

HOW TO GET **100%**  
**GENUINE & INDUSTRY**  
**LEADING LEADS** WITH  
**CONTENT SYNDICATION**



# Table of Contents

---

1. **Achieve Content Syndication Clarity with a Fresh Approach to Integrity and Results**
2. **What Is Content Syndication**
3. **Key Factors to Consider When Choosing a Content Syndication Provider**
4. **Ensuring Data Accuracy and Reaching Your Ideal Audience**
5. **Robust Data Management for Secure Operations**
6. **Effective Lead Qualification Process**
7. **Commitment to Ethical Standards and Global Privacy Compliance**
8. **Ensuring Brand Safety Through Transparency in Partnerships and Networks**
9. **Criteria for Partner Selection**
10. **Engagement Metrics and Business Outcomes**
11. **The Way Forward**

# Achieve Content Syndication Clarity with a Fresh Approach to Integrity & Results

As the market evolves, businesses must view content syndication with a fresh perspective by setting new benchmarks for openness and accountability.

For marketing executives in large B2B organizations, understanding data accuracy and performance is essential for making strategic decisions and optimizing marketing investments.

This blueprint explores Revnew's approach to ensuring data quality at every stage, from content distribution to outcome verification.

It covers our practices for maintaining data security and compliance, while offering insights into how our detailed performance insights help enhance your lead generation efforts.

Our objective is to continually innovate content syndication practices by offering complete visibility into how leads are acquired and verified.

Let's demonstrate our ongoing dedication to accuracy and outline the sophisticated methods we've implemented to ensure every campaign runs with maximum clarity.





## What Is Content Syndication

- Let's Explore the Bigger Picture

Key decision-makers in organizations need access to reliable information, and for B2B marketers, the challenge is to identify and engage with these accounts effectively. One highly effective way to achieve this is through content syndication. This approach enables marketers to distribute valuable content across multiple platforms, allowing them to engage with key audiences that may not yet be aware of their solutions.

### By doing this, businesses can achieve the following:

1. Expand their reach
2. Attract more prospects
3. Increase visibility within their target markets

Content syndication plays a critical role in enhancing website traffic and improving lead generation efforts. It helps brands position themselves in front of relevant audiences, delivering insightful information that resonates with decision-makers at the right time.

With 79% of marketers prioritizing the generation of high-quality leads, it's clear that focusing on quality is more effective than chasing high volumes of unqualified prospects.

However, many marketers still face challenges, as more than half acknowledge that a significant portion of their budget is spent on inefficient lead generation tactics. Additionally, most medium and large companies struggle to generate more than 5,000 qualified leads monthly.

While content syndication is an important tactic, it should be part of a larger, integrated marketing strategy. To truly engage with target audiences and key decision-makers, businesses need to leverage multiple channels, combining syndication with a comprehensive demand generation approach and a well-rounded account-based marketing (ABM) plan.

# Key Factors to Consider When Choosing a Content Syndication Provider

Firms must establish essential benchmarks for evaluating content syndication and lead generation partners. At Revnew, we aim to set industry expectations by outlining our best practices while reaffirming our commitment to accuracy, reliability, and ethical practices.



## 1. Data Accuracy and Audience Targeting

An effective provider must guarantee that your content is delivered to the right audience at the ideal time. This requires leveraging internal and external data sources that are continually refreshed and thoroughly documented. The ability to precisely target with relevant data supporting campaign goals is critical for success.



## 2. Secure Data Handling and Management

Content syndication companies should employ stringent protocols for gathering, processing, and distributing data, ensuring the highest level of security.

This includes using the following:

- Advanced encryption techniques
- Restricted access measures
- Regular system evaluations

– to safeguard the integrity and privacy of client data.



## 3. Comprehensive Lead Validation

A robust lead validation process is essential to ensure every lead is genuine, targeted and meets compliance requirements. Providers should implement multi-step verification procedures, combining automated filtering with human review to confirm that all leads align with specific campaign objectives.



#### 4. Commitment to Ethical Standards and Compliance

Providers must adhere to global privacy standards and ethical data-handling practices. They should stay ahead of evolving privacy laws and ensure full compliance with regulations such as GDPR and CCPA. Transparent reporting on compliance and ethical data use should be integral to their service.



