

# Industry Insights AI

An introduction to CogniClick





# Audience engagement as easy as 1, 2, 3

Create hyper engaging surveys to maximise customer interaction and marketing insights.

CogniClick's **Industry Insights** campaigns provide three great opportunities to engage your audience and an easy way to generate personalised thought leadership around industry hot topics.

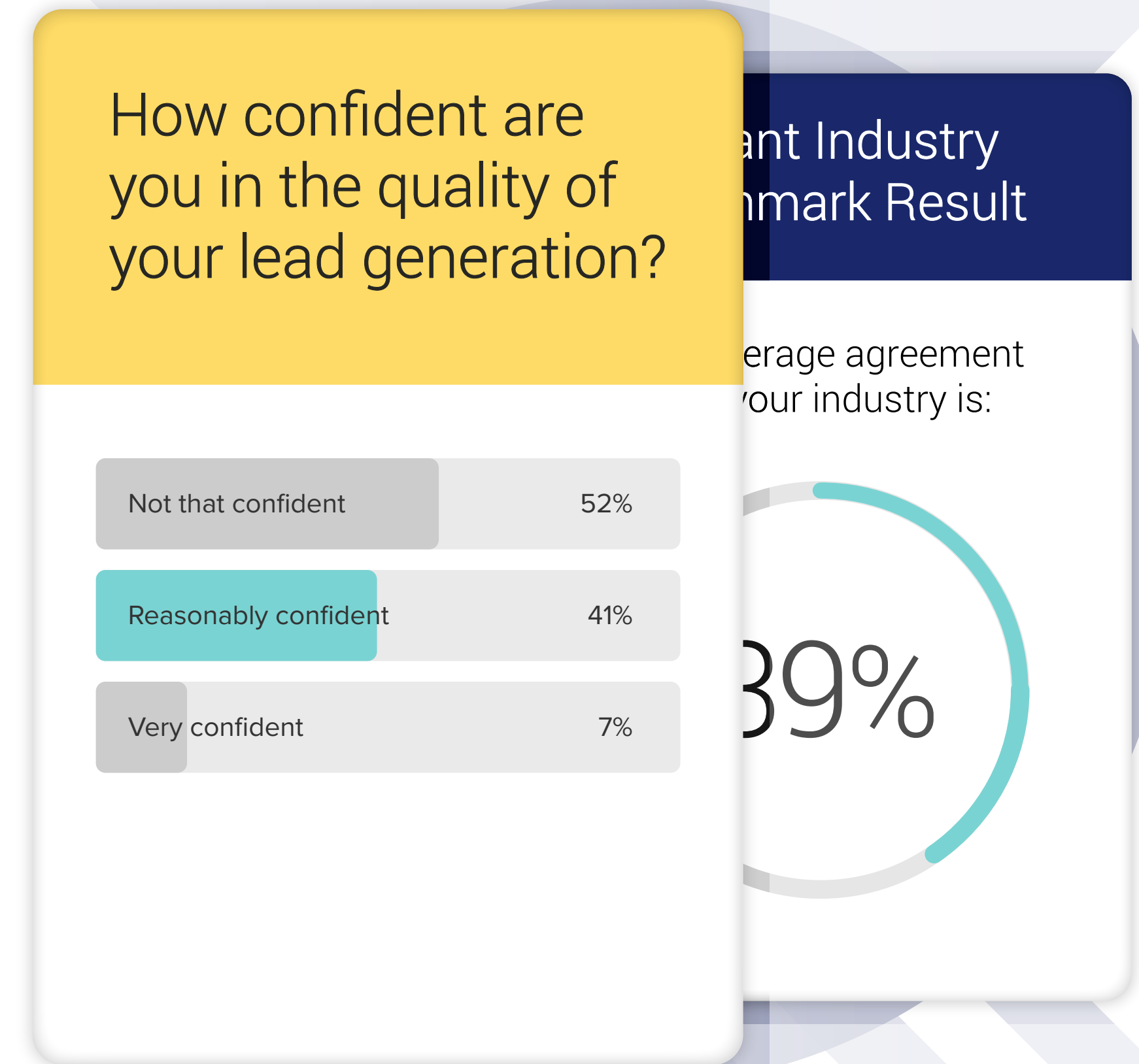
Measure the pulse of your industry and generate maximum engagement and sales conversion without needing huge amounts of work or budget from you.



