

INFORMATION PACK

Pelago Solus

Improve Brand awareness

Is your brand craving a visibility boost?
Do your leads need that extra touch of nurturing?

Mixology Digital can help. Introducing Pelago Solus, a revolutionary addition to our product lineup. Pelago Solus is the perfect solution for enhancing your brand's exposure. It's an intent-backed CPM e-send with the overall mission of boosting your brand's exposure.



mixology-digital.com

How will it benefit you?

- Boost your brand's visibility
- Develop trust and thought leader positioning
- Precision targeting exclusively to your Ideal Customer Profile (ICP) and/or Target Account List (TAL)
- Nurture leads with an additional touch
- Drive more traffic to your website's landing page
- Easily monitor and track engagement
- Prioritised by intent for higher conversion potential

What do we need from you

This service is perfect for businesses operating in sectors like IT technology, FinTech, MarTech, HR Tech and SaaS.

These industries are competitive, and thought leadership tailored to our database would help increase engagement, conversion and campaign performance.



Target audience
(TAL, job title, geo,
industry, company
size)



Link for promotion
(e.g., website page or
webinar)



Email body
(150-200 words)



Email header image
(Width:1024px,
Height:524px)



Preferred subject line
(or we'll provide one)



**Optional: Tracking
pixels and intent
keywords**

Why choose Mixology Digital

- Benefit from our AI and predictive analytics to reach in-market professionals effectively
- Combine with our intent-first content syndication for a full funnel approach
- Our Campaign Management team, work with you directly to build your previews, and share the metrics report on a weekly basis

FAQs

Is there a maximum number of Pelago Solus sends per day?

Yes, the maximum daily limit for Solus sends is 30,000 to 35,000.

What should the CTA link to?

The destination page should directly link to a website, and it should offer content without requiring form submissions. Our goal is to make the content easily accessible to the audience.

Can we get any top-line insights on the audience?

Yes, we can provide top-line insights, including job titles and industries. For example, "We've observed the highest response and click-through rates from recipients at Manager level within the Finance industry".

FREE WEBINAR
A Buyer's Guide to HR Tech: Selling the Value Story of Your Next HR Initiative

April Marcot
Chief People Officer
McArthur
Don't spend it. Spend it differently.

Gerardo Contreras
Director of Marketing
enboarder

**A Buyer's Guide to HR Tech:
Selling the Value Story of Your Next HR Initiative**

Maximize your HR Initiatives with strategic tech solutions

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Discover the key considerations that can make or break your HR tech decisions, including the benefits, costs, and risks associated with different solutions.

About Mixology Digital

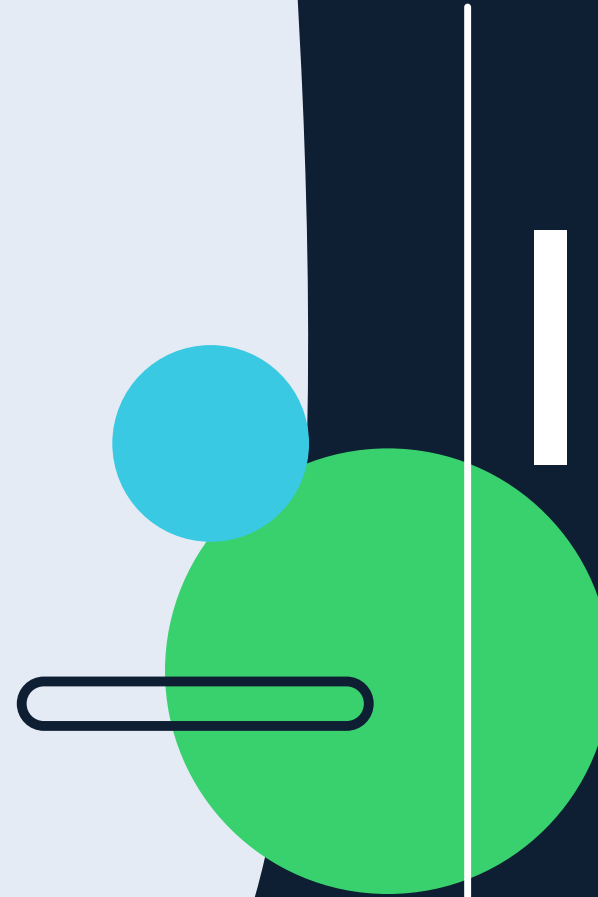
At Mixology Digital, we believe people are the most important part of every B2B interaction. With a focus on understanding your unique needs, we tailor our strategies to ensure your message resonates and engages.

Our team is passionate about helping you create impactful campaigns that foster meaningful connections. We prioritise personalised approaches, ensuring your marketing efforts are not just effective but also genuine.

With 95%+ data accuracy and our custom-built AI tool, discover how we go above and beyond to help you build powerful relationships with your target market. We're here to support you every step of the way, turning your vision into reality with a human touch.



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