LeadGen. Segment Industry-Specific Packages
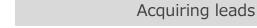
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Overview of LeadGen.Segment Industry-Specific Packages

Get the industry-specific target leads in high volume and for sure.

Planning a campaign (Start)	▶	Acquiring leads	▶	Download / use leads

Target industry attribute

Please select the package below based on your needs.

- Manufacturing industry
- Distribution / retail / services
- System integrators / resellers

Agreement

The campaign will start after the client's agreement on industry attribute, number of leads and so on.

Send email to offer the client's content to the targeted audience.

The readers will visit and see the white papers and advertorials.

The client can get responses to the questionnaire and approval for providing personal information from visitors.

The client can download generated leads via the admin website. (The list is updated daily.)

Manufacturing Industry

Industry attributes of the leads delivered to the client

Electronic Components/Devices/Electronic Circuits, Electric-related Product Manufacturer, Automotive/Transportation-related Manufacturer, Industrial/Office usage-related product Manufacturer, Foods/Chemical/Pharmaceutical Manufacturer, Materials/Energy-related Manufacturer, Other Manufacturer

Lead generation plan

Assets	4 white papers (provided by client) (The client needs to prepare the white papers for manufacturing industry.)		
Number of guaranteed leads	66	41	22
Price	Category A	Category B	Category C
	JPY925,000	**JPY715,000**	**JPY485,000**

Content (advertorial) creation + lead generation plan

Assets	3 contents and 1 white paper (provided by client) (The client needs to prepare the white papers for manufacturing industry.)		
Content (advertorial) creation	1 html (with interview, about 3,000 Japanese characters and 2 photos / illustrations)		
Number of guaranteed leads	70	45	24
Price	Category A	Category B	Category C
	JPY1,475,000	**JPY1,275,000**	**JPY1,020,000**

Company names of registered readers (sample)

- JVC Kenwood
- TDK
- Aisin AW
- Azbil Corporation
- ADVANTEST
- Alps Electric
- OMRON Corporation
- Casio Computer
- KEYENCE
- Canon
- Konica Minolta
- SHARP
- Seiko Epson
- Sony
- Sony EMCS
- DENSO
- Toyota Motor Corporation
- Nikon
- Pioneer
- Panasonic
- Brother Industries
- Mazda
- Yamaha Motor Co.
- Ricoh
- Renesas Electronics
- ROHM
- Yaskawa Electric Company
- Yokogawa Electric Corporation
- Kyocera
- Mitsubishi Heavy Industries, Ltd.
- Mitsubishi Electric
- Sumitomo Electric Industries
- Kawasaki Heavy Industries, Ltd.
- Murata Manufacturing Co.
- Toshiba
- Toshiba Tec
- Nissan Motor Co.
- NEC
- NIDEC CORPORATION
- Japan Radio
- Hitachi, Ltd.
- Hamamatsu Photonics
- Fuji Xerox
- Fujitsu
- Fujitsu Semiconductor Ltd.
- Fujitsu Ten
- Fuji Electric Co.
- Honda Motor Co.
- Honda R& D Co.,Ltd.

Distribution / Retail / Services

Industry attributes of the leads delivered to the client

Trading Companies, Other Whole seller/Reseller, Hotel/Food Services, Daily life-related Services/Entertainment, Special Technical Services, Other Services

Lead generation plan

Assets	4 white papers (provided by client) (The client needs to prepare the white papers for distribution / retails / services.)		
Number of guaranteed leads	60	38	20
Price	Category A	Category B	Category C
	JPY850,000	**JPY670,000**	**JPY450,000**

Content (advertorial) creation + lead generation plan

Assets	3 contents and 1 white paper (provided by client) (The client needs to prepare the white papers for distribution / retail / services.)		
Content (advertorial) creation	1 html (with interview, about 3,000 Japanese characters and 2 photos / illustrations)		
Number of guaranteed leads	66	41	22
Price	Category A	Category B	Category C
	JPY1,425,000	**JPY1,215,000**	**JPY985,000**

Company names of registered readers (sample)

