BR BUSINESS REPORTER



MEDIA KIT · 2026

Lead generation solutions

WHO WE ARE

A publisher first. That’s why our leads are different.

Business Reporter is a global B2B media company helping brands connect with senior decision-makers. Our lead generation is built on years of experience as a trusted publisher.

Through editorial hubs and content partnerships with major international media outlets, we understand how to create, position and distribute content that captures attention and drives meaningful engagement.

That expertise in content and audience behaviour underpins our lead generation, so we deliver high-quality, relevant leads that support **real business outcomes, not just report metrics.**

> “
>
> **We don’t just generate leads. We understand the role of content in influencing decisions, building trust and driving demand.**
>
> **Bradley Scheffer**
> Founder and Managing Director, Business Reporter

OUR LEAD GENERATION SOLUTION

Most lead lists fail.
Here's how we make sure yours don't.

Low-quality data, unengaged contacts and leads that never convert. Our solution is built on relevance, intent and verification.

Business Reporter's lead generation solution helps brands engage relevant audiences through high-quality content, and turns that engagement into qualified leads who have given explicit consent to hear from you.

Unlike list-based or database-driven lead generation, our approach is rooted in content engagement, trusted editorial environments and genuine interest, so your teams can act with confidence.

WHAT WE MEAN BY

lead *noun*

1. An individual who has actively engaged with content relevant to your solution, and has knowingly opted in to share their details.

WHO IT'S DESIGNED FOR

B2B marketers focused on demand generation and pipeline growth

Build pipeline with engaged, opted-in contacts.

Sales teams looking for qualified prospects

Start conversations with people who have already shown interest.

Organisations launching products, entering new markets or scaling campaigns

Reach the right decision-makers wherever you're growing.

BY THE NUMBERS

The figures marketing teams ask us about first.

150k+

leads delivered across hundreds of global campaigns, for enterprise and mid-market clients.

PIPELINE AT SCALE

180+

campaigns a year, and the number grows every year, reflecting consistent demand and scalable delivery.

GROWING EVERY YEAR

60%

of campaigns in 2026 are repeat bookings, up from 37% in 2023.



99.4%

lead acceptance rate. Only 0.59% of delivered leads are rejected.

WHAT IS LEAD ACCEPTANCE?

The share of delivered leads that clients accept as meeting their agreed targeting criteria.

WHAT THIS MEANS FOR YOU

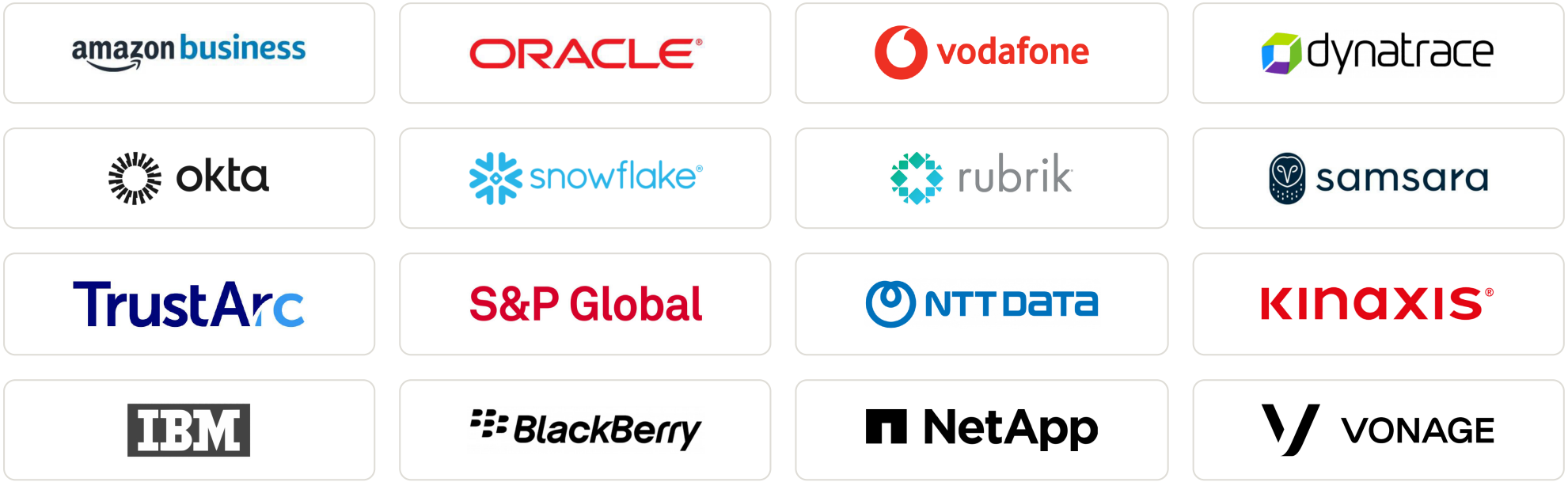
- ☑ Less time wasted on invalid or irrelevant contacts
- ☑ Higher confidence in outreach and nurturing
- ☑ Stronger alignment between marketing and sales
- ☑ Every lead verified against your targeting criteria

