team.”

**Q** Why did you decide to do a webinar with WBR Digital?

**A** I had attended several of their webinars and was impressed with the topics and the caliber of speakers.

**Q** What can you share about the results generated from your webinar campaign?

**A** We generated a total of **239** leads from the NetFinance webinar. The leads were fantastic for our sales and marketing teams. Sales were able to have **conversations with more than 20** of the attendees, of which several have turned into more meaningful talks. Hopefully in time new business will result from these. We were also able to expand our marketing influence and gained new social media followers who have helped us spread our message within the industry.

**Q** How was your experience working with the WBR Digital team?

**A** Fantastic. From start to finish the team at WBR Digital is by far the most organized and professional group that I have ever worked with.

**Q** Would you consider working with WBR Digital again on future webinars?

**A** Absolutely!