# 1. Peer comparison

Survey your audience around a key topic and allow them to compare themselves directly with their industry peers. This is extremely compelling and provides both highly qualified leads and key insights into the industry.

Your audience will be compelled to sign-up to view their very own personalised report of how they measured up.



## 2. Personalised reports

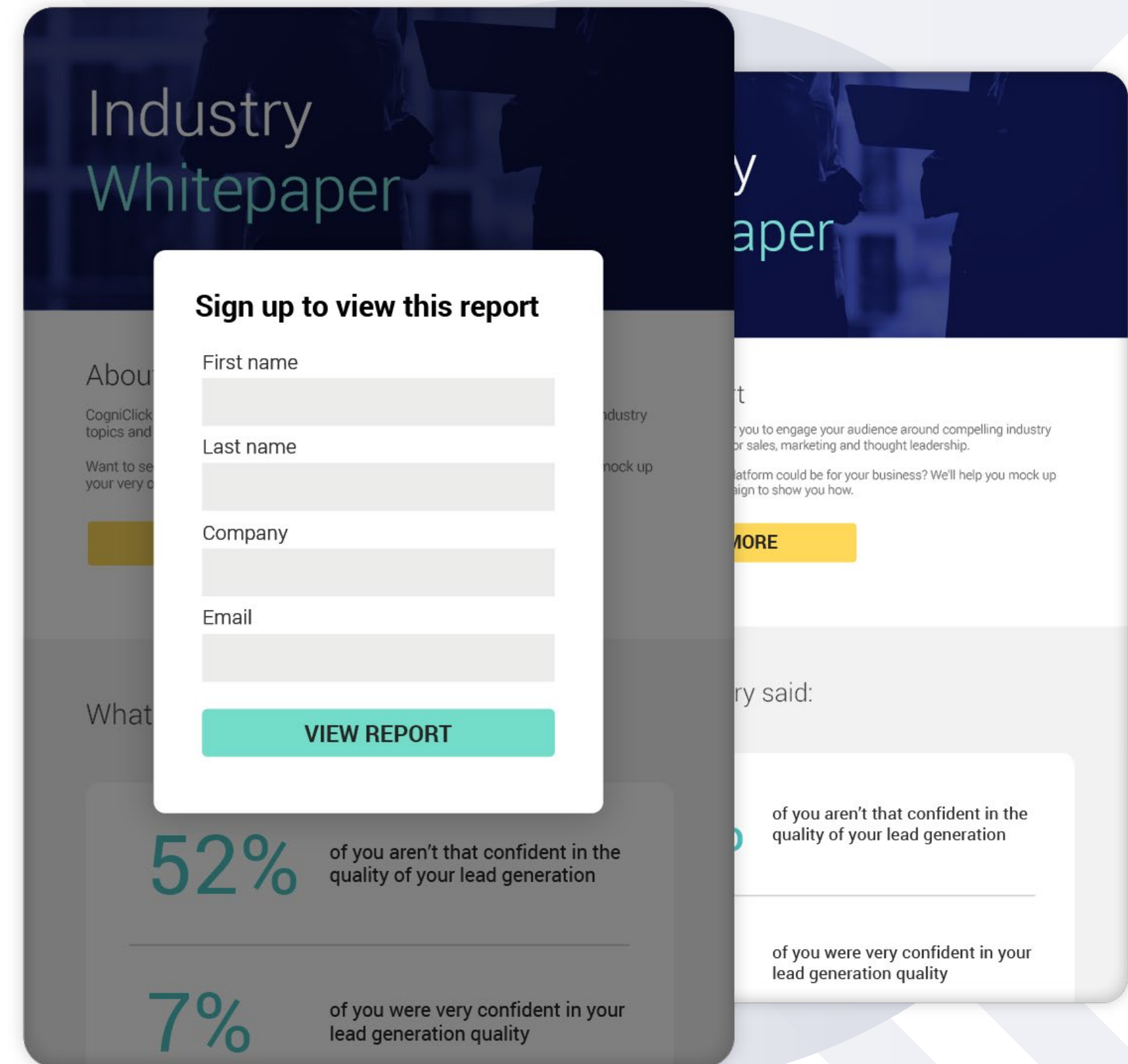
Once you have captured your insights, the CogniClick platform will expertly generate personalised, AI-generated reports for every lead. It allows you to engage with your audience further and provide the perfect vehicle to follow up with clear sales messaging and call-to-actions to help you convert.





