

»» Interactive Digital Deployments ««

Unlike traditional press releases, Interactive Digital Deployments are unique and interactive. They fuse the creative and storytelling aspects of advertising with comprehensive product information and multimedia, including video

UNIQUE BENEFITS:

- ▣ Your IPS or Infographic created by our design professionals through a collaborative process
- ▣ Hosted for one year on our brand website
- ▣ Equipped for embedding on your company website or Facebook page, or for use as a sales tool
- ▣ Promoted to a targeted email list of industry professionals
- ▣ Includes deployment leads and analytics

CHOOSE FROM:

- ▣ **1. Interactive Product Spotlight:** Highlights a client's product OR content (case studies, white papers, etc.) in a scrolling or multi-page format.
- ▣ **2. Editorial Infographic:** Uses content provided by our brand editorial staff.
- ▣ **3. Conversion Infographic:** From a client's images/ text, or directly from their own infographic.

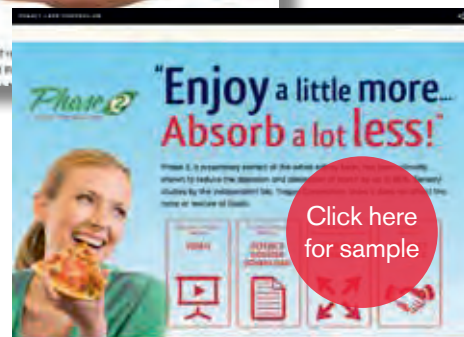
YOU CAN INCLUDE:

- ▣ MARKETING COLLATERAL
- ▣ PHOTOS + VIDEOS
- ▣ BRANDING GUIDELINES
- ▣ CASE STUDIES, TESTIMONIALS, WHITE PAPERS

GETTING STARTED:

- ▣ Reserve your Interactive Digital Deployment through your sales representative
- ▣ Send us your product media and our publishing team will custom-build your Interactive Digital Deployment, host it and promote it to our subscribers

visit www.bnpsolutions.com/services/orangetap to find out more.



Limited Availability: Only one IPR will be deployed to ASSEMBLY e-subscribers per month



orangetap

Contact your Sales Representative to start your Interactive Digital Deployment campaign

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