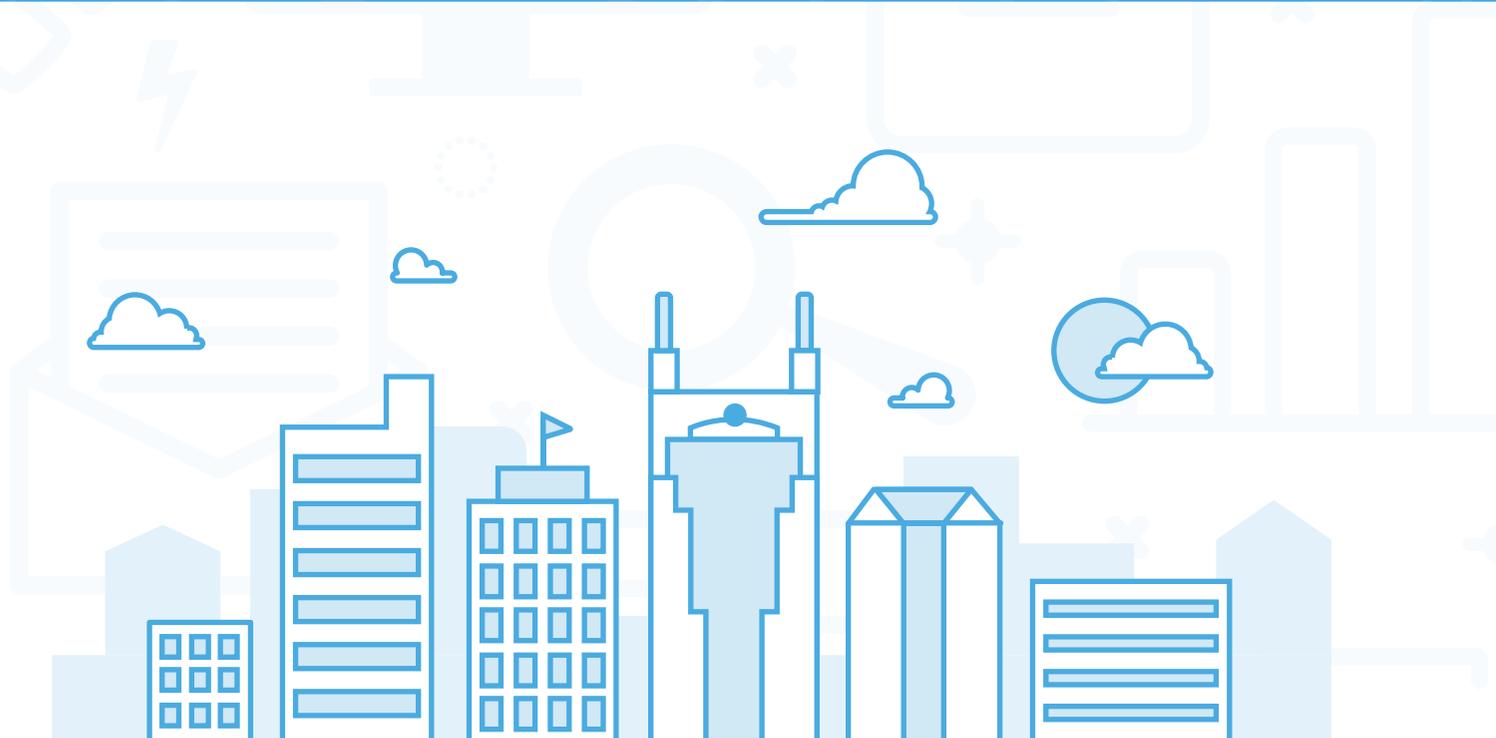


# 2020 Media Kit

TechnologyAdvice | Educate. Advise. Connect.

Learn more at [technologyadvice.com/programs/solutions-overview](https://technologyadvice.com/programs/solutions-overview)



Dear Marketer,

We are grateful about the opportunity to partner with you. We know you work very hard every day to get some of the world's best technology into the hands of companies that can benefit from it. And we are excited to help you on your mission.