> “Their flexibility in tailoring solutions to our timeline and requirements has been flawless. Trust and reliability are not just buzzwords but lived experiences.

Donna Parent
CMO, Dynamo Software

OUR CLIENTS

Trusted by brands your buyers already know.



> “The ROI speaks for itself, which is why we’ve continuously expanded our contract with them each year. We have no hesitation in recommending them.”
>
> **Director of Field Marketing EMEA**
> nCino

1,400+

qualified leads delivered to nCino, including 200 BANT leads


Built to grow
with you.

FIVE KINDS OF LEAD

Five kinds of lead. One for every stage of your funnel.

01
Single-touch
Downloaded one gated asset, such as a white paper or report.

BEST FOR AWARENESS

02
Double-touch
Engaged with two or more gated assets within 24 hours.

BEST FOR DEEPER INTEREST

03
Qualifying questions
Answered questions that reveal their needs and context.

BEST FOR RICHER CONTEXT

04
Tele-verification
Contact details and opt-in confirmed by phone. Can be added to any lead type.

BEST FOR DATA ACCURACY

05
BANT
Budget, authority, need and timeline assessed on a qualification call.

BEST FOR QUALIFIED CONVERSATIONS

AWARENESS — INCREASING QUALIFICATION — MOST QUALIFIED

VALUE TO YOU

01	02	03	04	05
Populate your database and start nurturing.	A clearer view of interests, for better-informed follow-up.	Enriched leads for personalised follow-up and better conversations.	Verified contact details and fewer follow-up errors.	Prepared conversations with verified needs and authority.

Tele-verification can be added to any lead type as an extra layer of quality assurance. BANT leads come at a higher price point, reflecting the depth of qualification.

HOW IT WORKS

Three steps to leads your team can use.

1

We get to know your ideal customer

You share your ideal customer profile: job titles, seniority, company size, industry and geography. **Have a target account or ABM list? We focus on those accounts**, and leave out anyone on your exclusion list. We also agree how you'll follow up.

2

We build around your content

You provide branded content assets, or join one of our talk shows. We build landing pages around them, linked to gated forms that capture contact details and consent. Only leads who give consent are delivered.

