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ENTENTION
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DIRECT ENTENT

AC Business Media Launches *ENTENTION Data Insights*, an Integrated First-Party Audience Database, in Conjunction with *DIRECT ENTENT*

AC Business Media announced the launch of its powerful audience database, ENTENTION Data Insights, which is the powerhouse of ACBM's new program, DIRECT ENTENT — a customizable direct messaging journey which utilizes the databases' integrated audience behaviors.

Fort Atkinson, Wis., April 26, 2022 — AC Business Media (ACBM) is proud to announce the launch of *ENTENTION Data Insights* — an integrated first-party audience database with nearly three million profiled decision makers across heavy construction, asphalt, concrete, paving, rental, sustainability, landscape, manufacturing, logistics, and supply chain markets.

Utilizing the database's unparalleled segmentation capabilities, ACBM is able to provide its clients with *DIRECT ENTENT*, a sophisticated email marketing program which drives highly targeted marketing messages directly to a current or prospective customer's inbox.

The program serves as the fuel for all Content Syndication, Lead Generation, Brand Awareness, and Thought Leadership initiatives — allowing clients the ability to drive demand and market growth faster than ever before.

“Marketers that leverage true, first-party data around both behavioral and demographic context have an incredible command of a journey-based messaging campaign in front of their ideal target prospect,” says Ron Spink, Chief Executive Officer, AC Business Media. “*ENTENTION Data Insights*, and our affiliated targeting products, accomplish just that – validating direct campaigns with unmatched insights and buyer-intention signals across heavy equipment, infrastructure, and supply chain segments.”

ENTENTION Data Insights provides clients the ability to segment based on a single data point or merge any combination of behavioral data, contextual data, conventional B2B demographics/firmographics, and contact data to pinpoint a highly targeted engaged audience.

“We all know that B2B first-party data is critical when connecting buyers and sellers and becoming even more relevant due to third party cookie restrictions, but what's even more powerful than baseline first-party data is having a database — *ENTENTION Data Insights* — that houses hyper-focused first-party audience profiles, deep demographics, engagement trends, and contextual insights,” says Ronda Hughes, Vice President of Marketing and Audience Development, AC Business Media. “I'm honored to be a member of AC Business Media's data team and excited to impress our partners with the targeted results from our *DIRECT ENTENT* campaigns.”

With the ability to segment audiences in real time, ACBM can work with clients to understand the size and scope of their potential target markets, create new pathways to customers with our customized products, direct marketing messages to a highly targeted audience, drive qualified website traffic, conduct proprietary research for product development, and narrow their sales efforts on highly qualified leads.

With ACBM, companies have the ability to synchronize their messaging across multi-media platforms, including print, email, website, newsletters, events, and social media — utilizing programs such as ENTENTION, a suite of lead generation platforms that apply a content and information centric approach to demand generation, as well as DIRECT ENTENT, the new email marketing program designed to target the right people with the right message.

For more information regarding *ENTENTION Data Insights* and *DIRECT ENTENT*, visit <https://www.acbusinessmedia.com/entention>

About AC Business Media

As one of America's top business-to-business media companies, [AC Business Media](#) reaches millions of professionals annually and leads the way in providing targeted content to top decision-makers and organizations. With a portfolio of renowned brands in heavy construction, asphalt, concrete, paving, rental, sustainability, landscape, manufacturing, logistics, and supply chain markets, AC Business Media delivers relevant, cutting-edge content through its industry-leading digital properties, trade shows, videos, magazines, webinars, and newsletters. It also provides advertisers with the analytics, data, and ability to reach their target audience.

About *ENTENTION Data Insights*

ENTENTION Data Insights is an integrated first-party audience database with unparalleled segmentation capabilities. Clients benefit from comprehensive segmentation using single data points or any combination of behavioral data, contextual data, and conventional B2B demographics/firmographics and contact data to pinpoint engaged targeted audiences. *ENTENTION Data Insights'* first-party demographics, firmographics, and contact information totals nearly 3 million profiled decision makers across heavy construction, asphalt, concrete, paving, rental, sustainability, landscape, manufacturing, logistics, and supply chain markets. Learn more at <https://www.acbusinessmedia.com/entention>

About *DIRECT ENTENT*

DIRECT ENTENT is a sophisticated email marketing program that includes email marketing consultation services and expert reporting/analytics, coupled with a white glove treatment approach. *DIRECT ENTENT* is a product of AC Business Media's *ENTENTION Data Insights* database, which provides a highly targeted audience using data driven information to help clients interact more effectively with their current and prospective customers by driving targeted marketing messages directly to their inbox. *DIRECT ENTENT* is the fuel for all Content Syndication, Lead Generation, Brand Awareness, and Thought Leadership initiatives across various industries. Learn more at <https://www.acbusinessmedia.com/entention>