

Law

Business

Research



John Lewis





Who are Law Business Research?

- Launched in 1996
- Law Business Research began as a benchmarking firm, ranking the world's leading lawyers before expanding into editorial vertical subscription brands.
- We offer information services across a variety of commercial law markets; competition, arbitration, investigations, restructuring and insolvency and our horizontal view of the Latin American corporate law landscape.

How do we do that?



1. Subscriptions News + Editorial



2. Benchmarking

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GCR
GLOBAL COMPETITION REVIEW

100

GIR
Global Investigations Review
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R R
Global
Restructuring
Review

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LATIN LAWYER 250

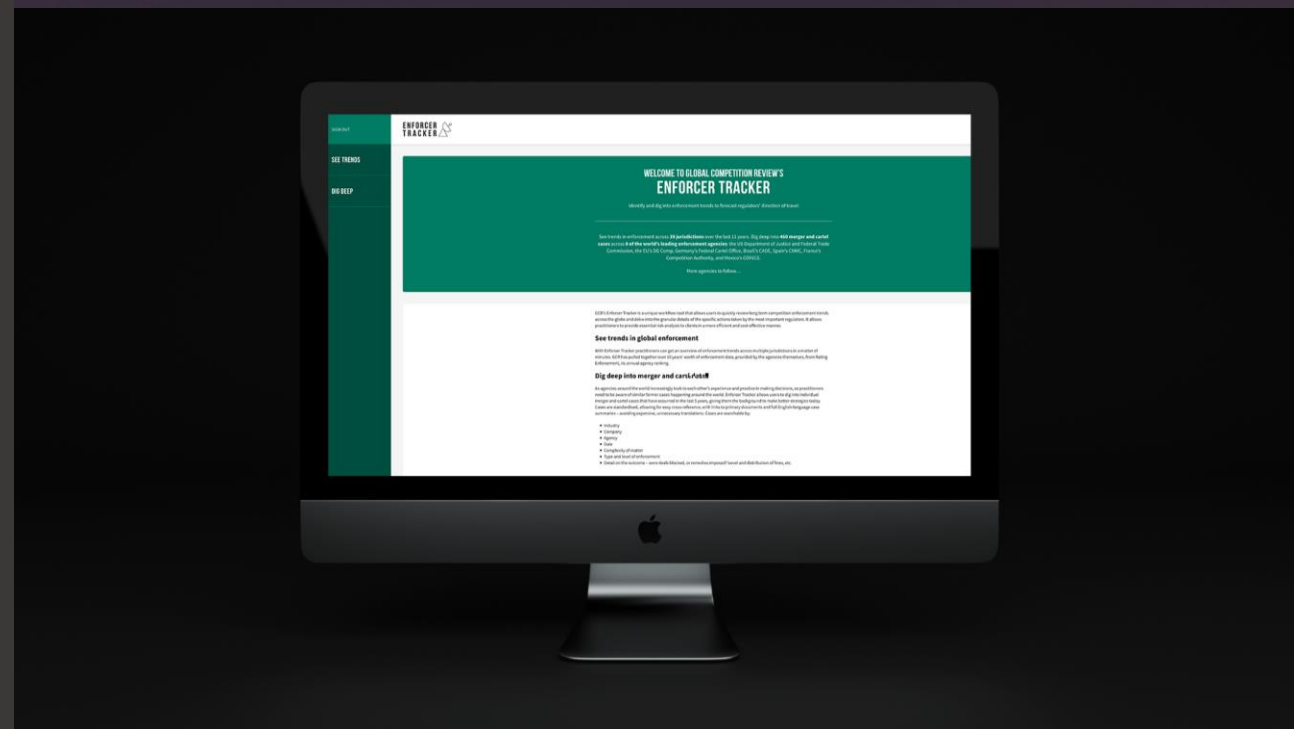
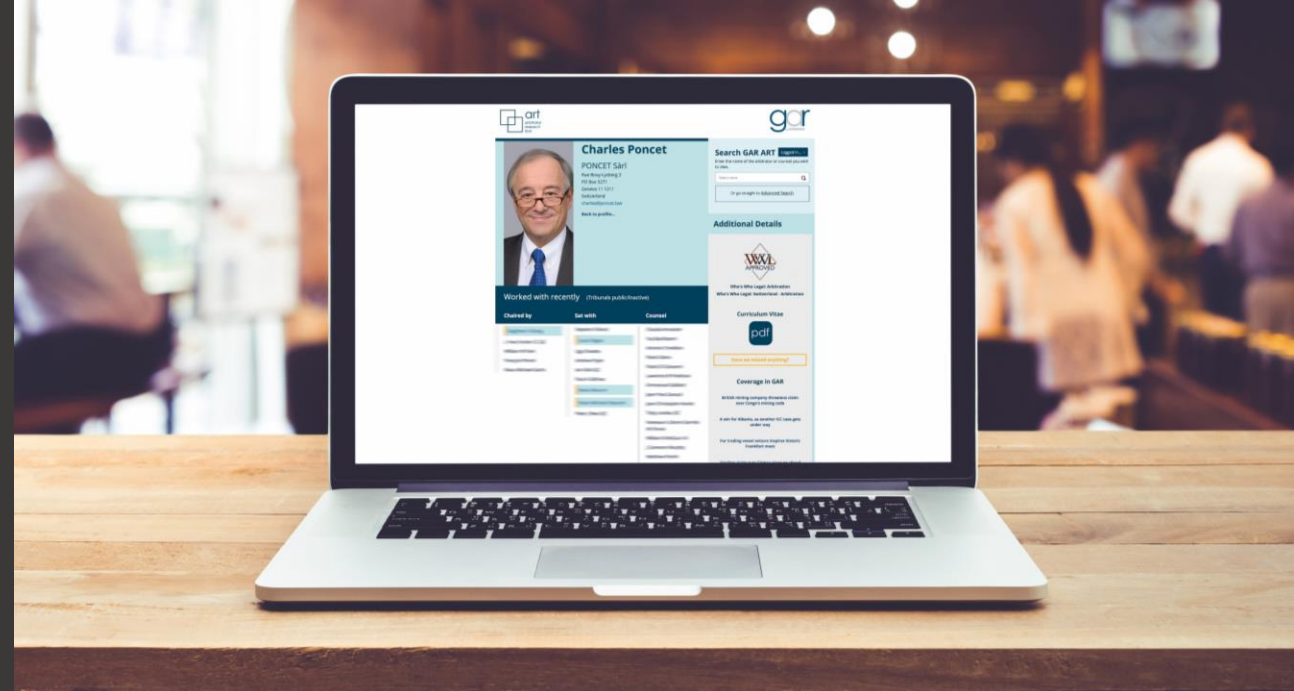
3. Paid Content