3

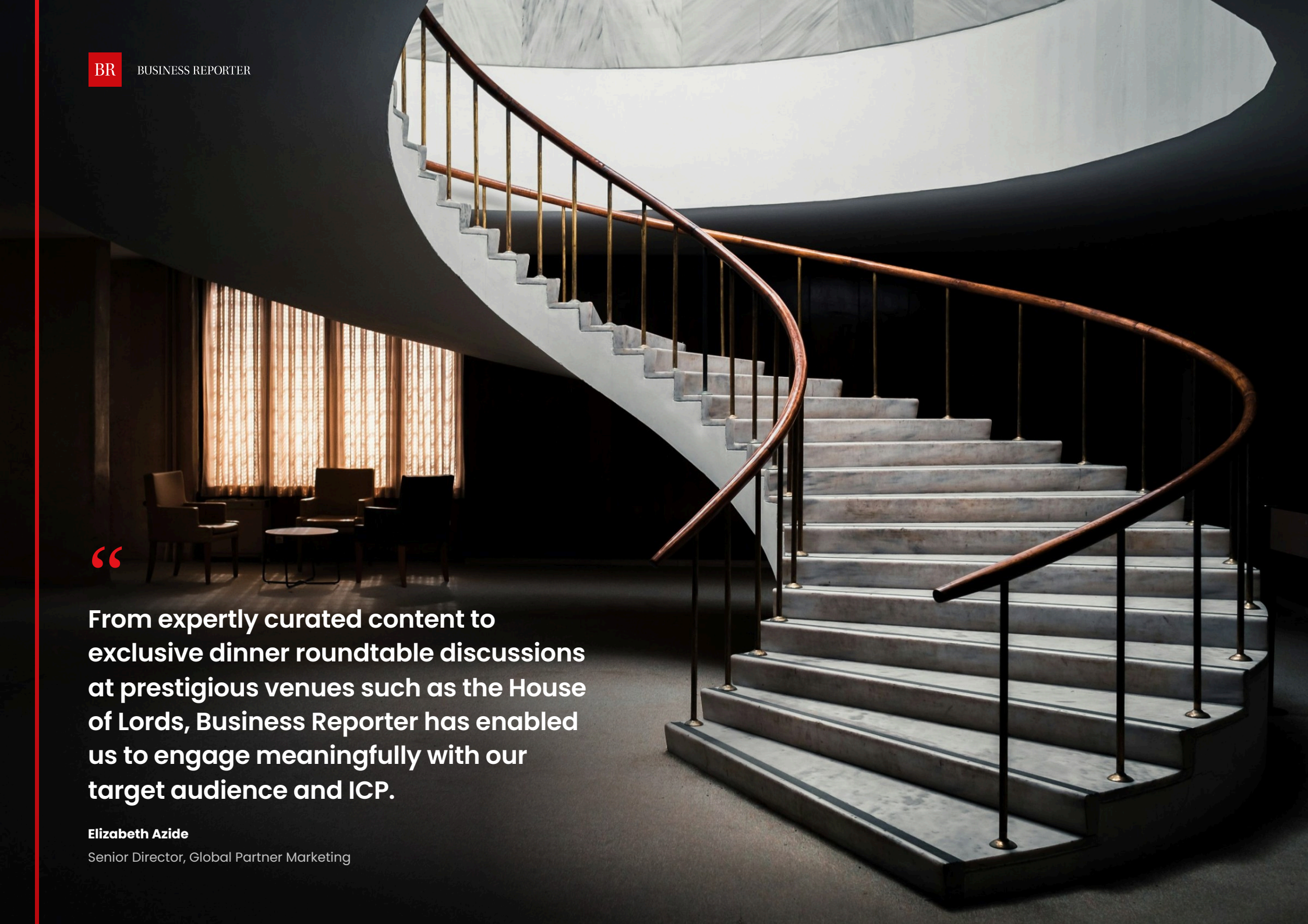
We promote and monitor

Promotion across paid and organic social media, websites and newsletters, targeted by role, company, industry, geography and ABM list, and monitored throughout for accuracy and quality.

TARGET BY

- Job title
- Seniority
- Company size
- Industry
- Geography
- Target account lists
- ABM lists
- Exclusion lists

BR BUSINESS REPORTER



“

From expertly curated content to exclusive dinner roundtable discussions at prestigious venues such as the House of Lords, Business Reporter has enabled us to engage meaningfully with our target audience and ICP.

Elizabeth Azide

Senior Director, Global Partner Marketing

YOUR LEAD GENERATION CONTENT

Leads are built on content.
Bring your own, or join our talk shows.

OPTION 1

Your content

Use the content you already have. We build gated landing pages around it and promote it to the right audience.

- White papers
- Research reports and e-books
- Videos and webinars
- Any content that aligns with our guidelines

IDEAL WHEN

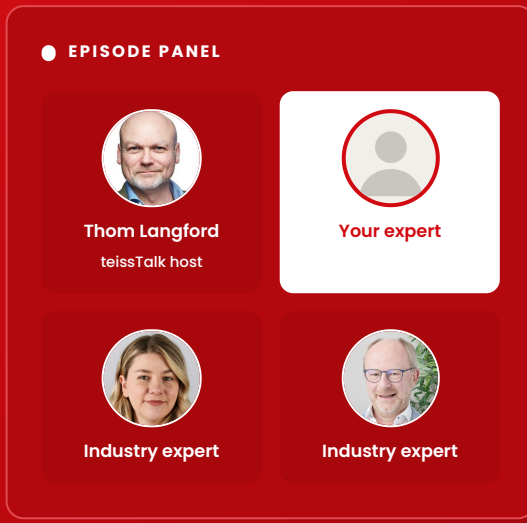
You already have strong content ready to promote.