We have an interesting entrepreneurial story that started in my college dorm room in 2006 when I bought a company on eBay. It took us 8 years to figure out what we wanted to be when we grew up, and that happened finally in 2014 when we became TechnologyAdvice. For the last 6 years, we have been committed to connecting buyers and sellers of business technology as effectively as possible.

TechnologyAdvice's purpose is to create opportunity. As a tech marketer, we create opportunities for you to connect with tech buyers by providing an innovative suite of solutions for you to get in front of our audience of tech buyers. Every month, we engage with more than 5 million buyers across our network of digital properties and newsletters.

It is an amazing time to work in technology and it will be amazing to see what the future holds. We look forward to serving you.

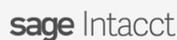
Sincerely,



Rob Bellenfant, Founder/CEO, TechnologyAdvice

## Clients We've Served

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# Who We Are

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Dedicated to educating, advising, and connecting buyers and sellers of business technology.

Educate



Advise



Connect



The business technology marketplace is diverse, and most buyers struggle to determine which options are best for them. At TechnologyAdvice, we don't think this should be such a challenge. That's why our team is dedicated to creating quality connections between buyers and sellers of business technology.

## We find the right buyers.

We work with vendors to grow their customer base through our unique lead generation, content creation, and digital advertising programs. These programs improve product awareness by placing matched solutions in front of their ideal customers using multiple touchpoints.

## Why we do it.

Our purpose is to create opportunity...

- **For technology buyers to find the best business technology.**
- **For technology vendors to connect with new customers.**
- **For our team members to grow, learn and serve others.**
- **For our community to grow and thrive.**

# Our Core Brands

Where we connect with buyers

Security



News



Data



Developer



General Business



IT



# Content Solutions



We are experts in understanding how buyers make their purchasing decisions. Our owned & operated web properties have been helping buyers keep up to date in this rapidly changing industry for years.

TechnologyAdvice works with technology vendors to create custom content and product online events to combine with our lead generation programs.

## Custom eBooks

Original content developed as a series and packaged in a single PDF

## Infographics

Translate data and insight with visually engaging, graphical elements, ready to be shared

## Personalized Content

Content that adapts to reader input and delivers a personalized experience

## Executive Brief

Collaborate with TechnologyAdvice content experts to develop your story

## Buy-In Navigator

Penetrate buying committees and help guide discussions around IT purchases

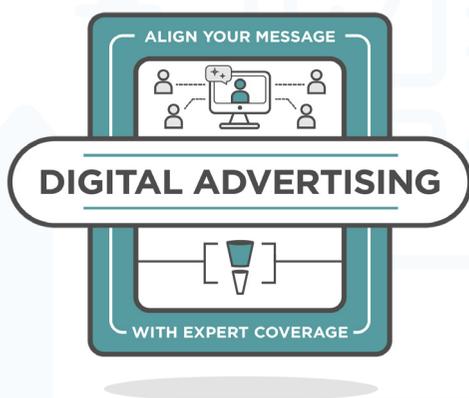
## Video & Virtual Events

Present your thought leaders and your solutions directly to your target audience

## Native (*Sponsored*) Content

Targeted sponsored content on relevant web properties

# Digital Advertising



We offer marketers a portfolio of brands and an audience of B2B decision makers to target with industry-leading digital advertising tactics to help you advise and connect with the right buyers.

TechnologyAdvice will help you educate technology decision makers and influence their preference toward your solutions by aligning your message with our expert editorial coverage.

## Display

Increase awareness with banners and rich media

## Audience Extension

Extend the scale of your campaigns onto the web

## Audio/Video

Educate and advise within audio and video content

## Native

Share your thought leadership with custom advertorials

## Sponsorships

Maximize exposure with takeovers, roadblocks, & more

## Pay-per-click

Deliver high volumes of targeted traffic

# Lead Gen Solutions



TechnologyAdvice helps vendors connect with technology buyers who are actively researching products like theirs. We do this by engaging a global audience through our owned & operated websites, email newsletters, and phone conversations.