- QVC Japan, Inc.
- VSN
- ASKUL Corporation
- Amazon Japan
- Aeon Co., LTD.
- Aeon Retail Co., LTD.
- H.I.S. Co., Ltd.
- EDION Corporation
- Oisix ra daichi Inc.
- OAK LAWN MARKETING, INC.
- AUTOBACS SEVEN Co., Ltd.
- Culture Convenience Club Co.,Ltd.
- Canon System & Support Inc.
- Canon Marketing Japan Inc.
- GEO HOLDINGS CORPORATION
- KONICA MINOLTA JAPAN, INC.
- Golf Digest Online Inc.
- Jupiter Shop Channel Co., Ltd.
- Starbucks Coffee Japan, Ltd.
- Dinos Cecile Co., Ltd.
- Seven & i Holdings Co., Ltd.
- Seven-Eleven Japan Co., Ltd.
- Sony Marketing Inc.
- Tower Records Japan Inc.
- Deloitte Tohmatsu Consulting LLC
- TRIAL Company Inc.
- Nissen Holdings Co., Ltd.
- BicCamera Inc.
- FELISSIMO CORPORATION
- Belluna Co., Ltd.
- YAMADA-DENKI Co.,Ltd.
- RICOH JAPAN Corp.
- Rivercrane Corporation
- Lawson, Inc.
- ITOCHU Corporation.
- Rakuten, Inc.
- Mitsui & Co., Ltd.
- Mitsubishi Corporation
- Mitsubishi Shokuhin Co., Ltd.
- SUMITOMO CORPORATION
- Ernst & Young ShinNihon LLC
- CO-OPDELI CONSUMERS' CO-OPERATIVE UNION
- SENSHUKAI CO.,LTD.
- UCHIDA YOKO CO., LTD.
- HIBIYA-KADAN FLORAL CO., LTD.
- NIPPON ACCESS,INC.
- NIPPON SHUPPAN HANBAI INC.
- KPMG AZSA LLC

System Integrators / Resellers

Industry attributes of the leads delivered to the client

System Integrators / Computer (hardware manufacturer) / Resellers

Lead generation plan

Assets	4 white papers (provided by client) (The client needs to prepare the white papers for system integrators / resellers)		
Number of guaranteed leads	108	68	37
Price	Category A	Category B	Category C
	JPY1,180,000	**JPY950,000**	**JPY655,000**

Content (advertorial) creation + lead generation plan

Assets	3 contents and 1 white paper (provided by client) (The client needs to prepare the white papers for system integrators / resellers)		
Content (advertorial) creation	1 html (with interview, about 3,000 Japanese characters and 2 photos / illustrations)		
Number of guaranteed leads	116	72	40
Price	Category A	Category B	Category C
	JPY1,760,000	**JPY1,500,000**	**JPY1,200,000**

Company names of registered readers (sample)

- DTS
- JSOL
- NEC solution innovator
- NEC Nexa Solutions, Inc.
- NEC Nets SI
- SCSK
- TIS
- Accenture
- Assist
- Intec
- Exa
- NTT Comware
- NTT Software
- NTT DATA
- OGIS-RI Co.,Ltd.
- Canon IT Solutions Inc.
- SoftBank Technology, Inc.
- Net One Systems
- Mizuho Information & Research Institute, Inc.
- Uniadex
- Ricoh Japan
- Itochu Techno-Solutions, Inc.
- KYOCERA Communication SystemKanematsu Electronics Inc.
- Mitsui Information Systems, Inc. Mitsubishi Electric Information
- Systems
- Nippon Steel & Sumitomo Metal Solutions
- OTSUKA CORPORATION
- Dentsu International Information Services, Inc.
- Toshiba Solutions
- Nissho Electronics Corporation
- IBM Japan
- Tata Consultancy Services Japan Ltd.
- Japan Business Systems
- Nihon Unisys, Ltd.
- Nippon Office Equipment
- NI+C
- NEC
- Hitachi Systems, Ltd.
- Hitachi Solutions, Ltd.
- Hitachi Information Systems, Ltd.
- Hitachi, Ltd.
- FUJISOFT
- Fujitsu
- FUJITSU FSAS INC.
- Fujitsu Systems East
- Fujitsu Marketing
- Nomura Research Institute

About the Use of the Service

- **In order to use "LeadGen. Segment Industry-Specific Packages", the client needs to prepare contents (case studies, reports, etc.) for a specific industry.**
- **We, ITmedia, can also customize the package to suit the client's budget. Please feel free to contact our sales representative.**

LeadGen. Segment Frequently Asked Questions

• **Are leads for which incorrect information such as client company leads or non business leads has been registered for billing?**
  - We exclude client and co-advertising companies leads.
  - We also exclude leads who match to the following industries, job functions, and titles;
    <Industry> Freelance Profession, Housewife, Househusband, Student, Unemployed <Job Function> Housewife, Househusband, Student, Unemployed   <Title> Contracted/commissioned/dispatched, Part timer, Unemployed, Others
  - We is excluding the apparently wrong leads from guaranteed leads count, however, we deliver some added leads for just in case that it impossible to distinguish improper leads.