OPTION 2

Our talk shows: a panel seat, and the asset it creates

We put your spokesperson in the room with leading industry experts to discuss a topic your buyers care about. The recorded episode becomes your lead generation asset, and every viewer who opts in becomes a lead.

- [x] Thought leadership alongside respected experts
- [x] Branding and lead generation in one



OUR TALK SHOWS

FinTechTalk · **InsurTechTalk** · **PaymentsTalk** · **AI Talk** · **SupplyChainTalk** · **DigitalTransformationTalk** · **teissTalk**

Past speakers include leaders from **Mastercard, TikTok, Zoom and the London Stock Exchange Group.**

TARGET ACCOUNTS AND ABM

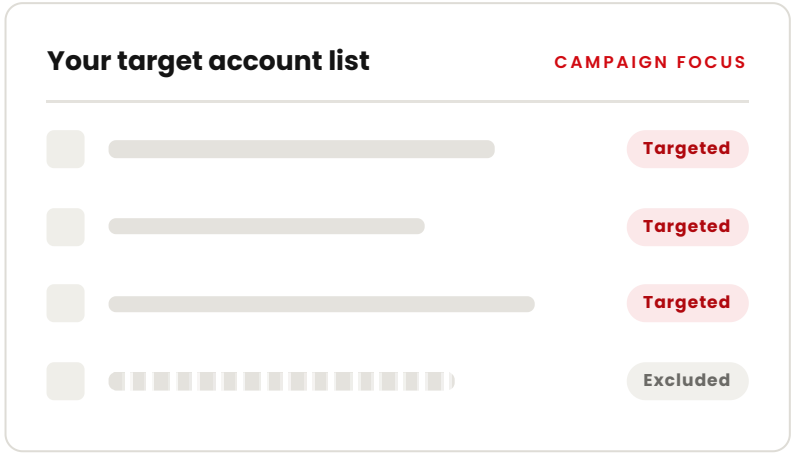
Already know your target accounts? We'll focus on them.

Share a target account list (TAL) or ABM list, and we'll focus your campaign on the companies you want to engage, while leaving out anyone on your exclusion list.

1. **You share your lists**
   Your target account or ABM list of the companies you want to reach, plus any exclusion list of companies or contacts to leave out.
2. **We focus the targeting**
   Promotion is aimed at decision-makers within your listed accounts, refined by job title, seniority and geography.
3. **Your content does the work**
   Your assets reach those accounts in Business Reporter's trusted editorial environment, through gated, consent-based engagement.
4. **Leads from the accounts that matter**
   You receive leads from your target companies, and no one on your exclusion list.

