**Your Opinion on Demand Generation is Worth $50 to Us! (E-Mail Title)**

**April 14th 2014**

**Jack Jones**   
VP of Marketing

ABC Industries

**Omnicom releases The Deadliest Gaps in B to B Marketing through IMTS Research**

Dear Mr. Jones

Recently the Kern Agency a division of Omnicom contracted IMTS to interview 151 marketing executives to identify the biggest gaps faced by B to B Marketers. We combined the interview data with secondary research from respected sources including Ad Age, Sirius Decisions, Forrester Research and eConsultancy to bring these findings to you.

Based on your Online profile and Job title we would like to invite you to participate in our research Panel. We would ask for the opportunity to present the findings to you in a 30 minute call. As a panelist you will receive through marketing benchmark evaluation from the Kern agency which will highlight and benchmark your current B to B processes against industry standards.

IMTS will also invite you to participate in a short 8 question opinion poll after you view the research based on a soon to be released book titled “The Eight Pillars of Demand Generation” which is a definitive guide to B to B marketing. For a pre-release preview please click on the hyperlink above.

IMTS Global Research will send you a **$50 Amazon.com** gift card via e-mail as a way for us to Thank-You for sharing your valuable professional insights should you decide to take the opinion poll….. participation is of course optional. We have however, discovered a number of facts and trends we believe that you can use immediately to improve the impact of your marketing programs.

To learn the details on the study to be presented please visit (Landing Page URL)

We will contact you to arrange this free learning opportunity or you can schedule a call by filling out the information box below. This offer is strictly focused on executives with the experience and position we are looking forward to your participation.

Sincerely,

IMTS Global Research

Name

Phone

E-Mail Address

Time and Date