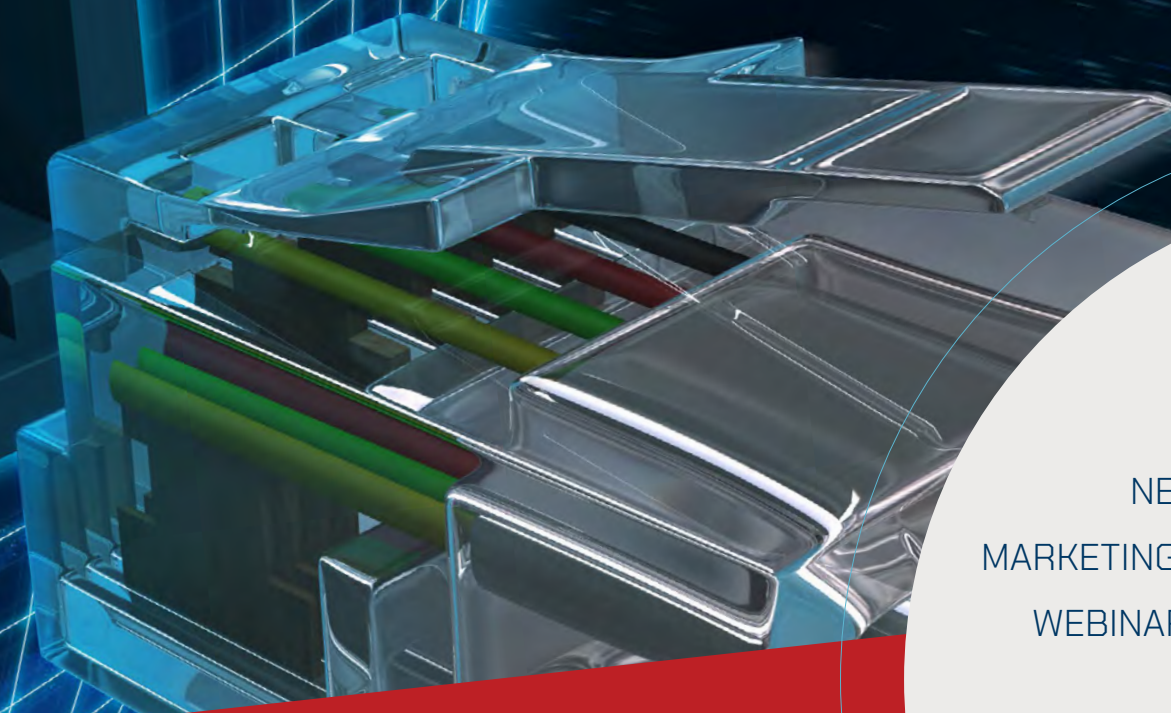




SHAPING THE FUTURE OF
BROADBAND TECHNOLOGY

2024
MEDIA KIT



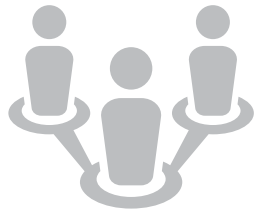
AUDIENCE
DIGITAL ADS
NEWSLETTERS
MARKETING SOLUTIONS
WEBINAR SCHEDULE
CONTACTS



[View our **Audience Engagement Report**]



AVERAGE MONTHLY REACH



40,316

BUSINESS & INDUSTRY

BTR audience includes:

- Multiple System Operator (MSO)
- Internet Service Provider (ISP)
- Networks and Programming
- Telco
- Utility
- Contractor/Integrator
- Equipment or Software Manufacturer
- International Operator
- Other, Industry Relevant

TOP COMPANIES THAT ENGAGE



JOB TITLE

Engineering/Technical Management	28.86%
Executive/Operations Management	20.92%
Engineering/Technical Staff	19.66%
Sales & Marketing	16.62%
Other	8.63%
Field Service Management	2.74%
Field Service Staff	2.57%

The Audience Engagement Report provides an integrated view of the Broadband Technology Report community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda. Total reach is the sum of average site visits, magazine subscribers, newsletter recipients and social media audience. No attempt has been made to identify or eliminate duplication that may exist across media channels.