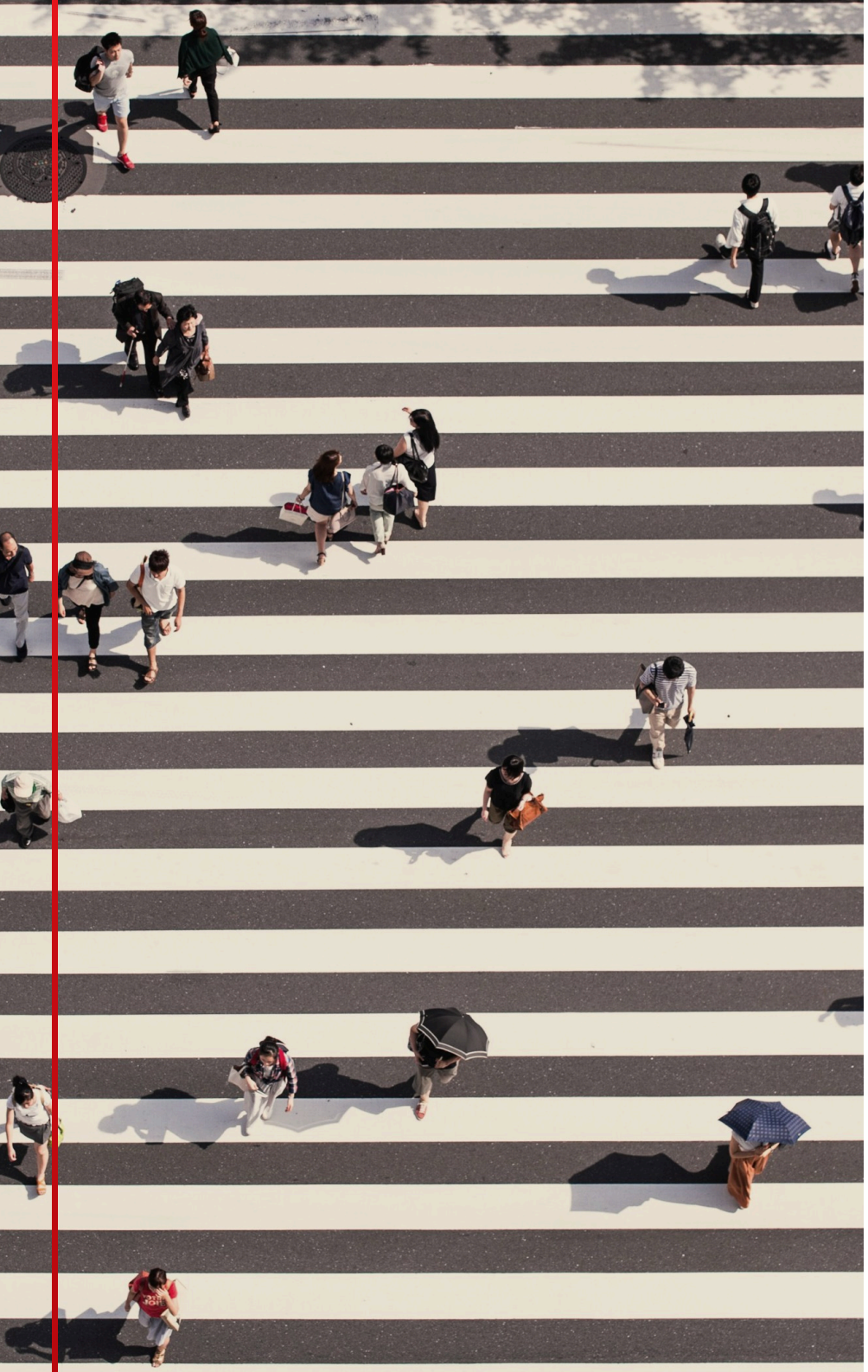
WORKS WITH

Single-touch · Double-touch · Qualifying questions · Tele-verification · BANT



WHY MARKETERS USE IT

- Marketing and sales focused on the same accounts
- No wasted effort outside your ideal customer profile
- Engaged contacts to power your ABM programme



OUR AUDIENCE

A trusted global network of senior business professionals.

4.8m+
annual online visitors

123k+
senior professionals in our database

Senior business professionals across all industries, worldwide, built over 15+ years of business storytelling.

AUDIENCE BY SENIORITY



Director or head	43%	Chief	15%
Managing director	14%	Manager	12%
Executive	7%	CEO	6%
Partner or consultant	3%		

YOUR CAMPAIGN TEAM

A dedicated team, from brief to final lead.

WHAT EVERY CLIENT GETS

- A dedicated team managing your campaign from start to finish
- One point of contact for every question
- Progress updates as your leads are delivered
- Targeting monitored and refined throughout

> “What truly distinguishes them is something I fundamentally believe in: you buy from people. They’re flexible and responsive, consistently punctual and, above all, reliable in their delivery.

