



## ISV Comparison Showcase Pay Per Lead Pricing FAQ

### 1) Why are you offering both a flat fee and a Pay Per Lead (PPL) option?

We believe that offering the Pay-Per-Lead (PPL) model presents a flexible alternative for participating ISVs, effectively helping to further reduce the risk associated with paying for unqualified leads. For the PPL model, sponsors can define their criteria for acceptable leads in advance and are only charged for those that meet their specifications. However, we acknowledge that some companies prefer a more predictable expense structure and may opt for a flat fee arrangement instead.

### 2) How are the Comparison Showcases different than past Showcases?

We've been doing ISV Showcases for a few years with sessions having five non-competing vendors. We recently did our first Comparison showcase in February, and it was hugely successful, so now we are going to try more of those. Think of it like a product shootout—but more friendly. This format seems to resonate best with the audience.

The main benefit for sponsors is that the leads will be more qualified because you know they are interested specifically in your focus area.

### 3) What is the average registration count? How many leads will I get?

Historically, our ISV Showcases attract around 80 attendees. However, with the Pay-Per-Lead (PPL) model, you only incur costs for the leads that meet your specified criteria.

For instance, at the AP Automation for AX/FO Comparison Showcase in February 2024, the registration data was:

- North America Users: 45
- North America Partners: 29
- International Users: 38
- International Partners: 30
- Other categories: 4

Under the PPL model, if you specified interest in Dynamics 365 Finance/AX users from North America, you would have been billed for 45 leads, resulting in a cost of \$2,925 (\$65 per lead). Conversely, if your criteria included both Users and Partners in North America, you would have been charged for 74 leads, amounting to \$4,801.

*Note: Results vary based on the Showcase.*

### 4) If I choose the flat fee option, will I receive the full list of registrants/attendees?

Yes

**5) If I choose the pay-per-lead option, will I still receive the full list of registrants/attendees?**

No, you will only receive the data of leads that meet your pre-defined criteria.

**6) Can I set a maximum budget for PPL?**

Yes, but it must be more than the flat fee price. You will receive leads in chronological order up until the maximum is reached.

**7) What criteria can I choose for what qualifies as a lead I will pay for?**

You will select your lead criteria in advance. You can select:

- Product - (BC, GP etc..) For the showcases, the product is already set based on the focus of the showcase.
- Audience – Choose User, Partner or Both
- Geography – Choose North American, International or Both

Note: We do not segment by industry for the showcases.

**8) Which companies will I NOT pay for, even if they fit my lead criteria?**

Anyone you invite who registers with your unique registration code will not be counted as a paid lead. Registrants who are your direct competitors or employees will not be counted as paid leads.

**9) If my existing customer/prospect registers, do I need to pay for this lead**

You will not be charged for leads that register using your unique registration code, as these are considered direct invites from you. However, if your existing customers and/or prospects register through our general link, it indicates that our marketing efforts contributed to their attendance. In such cases, you would be charged for the lead. Leads will not be disqualified based on prior acquaintance with the person or company.

**10) When will we receive the leads, and what format/data will be included?**

MSDW will send the data in Excel the day after the session airs. On-demand leads are collected for 30 days and will be sent weekly. The data you receive is what is collected on the event registration page:

Name, Email, Company, Country, Role (Partner, user)

For the pay-per-lead option, the leads will be sent as soon as your payment is received.

**11) When do you bill for the session?**

PPL model - MSDW (Guidepoint Media) will send an invoice for a \$500 non-refundable deposit when you reserve your spot. After the session, your lead count will be calculated, and an invoice will be sent minus the deposit. After the 30-day on-demand period ends, the lead count will be calculated, and another invoice will be sent.

Flat Fee model - you will be billed the full amount before the start of the program.

## 12) How many leads will we get from the on-demand promotion?

Historically, we have seen about 20% more registrations for on-demand sessions, but every session is different.

## 13) How are the sessions promoted?

The sessions are promoted by MSDW and ERP Software Blog/CRM Software Blog. This includes:

- Series of 3 dedicated email blasts by MSDW to targeted groups of their 100K+ site members.
- Series of blog posts and social media promotion by ERP/CRM Software Blogs.
- Inclusion in MSDW "Upcoming Events" email.
- Posting on "Live Events" section on MSDW and ERP Software Blog
- Recorded webcast posted to MSDW video library.
- Inclusion in MSDW "New On-Demand Webcasts" email.
- All promotion includes your company logo/URL

## 14) Is the session live?

No, MSDW calls it "simulive". You give us a 10-minute recorded demo of your product. Recorded demos are spliced together and a MSDW moderator is added to feel like a "live" webinar.

- Each Showcase Session is run three times in one day and then available on-demand on MSDW.
- You receive the full contact and profile information for all registrants to the live events and on-demand leads for 30 days that fit your pre-defined criteria.

## 15) Can I watch a sample?

You can watch a previous Showcase session at the bottom of the page here:

<https://www.groupbloggers.com/group-webinars-isv>

## 16) What is the deadline to sign up?

As soon as we fill the five slots, sign-up is closed. Registration is officially closed four weeks before the session air date. A session with fewer than four slots filled may be canceled or rescheduled.

## 17) When is the recorded demo due? How do I send it?

The recorded demo is due three weeks before the session air date. MSDW will send you guidelines on how to make and send the video.

## 18) Do webinars even work anymore?

MSDW hosts more than 150 sponsored webinars per year. In 2023 MSDW experienced a surge in webcast engagement:

- \* 23% increase in registrations
- \* 29% increase in total attendees
- \* 63% increase in leads generated from on-demand webcasts

[Get more details.](#)

**19) My competitors will get the same leads, how can I be sure I get value?**

The secret is in your follow up and nurture strategy. Review the tips at [5 Proven and Effective Ways to Follow Up with Webcast Leads](#)

**20) Can I dispute what qualifies as a lead after I get the list?**

Your lead criteria must be set in advance and cannot be changed after you see the results. While we will make every effort to be reasonable, MSDW will have final say on what qualifies for payment based on the criteria you define.

**21) How do I sign up?**

Download the media kit at <https://www.groupbloggers.com/group-webinars-isv>, fill in the sign up form and email to [aberezin@msdynamicsworld.com](mailto:aberezin@msdynamicsworld.com). (Or ask Anya to email it to you)