• **How does ITmedia count the number of generated leads in case of publishing multiple assets, multiple media?**
  - We provide the number of unique leads in the campaign wide.

• **Can I specify non-listed attributes or conditions? Can I change attributes or conditions after starting campaign?**
  - It depends on case by case. Please ask your sales rep. (Partially, we cannot deliver leads in real time.)
  - It is impossible to change any conditions after started campaign. Please be aware of this limitation in advance.

• **How long does it take to start campaign?**
  - Usually campaign will start in about two weeks after all assets and hearing sheets are submitted. (In case of production required like advertorial articles, it needs about 20 business days.)
  - We will propose detail schedule when publishing preparation is started. Please let us know if any request.
  - It may need time than usual to publish assets during long term holiday seasons. (Golden week holiday, Summer holiday, New year holiday, etc.)

• **Can I specify time and date of targeting email or email magazine?**
  - Please leave it to us for lead generation guidance.

• **How many assets can I publish in one campaign?**
  - We will propose required number of assets in order to reach guarantee leads. We may not accept more than the number of required assets. Please aware of that in advance.

• **Can I exchange assets?**
  - We will charge 50,000 Yen in case of exchanging published contents after completion copywriting.

• **Can I publish any kind of assets?**
  - We may or may not accept flyer or brochure kind of assets. Please ask your sales rep for more detail.

• **When my campaign could not reach guaranteed leads in the campaign period, what is happened?**
  - In order to complete in the pre-agreed period, campaign management team is trucking the progress after starting campaign. Just in case that it is impossible to complete campaign in the period, we will consult you in advance and offer you to choose one from "period extension" or "carry over unachieved leads to next campaign".

Category and Product Genre

Cat	Category	Product Genre
A	Cloud	Cloud Computing
A	Cloud	IaaS / PaaS / BaaS
A	Mobile/PC	Smartphones / tablets
A	Mobile/PC	PDA / mobile terminal / cell phones
A	Mobile/PC	Desktop PC
A	Mobile/PC	Laptop
A	Mobile/PC	Thin client
A	Mobile/PC	POS terminal
A	Virtualization	Server virtualization
A	Virtualization	Desktop Virtualization / VDI / DaaS
A	Virtualization	Application virtualization
A	Virtualization	Virtual environmental management
A	Virtualization	PC virtualization
A	Virtualization	Storage Virtualization / SDS
A	Virtualization	SDN / networking virtualization / SD-WAN
A	AI	AI / machine learning / deep learning
A	RPA	RPA
A	Wireless LAN	Wireless LAN / WAN / Wi-Fi
B	Server	IA server / PC server
B	Server	UNIX servers
B	Server	Office computer / mainframe
B	Storage	Disk Storage
B	Storage	SSD / Semiconductor storage / Flash Storage
B	Storage	SAN
B	Storage	NAS
B	Storage	Optical disk device
B	Storage	Tape device
B	Storage	Cloud Storage
B	HCI	Hyper-Converged Infrastructure (HCI)
B	Data center	Power Supply / Air Conditioning / Rack
B	Data center	Hosting services
B	Data center	Data center
B	Data center	HPC / grid computing
B	Backup	Backup device
B	Backup	Backup software
B	Backup	Disaster recovery
B	Backup	Virtualized Backup