4. Events + Awards



5. Research Tools



- We didn't have a clear customer view
- Our Email platform sat in isolation from Workbooks CRM
- GDPR was knocking on the door
- Marketing and sales processes were different across the business....Marketing was a **bad** word



Generate more revenue

A study by Marketo revealed that businesses with a strategic lead generation practice achieved **133%** greater sales revenue.

HBR - 18% difference in revenue growth between companies that defined a formal sales process and companies that didn't.



Be more efficient

Instead of finding customers through research and mass email blasts, we also need to focus on being found and learn to build continuous relationships with buyers.





1. Design and build preference centres by brand.
2. Integrate GatorMail with Workbooks to send our daily briefings and marketing emails.
3. Deploy technology to aid lead generation – Online Activities aka GatorLeads.
4. Run marketing automation workflows to cold and warm leads.




GCR

Global Competition Review: Providing trusted intelligence to the competition community for over 20 years.

Sign up to receive regular content emails from Global Competition Review, including news of the most crucial developments in competition law and enforcement worldwide, our assessment of enforcers and practitioners, and in-depth analysis helping readers to understand the direction of travel and how it affects them.

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Submit your details


Mr

Matthew Mortimer

matthew.mortimer@lbresearch.com

Marketing / BD Law Business Research

United Kingdom

 cqzf

Submit

By completing this form, you agree to us using your provided data in accordance with our [Privacy Policy](#)

Matthew Mortimer

Main
Summary (1000+)
Notes (0)
Activities (0)
Emails (0)
People (0)
Organisations (2)
Opportunities (0)
Transactions (0)
Cases (0)
Mem

Save & Close
Save
Download
Send Email
New
Delete
Watch
Merge
Enrich
View

IDs

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Title	<input type="text" value="Mr"/>
Name	<input type="text" value="Matthew Mortimer"/>
Alternate Names	<input type="text"/>
Job Title	<input type="text"/>
Job Role	<input type="text" value="Marketing / BD"/>
Employer	<input type="text" value="Law Business Research Ltd"/>
First Name	<input type="text" value="Matthew"/>
Middle Name(s)	<input type="text"/>
Last Name	<input type="text" value="Mortimer"/>
Salutation	<input type="text" value="Dear Mr Mortimer"/>
Preferred language	<input type="text"/>
Special requirements	<input type="text"/>

Main Contact Details

Street address	<input type="text"/>
Town	<input type="text"/>
County/State	<input type="text"/>
Postcode/Zipcode	<input type="text"/>
Country	<input type="text" value="United Kingdom"/>
Telephone	<input type="text"/>
Direct Dial Number	<input type="text"/>
Mobile	<input type="text"/>
Fax	<input type="text"/>
Email	<input type="text" value="matthew.mortimer@lbresearch.com"/>

Details

Matthew Mortimer

Main Summary (1000+) Notes (0) Activities (0) Emails (0) People (0) Organisations (2) Opportunities (0) Transactions (0) Cases (0) Mem >

Save & Close Save Download Send Email New Delete Watch Merge Enrich View

Preference Centre Opt Ins

These are Read only fields only to be updated by Gatormail

- GTDT Preference Centre
- GDR Preference Centre
- GAR Preference Centre
- GRR Preference Centre
- GIR Preference Centre
- GCR Preference Centre
 - GCR Daily Briefing
 - GCR USA Briefing
 - GCR Events
- Latin Lawyer and LACCA Preference Centre
- WWL Preference Centre
- TLR Preference Centre

More Information

MAILING



Data Sync

Gator Contacts



GatorMail



Reports



People & Sales Leads



MAILSHOTS

GatorMail Campaign Created via API



Matthew Mortimer

Main Summary (1000+) Notes (0) Activities (0) Emails (0) People (0) Organisations (2) Opportunities (0) Transactions (0) Cases (0) Mem

New Export Filters View

	Object type	Context	Subject	Updated by	Updated at
+	Online Activity	Directly linked	Sent Global Data Review Headlines - Test	Automation	28/09/201:
+	Online Activity	Directly linked	Click Through http://globalinvestigationsreview.com/short-cut/2018/sept...	Automation	28/09/201:
+	Online Activity	Directly linked	Click Through http://globalinvestigationsreview.com/article/jac/1174931/...	Automation	28/09/201:
+	Online Activity	Directly linked	Sent Brazil to create social fund with Petrobras settlement money	Automation	28/09/201:
+	Online Activity	Directly linked	Sent Petrobras settles FCPA case	Automation	28/09/201:
+	Online Activity	Directly linked	Sent Deal signals end to cases over Egypt-Israel gas supplies	Automation	27/09/201:
+	Online Activity	Directly linked	Sent Uber's record settlement	Automation	27/09/201:
+	Online Activity	Directly linked	Sent FRP partners sued over "flawed" Force India administration sale	Automation	27/09/201:
+	Online Activity	Directly linked	Sent Temporary unions are not per se cartels, Spanish court rules	Automation	27/09/201:
+	Online Activity	Directly linked	Sent Temporary unions are not per se cartels, Spanish court rules - Test	Automation	27/09/201:
+	Online Activity	Directly linked	Sent GDR's most-read stories in September	Automation	27/09/201:
+	Online Activity	Directly linked	Email Opened Now available from The Law Reviews: The Dominance and ...	Automation	27/09/201:
+	Online Activity	Directly linked	Sent ART - Areas of Specialist Knowledge	Automation	27/09/201:
+	Online Activity	Directly linked	Sent German court can't punish Kuwait Airways for Israeli passenger ban	Automation	27/09/201:
+	Online Activity	Directly linked	Sent German court can't punish Kuwait Airways for Israeli passenger ban	Automation	27/09/201:

Page 1 of 10 | Displaying 1 - 100 of 1000+ »

GatorLeads

	Page Type	Points
Low Value (LV)	Home pages, news articles, search page, miscellaneous page i.e. RSS, Email Pref, Meet the board etc	2
Browsing Value (BV)	Editors picks, most read, landing pages for events, news, practitioner insight and surveys, any value under 'All Articles' drop down	5
Engaged Value (EV)	Specific product / service pages: 100s homepage, benchmarking reports, co-pub titles, upcoming conferences and conference reports	10
Interested Value (IV)	Workflow tools, specific conference pages, specific chapters in co-pub, specific firms in 100s, Sign up to Alerts, 'Magazine' browsing page, Contact us Pages	20
Very interested Value (VI)	Any shop page, any buy now page, any 'request a quote' or subscribe page, 'magazine' purchase pages.	30

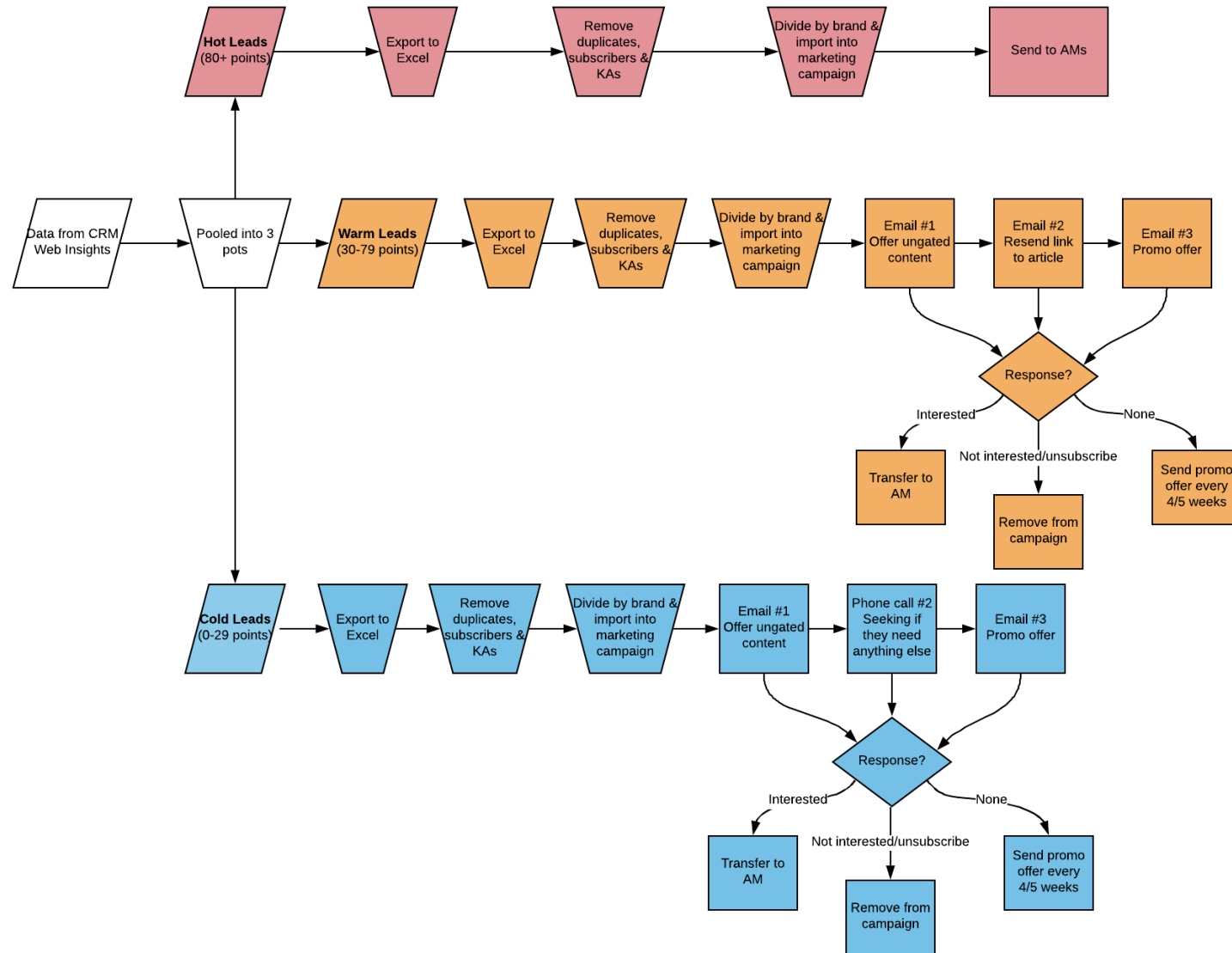
Lead Scoring	
Interested	0 - 30
Cold lead	30 - 60
Warm lead	60 - 80
Hot lead	80+