We power our lead gen programs with nearly 50 million verified contact records.

## Highly Qualified Leads

Higher conversion rate, lower volume

## Intent-Based Leads

Up-to-date contacts, actionable insight

## Cost Per Account

The right people at the right accounts

## BANT Discovery Leads

Prioritize by stage in their buying journey

## Call Notes

Detailed reports with clear understanding of needs

## Nurtured Leads

Keep leads warm with an extra email or call cadence

## Account Based Leads

Target your ideal accounts

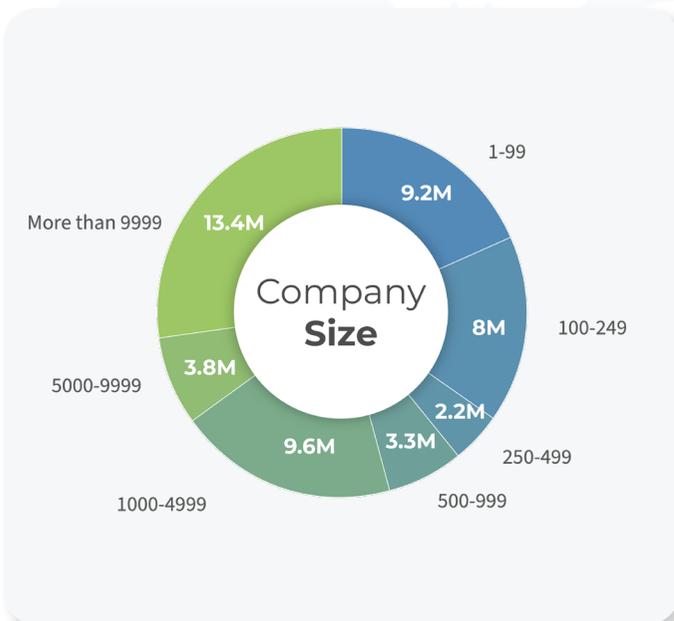
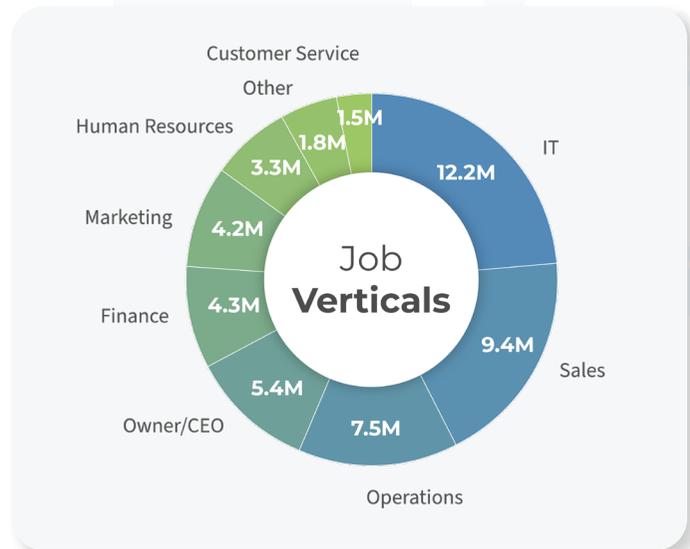
## Content Syndication

Fill your pipeline & nurture tracks

# Our Audience

## Our Direct Engagers

TechnologyAdvice directly engages with a global audience of nearly 50 million verified contacts through our website lead forms, email newsletters, and phone conversations. We reach every role from Finance, Operations, to Human Resources, IT, Developers, Sales, Marketing, and Customer Service.