Cat	Category	Product Genre
B	Endpoint security	Mobile Security
B	Endpoint security	Information leakage measures
B	Endpoint security	Encryption
B	Endpoint security	Endpoint security
B	Endpoint security	Spyware protection
B	Endpoint security	Spam protection
B	Endpoint security	Anti-phishing
B	Endpoint security	Targeted attack
B	Network Security	Firewall
B	Network Security	UTM
B	Network Security	IDS / IPS
B	Network Security	DoS attacks countermeasures
B	Network Security	Quarantine network
B	Network Security	Cloud security
B	Authentication	Authentication server
B	Authentication	Access control
B	Authentication	One-time password
B	Authentication	Single sign-on
B	Authentication	Electronic signature / watermark / PKI
B	Authentication	Biometric identification
B	Authentication	Authentication device
B	Security operation	MDM / EMM
B	Security operation	Log Management
B	Security operation	Trail Management
B	Security operation	Vulnerability countermeasures
B	Security operation	Database Security
B	Security operation	Physical Security
B	Security operation	Security Standards / Policies
B	Security operation	Risk Management
B	Communication tool	Unified communication
B	Communication tool	VoIP gateway
B	Communication tool	IP phone / IP-PBX
B	Communication tool	TV / Video conferencing
B	Communication tool	Web conferencing
B	Communication tool	e-mail
B	Communication tool	Instant Messaging / Chat
B	Communication tool	Corporate social network

Cat	Category	Product Genre
B	Information sharing tool	Groupware
B	Information sharing tool	Knowledge management
B	Information sharing tool	Workflow
B	Information sharing tool	EIP
B	Information sharing tool	Enterprise search
B	Information sharing tool	Content / Document management
B	Information sharing tool	Office software
B	Data Analysis	DBMS
B	Data Analysis	Database access
B	Data Analysis	BI / BA / OLAP
B	Data Analysis	Data warehouse
B	Data Analysis	Data mining / statistical analysis
B	Data Analysis	Big Data
B	Network / communications service	Remote Access
B	Network / communications service	Network management
B	Network / communications service	Bandwidth management
B	Network / communications service	Router
B	Network / communications service	Switch
B	Network / communications service	Bandwidth controller
B	Network / communications service	Load Balancer / ADC / Load Balancing
B	Network / communications service	WAN / Web acceleration
B	Network / communications service	VPN
B	Network / communications service	Wide area Ethernet
B	IoT	M2M / IoT / RFID (IC-tag)
B	Development	Project management tool
B	Development	Development support services
B	Development	Analysis / design tool
B	Development	Development tools
B	Development	Test / Debugging / Tuning Tool
B	Development	Screen design / form design tool
B	Development	Rich client
B	Development	Web server / application server
B	Development	Web Service
B	Development	Library / Component
B	Development	EAI / ETL
B	Development	Mobile development
B	Development	DevOps

Cat	Category	Product Genre
B	Improvement of business process	BPM / BAM
B	Improvement of business process	IT Management / IT Strategy Solutions
B	Improvement of business process	Outsourcing
B	Customer management and sales support	CTI / Help desk
B	Customer management and sales support	CRM
B	Customer management and sales support	SFA
C	Marketing	E-commerce
C	Marketing	Marketing / Sales
C	Marketing	Website construction / CMS
C	Marketing	Web access analysis
C	Operation management	Client terminal management
C	Operation management	Integrated Operations Management
C	Operation management	IT asset management
C	Operation management	Performance Management
C	Operation management	Identity management
C	Operation management	OS
C	Operation management	Directory service
C	Backbone systems	ERP
C	Backbone systems	Inventory control
C	Backbone systems	SCM
C	Backbone systems	Sales management
C	Backbone systems	EDI / Distribution BMS
C	Backbone systems	HR Tech / Human resources / Salary
C	Backbone systems	Financial accounting
C	Healthcare IT	Electronic medical records
C	Healthcare IT	Receipt computer
C	Healthcare IT	Ordering system
C	Healthcare IT	Medical imaging filing system
C	Healthcare IT	Medical cloud service
C	Healthcare IT	Regional medical collaboration system
C	Healthcare IT	Medical treatment reservation system
C	Healthcare IT	Hospital management system
C	Healthcare IT	Care / welfare-related systems
C	Education IT	School affaires processing software / service
C	Education IT	ICT learning support software / services
C	Education IT	Learning / education support software / services
C	Education IT	Class support hardware
C	Education IT	School infrastructure construction support product

* Product category and category linking will be reviewed once a year.

Option: Telemarketing

Primary follow-up for generated leads on behalf of the client

This is an optional plan of telemarketing for generated leads. We, ITmedia, will screen the leads with follow-up calls after their acquisition, as well as conduct additional interviews so that you, the client, can pass the leads to the sales department immediately.

Telemarketing Implementation Flow

Generating leads via various media of ITmedia

For this telemarketing service, the call will be limited to the leads acquired in each media of ITmedia.

