



SimplyDIRECT Launches Content Syndication with Embedded Survey to Deliver More Insightful, Sales-Ready Leads

SUDBURY, Mass. – January 23, 2026 –

SimplyDIRECT, a leader in survey-based B2B demand generation, is proud to announce the launch of a new Content Syndication service enhanced with a built-in three-question survey, giving marketers a faster, more scalable way to generate leads, without sacrificing buyer insight.

The new offering enables B2B marketers to distribute high-value content such as white papers, reports, and guides to targeted decision-makers while also capturing key intent signals through a short, low-friction survey. The result is not just content downloads but also context, helping sales teams understand what prospects care about, where their priorities lie, and how to follow up more effectively.

“Too much content syndication today focuses on volume over value,” said Jon Kennedy, VP of Sales at SimplyDIRECT. “We built this service to bridge that gap, combining reach with relevance. Even a few well-designed questions can dramatically improve lead quality and sales conversations.”

For marketers seeking speed and scale, the new service offers a streamlined entry point. For those seeking deeper buyer understanding — such as budget timing, vendor preferences, challenges, and purchase drivers — SimplyDIRECT continues to offer its full survey programs, which power research-based selling, account-based marketing (ABM) strategies, and market intelligence initiatives.



A Gateway to Deeper Buyer Intelligence

The three-question survey embedded in SimplyDIRECT’s content syndication offering is designed to complement, not replace, the company’s flagship in-depth survey-based demand generation programs, which engage prospects in longer, insight-rich research conversations.

Clients won’t have to choose between scale and insight. This launch reinforces SimplyDIRECT’s commitment to demand generation that listens first.

Content Syndication

Faster, scalable way to generate leads

Full Survey Programs

Deeper Buyer understanding

Built for Modern B2B Teams

SimplyDIRECT's Content Syndication with Survey is ideal for:

Marketers

Looking to improve traditional content syndication performance

Sales teams

Seeking warmer, more informed follow-ups

Organizations

Exploring survey-based demand generation for the first time.

All leads are delivered with response data attached, enabling immediate segmentation, personalization, and smarter outreach.

About SimplyDIRECT

SimplyDIRECT helps B2B marketers and sellers engage hard-to-reach decision-makers through survey-based demand generation, research-driven insights, and high-quality lead programs. By turning outreach into a two-way conversation, SimplyDIRECT enables organizations to build trust, accelerate pipelines, and make better go-to-market decisions. For more information, visit www.simplydirect.com.



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Scan the QR or [click here](#) to participate in SimplyDIRECT's Trends in Marketing Survey!

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