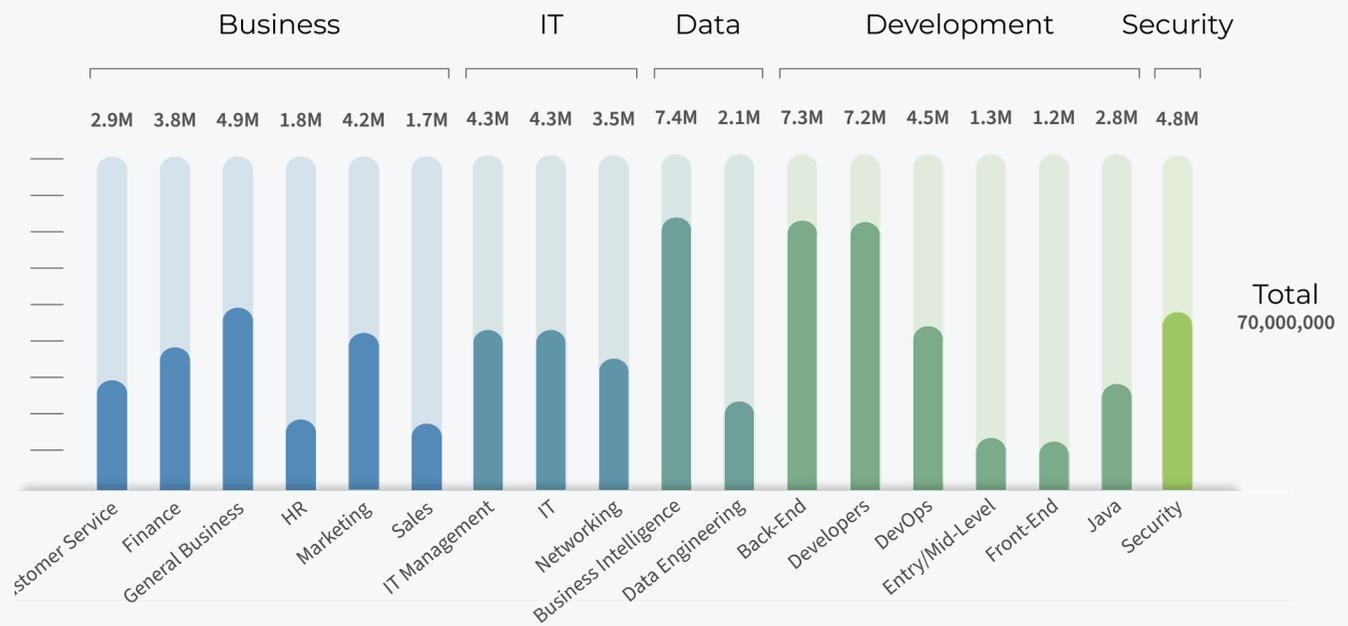
Top Industries	
Retail and Wholesale	4.5M
Banking/Accounting/Financial	4.5M
Computer & Technology	4.3M
Manufacturing	3.7M
Business Services	3.5M
Healthcare	3.1M
Engineering & Construction	2.0M
Education: College/University	1.8M
Scientific	1.7M
Insurance	1.6M
Entertainment/Travel/Hospitality	1.5M
Real Estate	1.4M
Advertising/Media/Publishing	1.3M
Telecommunications	1.2M
Education: K-12	1.2M
Transportation & Shipping	1.1M

# Our Audience

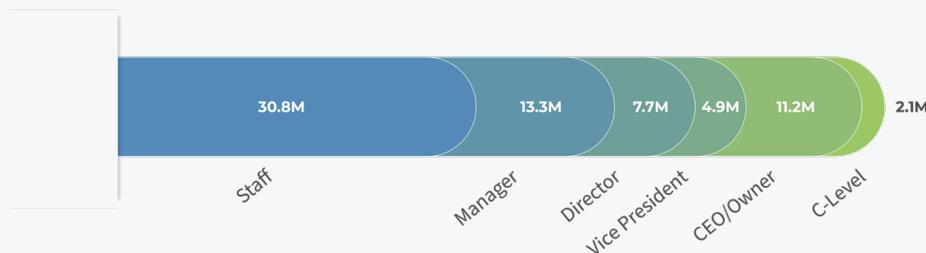
## Your Ideal Customers

TechnologyAdvice engages digitally with a global audience of over 70 million technology users through our portfolio of digital brands and web properties. We reach every vertical, from Business, to Information Technology, DevOPs, Business Intelligence, and Development and Engineering.