Scoring	Page	URL
2	Home page	http://globalcompetitionreview.com/
20	Sign up	http://lbresearch.com/gcr/email
30	Quote	http://globalcompetitionreview.com/quote
30	Subscribe	http://globalcompetitionreview.com/subscribe
2	USA Home page	http://globalcompetitionreview.com/usa
10	GCR 100	http://globalcompetitionreview.com/edition/1000544/gcr-100-17th-edition
5	Country Surveys	http://globalcompetitionreview.com/series/country-surveys
5	GCR Awards 2016	http://globalcompetitionreview.com/edition/1000397/gcr-awards-2016
5	40 Under 40	http://globalcompetitionreview.com/series/40-under-40

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★★★★		Law Business Research Ltd	sebastian.perry@lbresearch.com	2018-11-16 14:11	898
★★★★		boissesonarbitration.com	mtarre@boissesonarbitration.com	2018-11-16 14:08	210
★★★★		mfab-experts.com	mborrelli@mfab-experts.com	2018-11-16 13:06	180
★★★★		NYU	aac665@nyu.edu	2018-11-16 12:56	109
★★★★		Global Competition Review	Pallavi.Guniganti@globalcompetition...	2018-11-16 10:20	104
★★★★		Cascione Pulino Boulos & Santos	dcoelho@cpbs.com.br	2018-11-16 14:07	90
★★★★		MasterCard International Asia/Pacific Re...		2018-11-16 09:49	89
★★★★		Vero Screening Ltd		2018-11-16 08:53	83
★★★		Test.com Inc	test@test.com	2018-11-16 05:33	77
★★★		Herbert Smith		2018-11-16 14:06	76
★★★		AIG	xiuneegloey@163.com	2018-11-16 11:25	72
★★★		CADE	fabio.lopes@cade.gov.br	2018-11-16 13:58	68
★★★		Howse Williams Bowers	Get Contacts	2018-11-16 05:00	64
★★★		The Boston Consulting Group	dilmaghani.jian@bcg.com	2018-11-16 10:12	63





The replacement agreement for NAFTA



A “shocking reversal of decades of US policy”, says Canadian investment arbitration specialist Todd Weiler.

Complimentary access

Matthew, [subscribe](#) to keep up-to-date with the latest developments in the arbitration world.