# 3. Industry white paper

As well as sending each lead a personalised report, the CogniClick platform will automatically create a white paper version and provide an evergreen industry thought-leadership piece. This allows you to continue to generate leads on an ongoing basis.



INDUSTRY INSIGHTS

# AI Powered

Survey data is automatically fed into our AI editor, transforming the insights into unique, accurate and engaging report copy.

A compelling introduction sets up the report and all the important findings are described in detail, leading the reader through the report from start to finish. A conclusion summarises the findings and highlights the key takeaways.

The report is unique to your insights so is authentic and highly compelling.

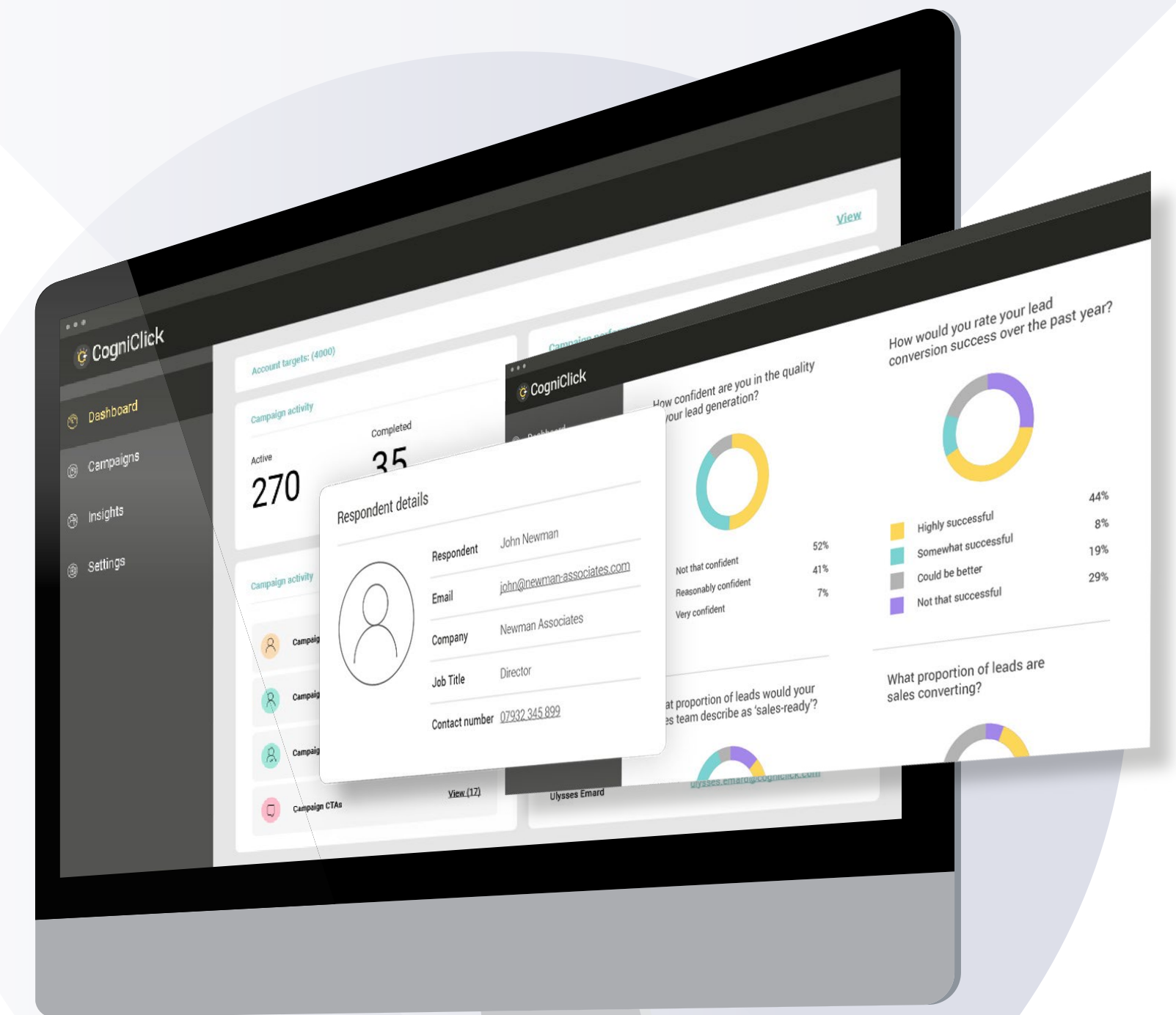




# Secure high-value insights

The CogniClick platform allows you to uncover crucial intelligence on your leads and arms sales teams with the insights to start conversations and convert more readily.

Our dashboard provides sales with deeper insight on each and every lead for highly meaningful follow ups. Collect real data on individual prospects, goals, needs and preferences.

