



# Secrets to Bypassing Gatekeepers and Reaching C-Level Executives

## ROI Matters Most

Compare revenue from syndicated leads against total syndication costs for clear profitability insights.



## Qualify the Quality

Track job titles, industries, and SQL rates to assess if leads fit your ideal profile.

## Traffic Truths

Analyze referral traffic to pinpoint top-performing syndication channels and partner effectiveness.



## Conversion Chronicles

Monitor funnel progression to optimize content and campaigns at every stage.

## PMG B2B's Expertise

We track the right metrics, refine the strategy, and drive measurable success for you.



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