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GXR email nurturing campaigns

Cold leads



Mon 22/10/2018 16:09

Navjot Rai <Navjot.Rai@info.globaldatareview.com>

Mr Mortimer - Your free article - GDR

To [Kate Barlow](#)

[If there are problems with how this message is displayed, click here to view it in a web browser.](#)

Hello Mr Mortimer,

I'm your Account Manager at Global Data Review and I wanted to send you a complimentary article.

As you are one of the leading IP & TMT practitioners in India, I thought one of our [recent articles](#) would be of interest. The article explores developments on the U.S. senators urging India to drop their data localisation requirements.

I'm sure these developments have been on your radar with the recent Reserve Bank directive and I'd be keen to hear your thoughts on this, as you'll be among the first to have access to it.

If you have any feedback or comments on the article, it would be great to hear back from you when you get a moment.

Kind regards,

Navjot Rai | Account Manager

Global Data Review

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E: Navjot.Rai@lbresearch.com

W: <http://globaldatareview.com>

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Tue 06/11/2018 11:33

Kate Barlow <Kate.Barlow@Info.globalarbitrationreview.com>

Matthew, access your complimentary article today

To: Kate Barlow

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Hello Matthew,

Thank you for your interest in Global Arbitration Review (GAR). As the leading expert in arbitration news, we are passionate about delivering engaging and informative daily content to our subscribers.

As a thank you for your readership, I'd like to offer you complimentary access to one of our latest articles. This article unpicks the ICC claim football club Real Madrid is bringing against a UAE sovereign wealth fund.

[Complimentary access for Matthew](#)

"What has stood out for me with GAR is there is a real intent to get to the truth of the situation."

Paula Hodges QC, Head of Global Arbitration Practice, **Herbert Smith Freehills**

I hope you find the article useful and I'm happy to discuss further at any point. Please see my contact details below.

Warm regards,

Kate Barlow | Senior Marketing Manager

Global Arbitration Review

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E: kate.barlow@lbresearch.com

W: <http://globalarbitrationreview.com>

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GXR email nurturing
campaigns

Warm leads

Hi Matthew,

We hope you have enjoyed Global Data Review's weekly email round-ups of the global marketplace for data-related work.

We are happy to announce that [GDR is now officially live](#) and providing daily updates.

Published by Law Business Research, Global Data Review (GDR) is the only publication that brings together a fast-moving area of law, encompassing data privacy, cyber-security, IT, IP, TMT, competition and AI in one comprehensive source.

The daily news service will sit alongside our full online platform and a quarterly print magazine. The first issue of the magazine is now available, featuring our inaugural 40 Under 40 survey, as well as in-depth looks at what is going on in Germany, Canada and Brazil. We have sent you a complimentary copy of the magazine and if you would like to share this with colleagues and clients, they can [download a PDF version using this link](#).

Access to GDR's content is free of charge until **October 10th 2018**. After this date you will need a subscription.

As part of our initial launch we'd also like to invite you to take advantage of a special subscription offer.

Subscribe by 10th October 2018 and you will receive **50% off the price of a subscription**.

To take advantage of this one time only offer today, [please email me](#).

All the best,

James Spearing | Department Manager

Global Data Review

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E: james.spearing@lbresearch.com

W: www.globaldatareview.com

Connect with me on [Linkedin](#)

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Hi Matthew,

I wanted to ask if you'd received your complimentary copy of Global Data Review's first magazine issue? If not, [here's the link again](#).

[Global Data Review](#) (GDR) is the only publication that brings together news on data privacy, cyber-security, IT, IP, TMT, competition and AI into one comprehensive, easy-to-use source.

[Access to GDR's content is free](#) of charge until **October 10th 2018**. After this, you'll need a subscription.

As part of our initial launch I'd also like to offer you **50% off the price of a subscription**, if you confirm before 10th October.

If you'd like to take advantage of this launch promotion, please let me know and I'll be happy to send through your bespoke quote.