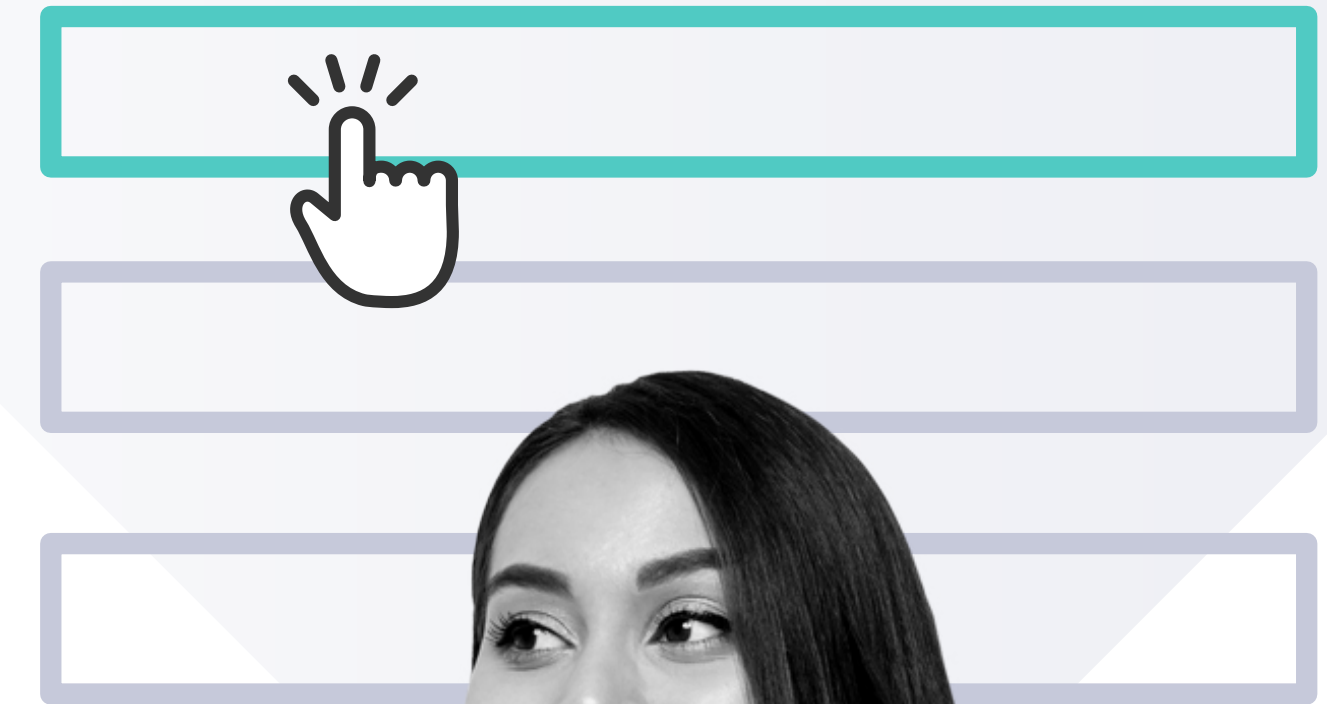


# CogniClick +

In addition to our flagship Industry Insights campaigns, we have a wide range of smart content options to help you maximise engagement and provide clear value for audiences – empowering sales to start conversations.

Unlike traditional flat content for B2B audiences, our smart content engages buyers with targeted questions and addresses their specific challenges; accelerating the conversation and guiding prospects towards the optimal next step with your organisation.

Formats include assessments, ROI calculators, quizzes, evaluations, and tools that help you sell.





EXAMPLE 1:

# Blick Rothenberg: Annual Landlord Survey

Blick Rothenberg (a part of AZETS), a top-10 accountancy firm, wanted to create an Industry Insights pulse every quarter with each of their key industries.

Engagement was incredibly high and the marketing team were able to gain rich insight into their key customers and target accounts and also generate follow ups by including compelling and relevant CTAs.

**65% of the recipients who completed, requested the full report – a huge conversion rate!**



EXAMPLE 2:

# The FT: Global Banking Survey

The Financial Times Sales Development team wanted to generate heightened engagement with their global banking client base.

They created the Global Banking Survey to enable banks to compare themselves to banking peers and find out how banks across the world are building financial and organisational resilience.

**300 banks completed the benchmark survey**  
**75% of the recipients who completed, requested the full report**





EXAMPLE 3:

# The Smartcube: Procurement Risk Test

The Smartcube Procurement Risk test enabled procurement leaders to assess their risk compared to peers against 3 key themes and receive a result and report based on their maturity. It also enabled marketing to own the conversation and speed opportunities straight to the bottom of the funnel.

We built the assessment, developed the assets for email and LinkedIn, and onboarded marketing and sales.

