Comm:Motions
PR & GEO

PACKAGE OFFER
LEAD GENERATION B2B

BASIC PACKAGE

Lead Generation

Sales & product management
in tech companies

You give us your expert documents – we turn them into a document that attracts the right prospects, and we take care of everything else.

YOUR ADVANTAGE

Guaranteed leads at a fixed price
Cross-platform distribution network

Package price
€5,450
plus VAT

How it works

1 You provide your expertise
White papers, articles, presentations, studies – your existing material

→

2 We create the lead document
An expert document that attracts prospects with a concrete need

→

3 You receive your leads
We take care of distribution, outreach and qualification

Scope of services

- ✓ Briefing and definition of your target group
- ✓ Review of your expert documents
- ✓ Concept and creation of the lead document
- ✓ Multichannel campaign, German or English
- ✓ Extended customer outreach beyond the usual publisher and industry networks
- ✓ Pre-qualification and review of every lead
- ✓ GDPR-compliant handover of contact data
- ✓ Reporting

Your benefits

- ○ A predictable number of new contacts
- ○ Prospects with a concrete need
- ○ Your expertise supports sales
- ○ Minimal effort on your side
- ○ Expert status with decision-makers
- ○ A reusable expert document

Your choice

15 pre-qualified "high quality" leads
Contacts with firmly planned projects – ready for a sales conversation

or

40 pre-selected leads
Prospects pre-selected by subject area who have requested your document – ready to be contacted by your sales team

Package extension Per additional lead: €290 ("high quality") or €98 (pre-selected)

Duration: depends on target group and lead volume. **Language market:** Price applies to one language market (German or English).
As of November 2026 · all prices plus VAT

Questions?
Need more information?

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