#### 5. Transparency in Network and Partnership Operations

Providers should offer complete visibility into the platforms and networks where content is distributed to ensure brand integrity. Regular audits, precise performance data, and adherence to brand guidelines should form the foundation of their syndication efforts, ensuring your content appears in appropriate and in high-performing environments.



#### 6. Clear Audience Insights and Measurable Business Impact

Providers must offer detailed insights into how audiences engage with your content and how that engagement translates into tangible business outcomes. Comprehensive reporting, including metrics on audience interaction, lead quality, and contribution to revenue growth, should demonstrate how the provider's services drive business success.



# Ensuring Data Accuracy and Reaching Your Ideal Audience

Precision in data collection and targeting is essential for effective marketing. Wasted resources from inaccurate data lead to missed opportunities and improved results.

Providers must offer verified, consistently refreshed data from multiple trusted sources to ensure marketing campaigns hit their mark.

Relying on clear, documented processes for data validation and updates guarantees that your efforts are optimized for success and aligned with your business goals.

## Core Principle:

Deliver accurate, verified data to connect with the right audience using trusted sources and consistent validation.

## What This Should Include:

- Verified data from both internal and external sources, including behavioral and technographic data.
- Routine data updates with clear methodologies for how and when data is refreshed.
- A fully documented process for integrating and validating data sources to ensure credibility.

## Why It's Important:

Accurate, up-to-date data is the foundation of successful marketing. When your targeting is off, you waste time and money, and your campaign ROI suffers. Transparency from providers ensures your marketing efforts remain on track and aligned with strategic goals.

## Questions to Ask Your Providers:

- What steps do you take to ensure data accuracy?
- How often is your data refreshed?
- Can you share the data validation and integration paperwork?

## How to Assess Vendors:

- Review their transparency regarding data sourcing, how they validate their data, and how often they refresh it.
- Confirm that they utilize diverse data signals and have a systematic approach to keeping data current.

## Key Standards for Data Accuracy:

- **Source Transparency:** Providers should use a minimum of three validated data streams for accurate audience targeting.
- **Data Refresh Cadence:** Intent data should be updated daily, engagement data weekly, and firmographic/technographic data monthly.
- **Audience Coverage:** Providers must demonstrate the ability to target at least 80% of the specified ideal customer profile (ICP) within the agreed-upon timeframe.





# Robust Data Management for Secure Operations

Ensuring the secure collection, processing, storage, and sharing of data across a syndication network is essential for maintaining data security and compliance. Providers must establish strong, well-documented methods to protect sensitive information while adhering to top-tier industry standards.

Clear procedures must be in place for gathering data with user consent tracking, and storage solutions must incorporate state-of-the-art encryption technology, along with strict controls over who has access. Regular security tests should be conducted to evaluate the strength of these safeguards.

Comprehensive documentation of data processing steps, anonymization protocols, and secure data transfers using encryption (like TLS/SSL) is crucial to maintaining the highest security standards. Frequent audits ensure that security protocols remain effective and up-to-date.

Effective data management prevents breaches, avoids costly legal consequences, and safeguards a company's reputation. Providers that prioritize secure data handling foster trust and align with the strictest industry standards.

## Core Requirement:

Providers must implement secure, transparent processes for all stages of data handling—from collection to sharing—ensuring they meet the highest security benchmarks.

## Key Standards for Data Accuracy:

- **Data Collection:** Clear, compliant methods for gathering data that include tracking of user consent.
- **Data Storage:** Secure storage using advanced encryption (AES-256 or higher) with stringent access restrictions and frequent security tests.
- **Data Processing:** Detailed tracking and documentation of processing methods, including anonymization when needed.
- **Data Transfer:** Safeguarded transfers using secure encryption protocols (TLS/SSL) and data integrity verification.
- **Security Audits:** Regular evaluations of encryption, access controls, and storage protocols to confirm security standards.

## Why It's Important:

Robust data management is essential for ensuring the confidentiality of sensitive information, upholding the security of marketing operations, and mitigating legal risks. A strong data security framework builds trust with stakeholders and helps preserve a company's reputation.

## Questions to Ask Your Providers:

- What encryption and access control measures do you use for data storage and transfers?
- Can you provide detailed insights into how you handle and process data?
- How do you ensure compliance with data security regulations, including regular audits?