**60% engagement rate**

**40% who engaged converted to MQL**

**50% of MQLs converted to SQLs and requested a follow up**



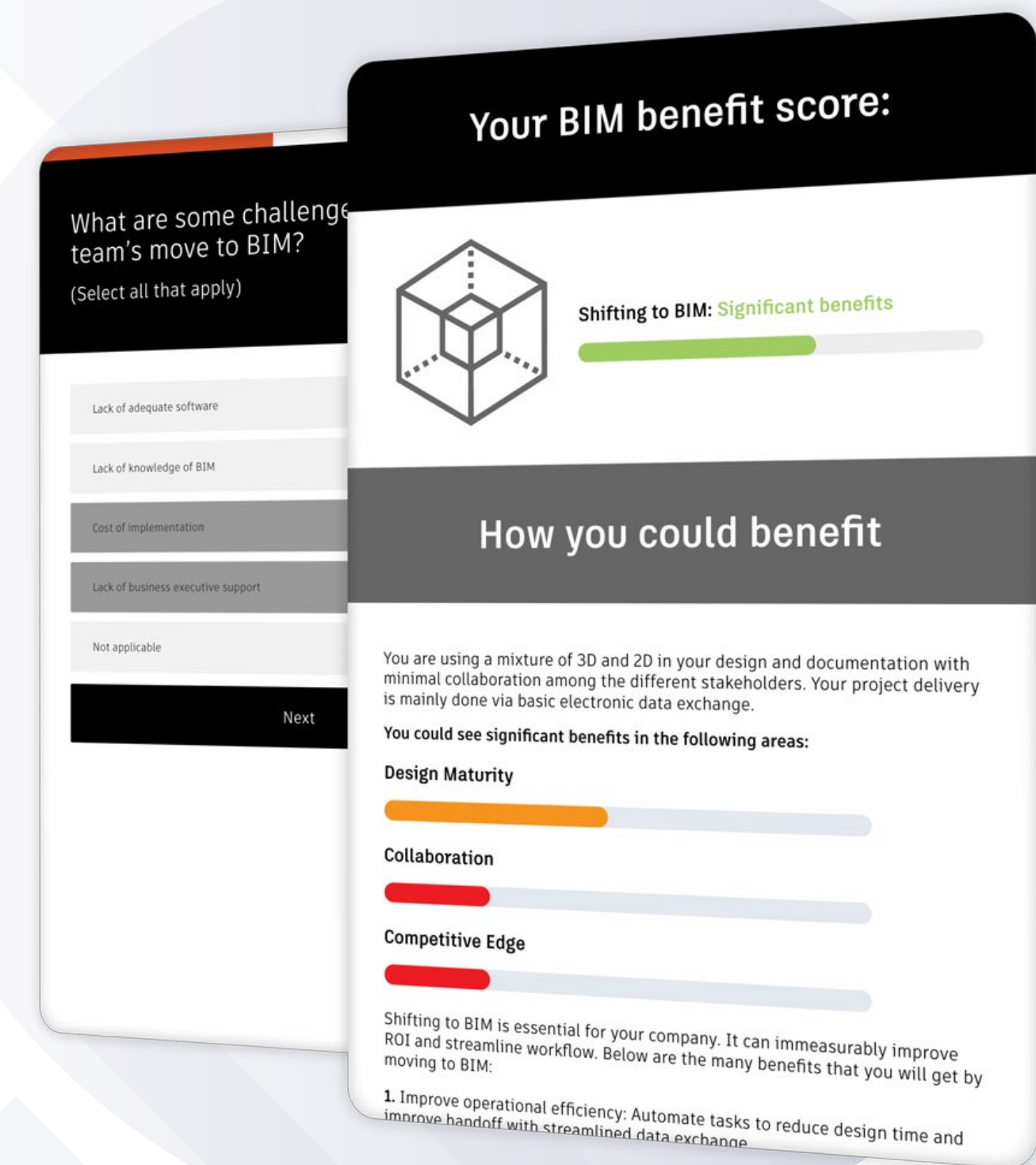
EXAMPLE 4:

# Autodesk: BIM assessment

This BIM assessment for Autodesk empowered marketing to engage with their audience on the hot topic of BIM and assess their readiness through a series of quick questions.

The BIM assessment was translated into 4 languages and picked up by global teams.

**300 engagements with the Smart Content**  
**50% requested a sales follow up and converted to SQLs (115)**  
**6 live opportunities within 2-month pipeline of 250K**





# Get started

We've a range of packages to get you started:

**Annual Pulse:** Thought leadership that creates itself

**Multi-Pulse:** Engage your audience/s with regular and self generating thought leadership

**Pulse Plus:** Create content designed to convert sales leads

**Enterprise:** Content you can use across the globe that local teams can translate and use

**Content Plan:** A plan to maximise engagement and/or leads. We'll create a plan for you

For pricing options or more details, email  
[Helen.kensett@cogniclick.com](mailto:Helen.kensett@cogniclick.com)



**Thank you**