### Verticals



### Job Level

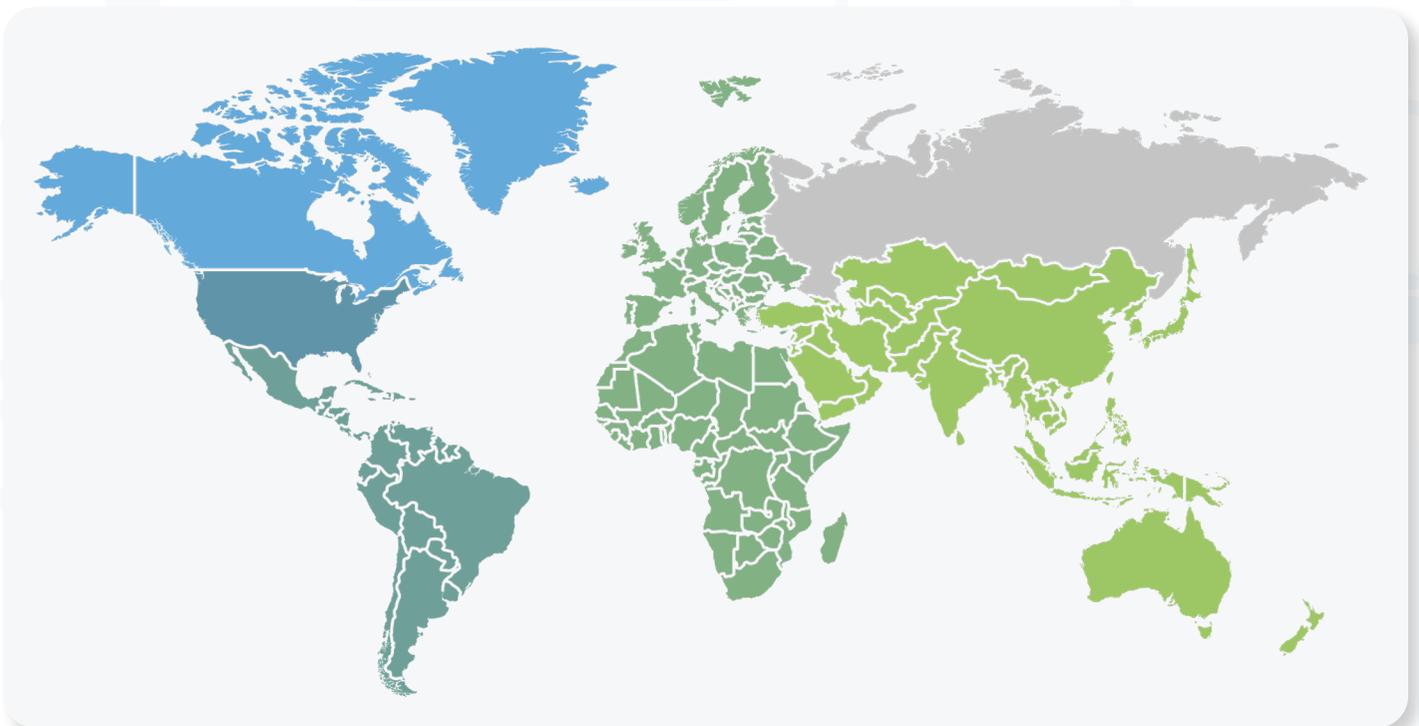


# Our Audience

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## Connect with Buyers Worldwide

TechnologyAdvice gives marketers unprecedented opportunities to connect with a global buyers at scale, covering 140 countries in North America, LATAM, EMEA, and APAC.