## How to Assess Vendors:

- Assess the provider's encryption standards, access control policies, and methods for transferring data securely.
- Confirm that the provider conducts regular audits and maintains detailed records of data handling procedures.

## What This Should Include:

- **Encryption Protocols:** With regular security checks, data must be encrypted using AES-256 or more robust encryption.
- **Access Controls:** Strict policies should govern who can access data, with routine compliance evaluations.
- **Secured Transfers:** All data transmissions should be encrypted using protocols like TLS/SSL.
- **Annual Audits:** Providers must conduct yearly security audits on encryption and access control measures.

# Effective Lead Qualification Process

Eliminating poor-quality leads is essential to maintaining a smooth sales pipeline. Providers must establish comprehensive and clear systems to ensure that only the most relevant and accurate leads are passed on to sales teams. Without this, trust is compromised, and conversion rates decline.

Providers should deploy a thorough, multi-layered validation process incorporating both automated tools and manual review to ensure that sales teams only receive qualified prospects.

Detailed records of where leads come from and how they are validated must be readily available. This commitment guarantees that only highly valuable leads reach your sales teams, maximizing return on investment and contributing to significant business success.

Providers lacking clear validation systems pose risks to your marketing efforts, leading to inefficiencies and suboptimal results. It's crucial to set clear validation standards to prevent these issues.

## Core Requirement:

Providers must utilize strong and transparent methods to ensure lead accuracy and relevance before forwarding them to sales.

- **Multi-Layered Review:** A combination of automated checks and human review for comprehensive validation.
- **Clear Documentation:** Transparent reporting of lead origins and the criteria used to validate them.

## Why It's Important:

A rigorous lead validation process guarantees only high-quality prospects for sales teams, boosting conversion rates. Full transparency throughout the validation ensures trust and minimizes the risk of unqualified leads entering the pipeline. Without it, your campaigns lose effectiveness, and ROI drops.

## Questions to Ask Your Providers:

- What processes do you use to validate leads, and how transparent is this process?
- How do you decide which leads to reject, and how clear are these criteria?
- Can you provide full transparency on where leads are sourced?

## Key Standards for Validation:

- **Multi-Layer Validation:** Leads must undergo at least two distinct verification steps.
- **Validation Precision:** Providers must maintain a minimum validation accuracy rate of 95%.
- **Source Clarity:** Providers must offer full transparency regarding their lead sources and partners.

## How to Assess Vendors:

- Assess the provider's lead validation workflow, including documentation of each step and compliance with your requirements.
- Require full visibility into where the leads come from and the metrics used to validate them.

# Commitment to Ethical Standards and Global Privacy Compliance

Cutting corners is not an option. Providers must comply with international privacy laws and uphold rigorous ethical standards in data management. This requires a clear, proactive approach to emerging privacy concerns and full visibility into compliance certifications before they become mandatory.

Compliance is critical—vendors must meet the requirements of GDPR, CCPA, CASL, CPRA, and other global privacy frameworks supported by detailed records. Providers should implement systems for obtaining user consent, ensuring data anonymization where needed. Certifications like SOC 2 Type 2 must be actively maintained, with routine audits to verify adherence.

However, legal compliance is only part of the equation. Providers must adopt ethical data practices that safeguard user privacy and establish trust. This means more than just following regulations—it's about handling data responsibly and with integrity.

## Core Requirement:

Providers must adhere to international privacy laws and maintain the highest ethical standards. They must also offer clear proof of compliance certifications and stay ahead of evolving privacy laws.

## Key Standards for Data Accuracy:

- **Compliance with Global Regulations:** Vendors must align with GDPR, CCPA, and other major privacy laws, providing thorough documentation of their certifications.
- **User Consent and Data Anonymization:** Clear systems for obtaining consent and anonymizing sensitive information as necessary.
- **Certifications and Audits:** Relevant certifications (e.g., SOC 2 Type 2) and regular privacy audits to ensure data protection.
- **Proactive Privacy Measures:** Anticipating and addressing future privacy regulations before they are legally required.
- **Ethical Data Handling:** Going beyond legal obligations by maintaining ethical practices to safeguard user privacy and data security.