Director of Field Marketing EMEA
nCino

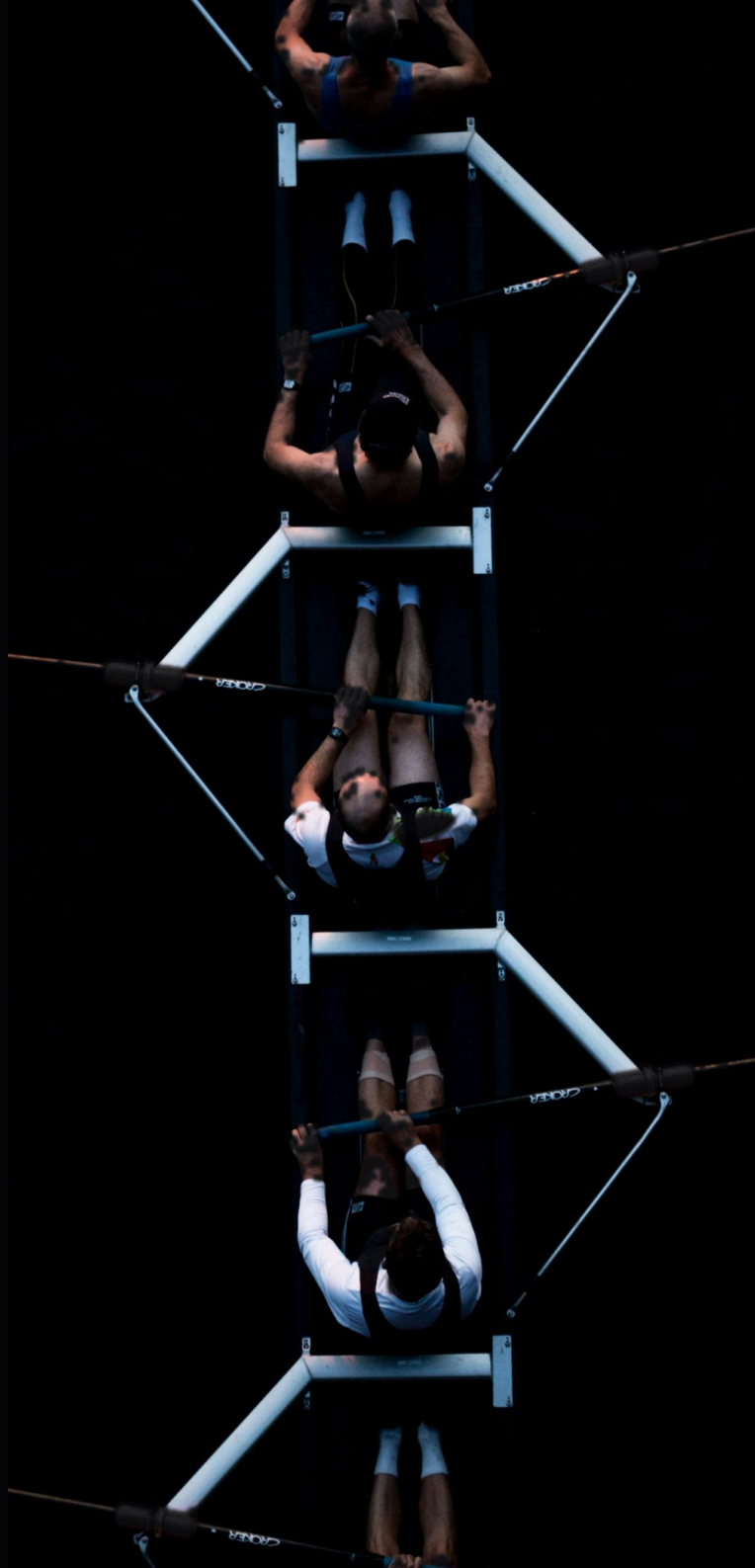
What our clients say

CLIENT FEEDBACK SURVEY

99% rate our communication and support as good or excellent

90% rate the quality of the leads delivered as good or excellent

89% are likely to continue using our lead generation service



OUR STANDARDS

The standards we hold every lead to.

Quality assurance

Every lead is checked against trusted sources, tele-verification and our own data, to make sure it meets your brief.

- Matches your targeting criteria
- Contains valid information
- Has explicitly opted in

OUR REPLACEMENT PROMISE

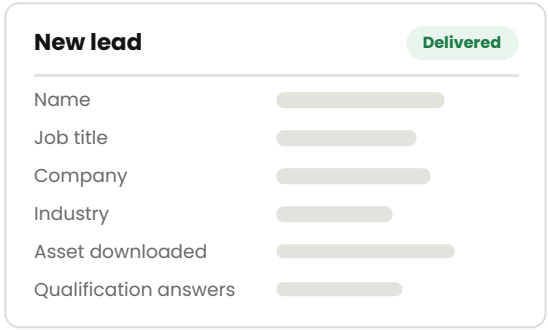
Any lead that doesn't meet your agreed criteria is replaced.

99.4%

lead acceptance rate: only 0.59% of leads rejected

Lead delivery

By Excel or CSV, CRM integration or API, with the fields you choose.



Excel / CSV · HubSpot · Marketo · Convertr · Integrate · API

24–48h

from capture to delivery, while interest is highest

Compliance and data privacy

Every lead is sourced with consent captured at the point of registration, in line with leading data protection laws.

- Consent captured at registration
- Responsible data use

100%

of leads opted in at registration

LET'S TALK

Let's build a lead generation campaign that fits your funnel, your market and your growth goals.

Talk to our team about your audience, your content and your goals. We'll design a campaign around them.

Start a conversation

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