Region	Users
US	11.8M
Canada	1.5M
LATAM	1.4M
APAC	15.5M
EMEA	11.4M

# Our Audience

## LATAM

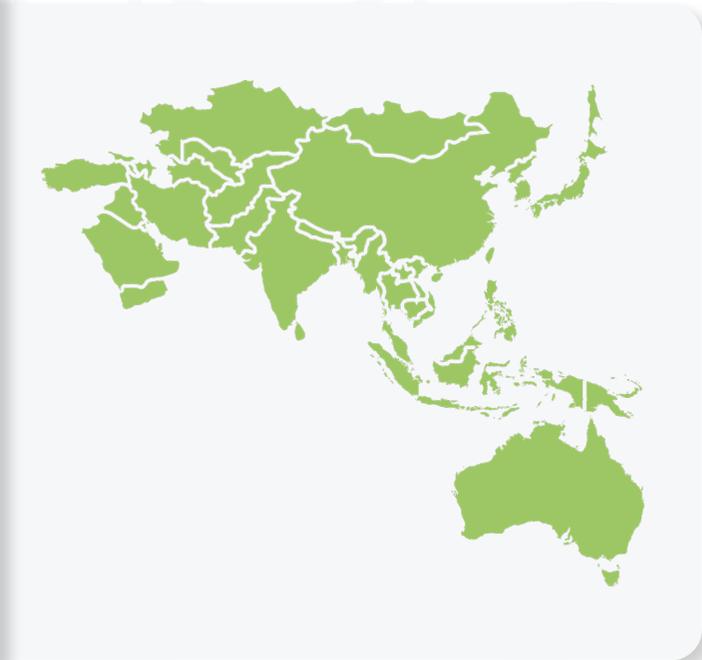
Region	Users
Brazil	473K
Mexico	292K
Argentina	137K
Colombia	114K
Peru	76K
Chile	75K
Costa Rica	40K
Ecuador	34K
Dominican Republic	26K
Puerto Rico	24K
Other	140K



# Our Audience

## APAC

Region	Users
India	8.6M
Philippines	1.1M
Australia	965K
Pakistan	697K
Malaysia	619K
Indonesia	476K
Singapore	448K
South Korea	321K
China	312K
Japan	295K
Other	1.6M



# Our Audience

## EMEA

Region	Users
United Kingdom	2.4M
Germany	846K
France	558K
Nigeria	452K
South Africa	415K
Italy	414K
Spain	384K
Netherlands	301K
Poland	300K
United Arab Emirates	289K
Other	5.1M



# Testimonials

**JazzHR**

*“After testing out a variety of lead generation campaigns with other vendors, we’ve seen some of our best results yet with Technology Advice. Our Sales Development team knows they are receiving up-to-date contact information and have seen more success connecting with potential buyers. We’ve seen a 200% increase in opportunities created from top of funnel lead generation efforts while reducing overall program investments by 63%.”*

**JazzHR**  
Senior Marketing Manager &  
Marketing Specialist

**ORACLE**

*“One of the differentiators is there is a clear difference in terms of lead quality. Working with TechnologyAdvice to make sure the criteria is matched up with what we were looking for and having a regular check in is great.”*

**Oracle**  
Senior Campaign Manager

**pagerduty**

*“Working with TechnologyAdvice has been a breath of fresh air in B2B technology marketing. They’ve been open to innovation, are always available to answer questions and make campaign optimizations, and have been more of a strategic partner for us at PagerDuty than a typical marketing vendor. We’ve seen great early results from the lead programs we’ve run with them and will continue to keep as much budget with them as possible.”*

**PagerDuty**  
Affiliate & Partner  
Marketing Manager

To learn which B2B media solutions are best for you, contact us today.

877.917.7644 | [vendors@technologyadvice.com](mailto:vendors@technologyadvice.com)