## Why It's Important:

Global privacy laws are critical to maintaining consumer trust and protecting organizations from legal risks. Failing to comply can lead to substantial fines and damage to your brand's reputation. Transparent practices in compliance and ethical data handling help ensure data integrity across marketing campaigns.

## Key Questions for Providers:

- How do you fully comply with global privacy laws such as GDPR and CCPA?
- Can you provide documentation of your certifications & the results of recent privacy audits?
- How do you stay proactive in addressing emerging privacy regulations?
- What measures do you take to ensure ethical data handling beyond legal compliance?

## How to Assess Vendors:

- Confirm that the vendor adheres to global privacy regulations and can present transparent documentation of their certifications and audit results.
- Ensure the vendor conducts regular audits and proactively updates their processes to align with new regulations.
- Assess the vendor's ethical commitment, particularly in user consent, data anonymization, and overall transparency in data practices.

## Key Standards for Compliance:

- **Global Privacy Compliance:** Vendors must fully comply with GDPR, CCPA, and similar regulations, with clear documentation of relevant certifications.
- **Proactive Privacy Strategy:** Providers must have plans to address new regulations before they become mandatory.
- **User Consent and Anonymization:** Providers must implement processes to obtain user consent and anonymize data when necessary.
- **Annual Privacy Audits:** Vendors must conduct yearly audits focusing on privacy compliance, with transparent reporting to clients.
- **Cyber Insurance:** Vendors must maintain comprehensive cyber insurance to cover incidents like data breaches or non-compliance.
- **Access Management:** Providers must implement strong access control measures, such as SSO, perform background checks, and have a rigorous vendor risk management process.

# Ensuring Brand Safety Through Transparency in Partnerships and Networks

Your brand's integrity is paramount. Vendors must provide comprehensive and transparent details about the partners and networks engaged in the content syndication to guarantee brand safety and high-performance standards.

It is vital to vet publishing partners thoroughly—only those who meet stringent brand safety criteria and share your organization's values should be included. Providers must present clear performance metrics for each partner, including engagement statistics, lead quality ratings, and outcomes from brand safety evaluations.

Ongoing assessments and audits of syndication partners are essential for maintaining compliance with these established standards.

Safeguarding your brand is critical to upholding your organization's reputation and fostering customer trust. Placing content alongside unsuitable or subpar material can tarnish your brand image, resulting in negative perceptions and diminished campaign effectiveness.

By selecting vendors who emphasize brand safety and routinely evaluate their partners, you maintain authority over the context in which your content appears, thereby preserving brand integrity and minimizing reputational risks.

## Core Requirement:

Vendors must deliver clear and transparent insights regarding the partners and networks involved in syndication to ensure brand safety and quality performance metrics.

## Why It's Important:

Brand safety is crucial for protecting your organization's reputation and nurturing customer trust. When content is improperly contextualized, it can harm your brand's standing, adversely affect public perception, and weaken campaign efficacy. Clear transparency in partner relationships fosters control over content placement and reinforces brand integrity.

## How to Assess Vendors:

- **Thorough Vetting Process:** Ensure publishing partners are rigorously evaluated to meet brand safety standards and align with your organization's mission.
- **Transparent Performance Metrics:** Provide clear metrics for each partner, including engagement rates, lead quality assessments, and brand safety check results.
- **Regular Audits and Reviews:** Conduct frequent evaluations of syndication partners to ensure ongoing compliance with brand safety and quality expectations.

## Key Questions for Providers:

- What processes do you employ to vet publishing partners and ensure they meet brand safety standards?
- How do you assess and report the performance of these partners?
- Can you provide insight into your partner review and auditing processes?

## How to Assess Vendors:

- Choose vendors who offer detailed visibility into lead sourcing, including information about publishing partners and networks.
- Confirm that brand safety is a fundamental aspect of partner selection and subject to regular audits.

## Standard Requirements:

- **Lead Flow Transparency:** Vendors must communicate how leads are sourced and managed, ensuring a consistent landing page experience.
- **Brand Safety Audits:** Vendors should perform quarterly evaluations of publishing partners to verify compliance with brand safety standards.
- **Performance Metrics Reporting:** Vendors must provide transparent performance metrics for each partner, including engagement rates and lead quality evaluations.
- **Regular Performance Reviews:** Vendors must conduct quarterly partner performance reviews and share comprehensive summary reports.