Sequential follow-up calls to generated leads.

Follow-up calls are conducted by professional operators with extensive experience in the IT industry. They will have interview for getting additional information that cannot be obtained via questionnaire when downloading contents.

Providing the information obtained from the follow-up call to the client

We will provide the information obtained from the call to you once a week. We will also contact you on a case-by-case basis if the leads wish to make an appointment via the call.

Price

JPY1,500／call

Remarks about call scripts and call targets

- ・One call script for one campaign.
- ・If you, the client, want to request multiple call scripts for specific targets, it will cost additional JPY 50,000 per script.
- ・You can select targets of the call, but changes of the selection criteria after the campaign start are not accepted.
- ・Even if the selection of targets based on your criteria results in fewer calls than the number of your requests, we will charge you the full amount.
- ・If you have companies which you want to exclude from call targets, we recommend that you specify and exclude them when generating leads.

Note

- ・We will accept orders with more than 50 calls.
- ・We won't provide Telemarketing Service only. (Always package with our lead generation campaign.)
- ・The client needs to provide information related to Telemarketing to us 7 days before starting to collect leads.
- ・We will make a call with client's company name.
- ・Up to 3 calls will be conducted when the interviewee is absent.
- ・Please understand that there are some questions that we can't ask depending on the customers.

Cancellation Provisions

If you want to cancel the purchase order for the client's convenience after receiving the purchase order for the advertised product, you will be charged a cancellation fee at the following rate.

Product			Cancellation charge	Major products (please contact us for products other than those listed below)
Display ads and e-mail ads			Up to the deadline for submission: 50% After the deadline for submission: 100%	Various display advertisements and e-mail advertisements
Articles Planning Special (Tie-up story advertising)			Until first school submission: 50% of advertising charges (including production, posting, and guide charges) After first school submission: 100% of advertising fees (including production, posting, and guide fees)	Tie-up of warranty period PV guaranteed tie-up
Reed Gen	Guaranteed number of cases	To acquire leads	Before the launch of the campaign: 50% of advertising charges (base charge + lead charge) After the launch of the campaign: 100% of the advertising fee (base fee + lead fee)	LeadGen. Basic / Segment
		Production options	Until first school submission: 50% of advertising charges (production charges) After first school submission: 100% of advertising fees (production fees)	LG. Segment Optional Editing Tie-up Production LG. Segment Optional White Paper Production
		Other options	Before the campaign begins: 50% of advertising (optional) charges After the campaign begins: 100% of advertising (optional) charges	LG. Segment Optional Questionnaire Customization LG. Segment Optional Telemarketing
	Period Warranty Type	White paper	Before the launch of the campaign: 50% of advertising charges After the campaign begins: 100% of advertising charges	TechFactory warranty type LG-service
		Tie-up	Before first school submission: 50% of advertising charges After first school submission: 100% of advertising charges	TechFactory warranty type LG-service
	Long-term lead acquisition service		Up to half of the application fee: 50% of the advertising fee (lead fee) After half-cost of application amount: None	LeadGen. Segment long-term use plan
Seminar	Set seminar		Up to 41 days before the date: 50% of advertising charges Within 40 days of the event: 100% of advertising charges	Seminar/VE sponsorship plan sponsored by ITMEDIA
	Commissioned seminars		Planning costs and operational costs · Up to 41 days before the date: 50% of advertising charges · Within 40 days of the event: 100% of advertising charges In addition, actual costs shall be charged in accordance with the cancellation policy of the outsourcee. · Venue fee · Our outsourcing fee · Other costs incurred by customizing your offer	Commissioned seminars
Other	ABM report		First offering: 50% of advertising charges After first offering: 100% of advertising charges	ABM report
	Custom article brochures, printing		Before first school submission: 50% of advertising charges After first school submission: 100% of advertising charges	Custom article brochures Printing
	Video production		Up to 2 days before recording: 50% of advertising charges From the day before recording: 100% of advertising charges	Video production
	Custom Research		Before the start of response collection: 50% of advertising charges After collection of responses started: 100% of advertising charges	Custom Research

ITmedia Inc. Sales Division

TEL : 03-6893-2247/2248   Mail : sales@ml.itmedia.co.jp

For media information such as media kit and rate card, please visit
https://promotion.itmedia.co.jp/