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

**April 14th 2014**

**Jack Jones**   
VP of Marketing

ABC Industries

**KERN, An Omnicom Agency, releases The (7) Deadliest Gaps in B to B Marketing through IMTS Research**

Dear Mr. Jones

151 Marketing Executives were just interviewed by IMTS research, on behalf of KERN, An Omnicom Agency, to identify the biggest gaps facing by B-to-B Marketers given the dramatic changes in buyer behavior.

We combined this interview data with secondary research from respected sources including Ad Age, Sirius Decisions, Forrester Research and eConsultancy to generate a new set of findings, which is now available for your review.

Based on your online profile and professional title, we would like to invite you to participate in the 2nd phase of the research.

We believe our research has discovered a number of new facts and trends we believe you can use to improve the impact of your marketing programs. We would like your professional opinion and validation of these findings.

As a participant, we initially ask for the opportunity to present these new findings to you in a 20 minute call.

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

Then IMTS research will also invite you to participate in a short 8 question assessment (right after you view the research) based on a the soon to be released book titled “The Eight Pillars of Demand Generation for Revenue Acceleration” . This new book, will be the one of the more comprehensive resources on B to B marketing released in 2015.

For an executive preview please click on the link above.

As a thank you for your time and sharing your valuable professional insights on our findings, IMTS Global Research will send you a **$50 Amazon.com** gift card via e-mail should you decide to take the 8 question assessment. Your participation is of course optional.

Additionally, as a panelist you are also entitled to receive a comprehensive b2b demand generation benchmark evaluation from the Kern Agency which will assess your current B to B practices processes against your peers and industry best practices.

We will contact you to arrange this free learning opportunity or you can schedule a call by completing the information box below.

This offer is strictly focused on executives with your experience and position; we are looking forward to your participation.

Sincerely,

IMTS Global Research

Name

Phone

E-Mail Address

Time and Date