Best wishes,

James Spearing | Department Manager

Global Data Review

T: 020 3780 4153

E: james.spearing@lbresearch.com

W: www.globaldatareview.com

Connect with me on [LinkedIn](#)

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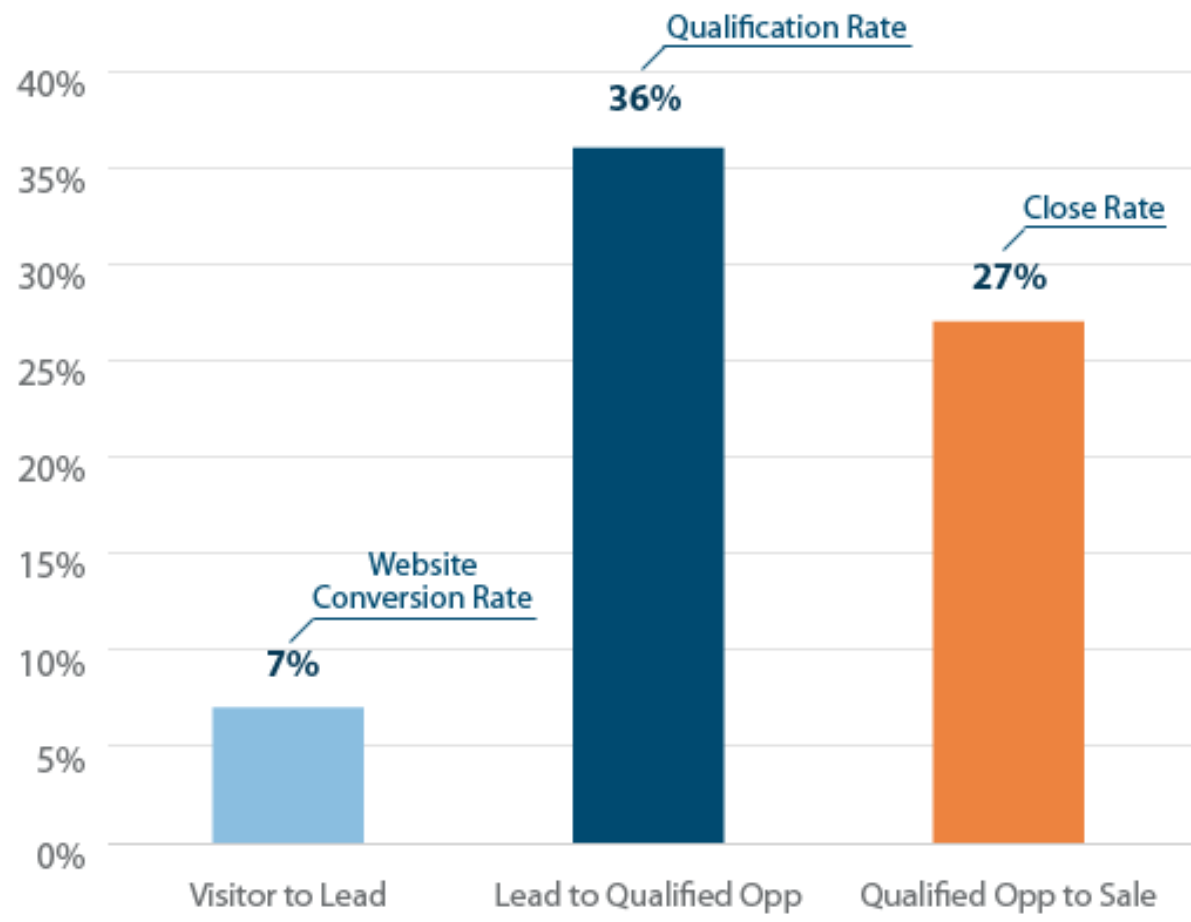
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- Improved single customer view
- Able to determine purchase intent based on browsing and action behaviour
- Improving sales and marketing process to increase ROI.



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