# Criteria for Partner Selection



## **Functional Expertise:**

Partners must demonstrate proficiency in specific functional areas and target relevant personas to engage with the desired audience effectively.



## **Global Coverage:**

Based on successful campaign execution, partners should be able to reach designated geographical regions worldwide, particularly in North America, EMEA, or Asia-Pacific (APAC).



## **Track Record:**

Partners will be evaluated based on their historical performance metrics, such as delivery quality, pacing, rejection rates, and other critical indicators. This data will guide our strategies for future campaign allocations.



## **Execution and Delivery:**

Partners are selected based on their ability to meet client expectations regarding outcomes and pacing objectives, ensuring timely and effective execution.



## **Industry Specificity:**

Partners must provide targeted solutions tailored to meet the unique needs of specific industries.



## **Data Privacy and Compliance:**

Partners must demonstrate verifiable compliance with all relevant data protection regulations and audience consent laws.

# Engagement Metrics and Business Outcomes

## **Emphasizing Results:**

Providers are required to present clear and detailed reports on audience engagement and account scoring. These metrics must correlate with ideal account profiles, illustrating their actual effect on critical business outcomes such as:

- Pipeline development
- Revenue generation
- Return on investment (ROI)/ Return on ad spend (ROAS)

## **Its Importance:**

Comprehensive insights into audience interactions and account scoring are vital. Providers should thoroughly document and clarify the connections between engagement metrics and business performance, empowering marketers to make informed, data-driven choices.

Understanding how audiences respond to content and the direct influence of these interactions on sales and revenue is crucial. Without this clarity, justifying marketing expenditures and refining future campaigns can feel like a gamble.

## **Commitment to Transparency:**

Transparency is essential in this realm. It allows marketers to monitor and quantify the concrete value produced by their initiatives, fostering a culture of continuous enhancement and accountability.

## **Standards:**

Providers are expected to deliver transparent reporting on engagement metrics and account assessments, demonstrating their effects on business results, including pipeline contributions, revenue increases, and ROI/ROAS.

## Why It's Critical:

Understanding audience engagement and its impact on business performance is crucial for data-driven decisions. Justifying marketing investments becomes challenging without transparent insights, campaign optimization is hindered, and overall returns suffer.

Consistent tracking and reporting on these metrics are vital for maintaining accountability and fostering continuous improvement.

## Questions to Evaluate Vendors:

- How do you measure and report on audience engagement?
- Can you provide insights into your account scoring methods?
- How are these metrics tied to business outcomes such as pipeline growth and revenue generation?

## How to Assess Providers:

- Seek vendors who provide accurate and clear insights into audience engagement and behavior.
- Ensure that account scoring aligns with your ideal customer profile (ICP) and business objectives, maintaining transparency throughout the evaluation process.

## Standard Requirements:

- **Engagement Metrics:** Vendors must offer detailed metrics, including content downloads, form submissions, webinar sign-ups, and video completion rates.
- **Scoring Transparency:** Vendors should present account scoring that aligns with ICP criteria, achieving at least 80% accuracy in identifying high-fit accounts.
- **Business Impact Reporting:** Reports must encompass metrics related to pipeline contribution, revenue growth, and ROI/ROAS and be supported by clear documentation.

# The Way Forward

**Revnew enables marketers to concentrate on their strategic objectives** while we effectively handle all program operations.

## Quality Input

We ensure meticulous setup and management of target account lists. Our extensive intent data allows for improved targeting, helping marketers reach the right audience precisely.

## Quality Execution

We maintain rigorous standards for our partners, ensuring that program execution is smooth, adheres to established processes, and delivers exceptional results.

## Quality Outcome

Utilizing advanced lead validation technology, we guarantee that the leads generated are thoroughly vetted and of high quality, driving measurable business impact.

## Premium Customer Service

Revnew offers comprehensive support, from campaign deployment and optimization to long-term strategic consulting.

## Conclusion: Commitment to Transparency

By sharing this report, we aim to establish a benchmark for content syndication and lead generation providers, emphasizing the importance of transparency within the industry. By openly sharing our methodologies and commitment to these standards, we aim to foster trust and confidence among our clients and partner network.

