

Dell eBook

lifehacker

Aug 2014

Making Mobility Real

How To Choose The Right Tech For Your Business



Campaign Overview

- 1 CO-BRANDED MAKING MOBILITY REAL EBOOK
- 2 PROMOTION AND LEAD GENERATION

With Work & IT Pro prominent content channels on Lifehacker, Dell teamed up with the brand to reach a targeted and niche audience of Business Decision Makers.

Leveraging the unique editorial tone and custom publishing format of the site, a custom Making Mobility Real eBook was created and promoted across the site.

In exchange for the eBook download, Lifehacker readers filled in a short set of questions about themselves, offering Dell valuable data to use after the campaign to target a niche, engaged audience with specific messaging regarding their products.



How To Choose The Right Tech For Your Business: Lifehacker's Free New Ebook

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Download The Lifehacker 'Making Mobility Real' ebook... FREE

First And Last Name: *

Job Title: *

Company Name: *

Which of these topics are you interested in learning more about from Dell? *

Postcode: *

Email: *

I'm interested in being kept up to date with new products and special offers from Dell* * * Required to download. If you opt-in, your personal information will also be shared with Dell so that they can inform you of new products and special offers

Should you let staff choose their own devices? What hardware specs matter most? How can you take advantage of the benefits mobile technology offers while minimising the security risks? Lifehacker has answered these questions and more in a free new ebook that you can [download right here](#).

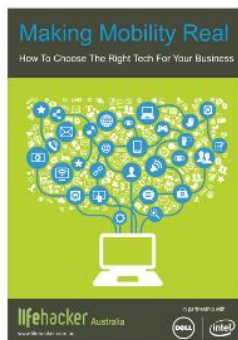
Mobility picture from Shutterstock

Making Mobility Real is a comprehensive ebook guide to selecting the best technology to meet current and future business needs in a world where there are more choices than ever and many mobile devices have to operate both inside and outside the office.

The emphasis is on practical how-to advice on the issues businesses need to consider to ensure their mobile technology choices are functional, secure and easy to manage.

The ebook collects together our best tips on how to choose mobile devices and how to deploy them so that they're secure. Topics covered include:

- Why you need a mobility policy
- Should you let staff choose their own devices?
- Why data matters more than devices
- The top 5 rules for mobile security
- The device specifications that really matter
- How to save money buying mobile devices
- How can you justify mobile security expenditure?



To download your free copy of the full ebook (available in PDF and .mobi formats), simply fill out the form below:

Making Mobility Real

CUSTOM EBOOK CREATION TARGETING BDMs

Total Downloads

300

14 CONTENT POSTS: PROMOTING EXTRACTS FROM THE EBOOK

Page Views

20,025

Average Dwell Time

02:05

Shares

217

Final Summary

Despite there being lots of fields in order for people to download the free eBook, 300 strong leads was a great result for Dell. They specifically engaged the right audience for their campaign, and aligned themselves with high quality, relevant content that engaged and educated BDMs.

20,025

Total page views on
exerts from the eBook
promoting the
download

300

Downloads in total

43,566

Minutes spent engaging
with eBook extracts
onsite

0.07%

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