AUDIENCE ENGAGEMENT

[View our Audience Engagement Report] 



AVERAGE MONTHLY SESSIONS



11,407

AVERAGE UNIQUE MONTHLY VISITORS



8,395

AVERAGE MONTHLY PAGE VIEWS



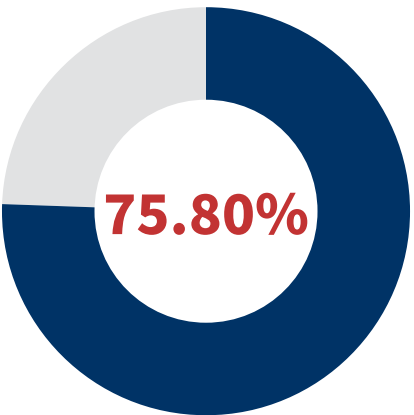
22,918

COMBINED SOCIAL REACH

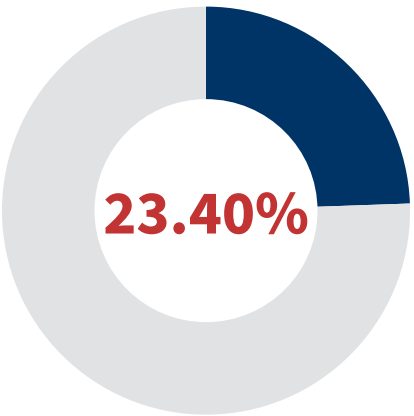


7,884

DESKTOP VISITORS



MOBILE VISITORS





PRIMARY AUDIENCE:

Broadband Service Providers
(Cable Broadband, MSOs, ISPs)
Utility ex: Charter, Comcast
Rogers, Shawnee, Wow)

PRIMARY TOPICS:

DOCSIS and related HFC network tech
PON and other FTTH related tech
5G and related mobile network tech
WiFi and home networking
Fiber cabling and installation
Distributed Access Architecture (DAA)
Cloud networking and virtualization
Network test measurement and maintenance
Network management
Video delivery and ad insertion
User service interfaces (program guides, etc.)
Smart Home tech and services
BSS/OSS



PRIMARY AUDIENCE:

Communications Service Providers
& ICT Industry (AT&T/Verizon/
Lumen/TDS/rural providers/
broad-band municipalities)

PRIMARY TOPICS:

5G & 6G / Mobile Evolution / Fixed &
Mobile Integration
Network Transformation & Reliability
/ Testing / Cyber & Network Security /
Automation
FTTx / Optical Networks
C&E/NetDev Ops/GIS/ Open-Source
Networks Core / Legacy Networks /
Network Lifecycle Management
Public Private Broadband / BEAD
Funding / Broadband State Deployments
Industry Trends
Professional Development / Thought
Leadership / Executive Insights
Educational Development



PRIMARY AUDIENCE:

Operators of Hyperscale, co-lo
and enterprise data centers. Data
center customers. Integrators,
designers, builders.

PRIMARY TOPICS:

Data center and cloud strategy and
technology
Data center design and location
Data center power, cooling and
sustainability
Hyperscale data centers
Edge Computing
Interconnection
Financing
Operations & management
AI
5G



PRIMARY AUDIENCE:

End user IT, networking,
communications professionals.
Contractors, integrators, consultants.
Distributors. Service Providers.

PRIMARY TOPICS:

Structured Cabling/ Cable
Management for fiber optics and
copper based systems
Data Centers
Power over Ethernet
Field Testing
Wireless LANs
Passive Optical LAN
Customer-Owned Outside Plant
"Layer Zero" - Support Systems
Pathways and Spaces



PRIMARY AUDIENCE:

Optical Communication Professionals,
Network Engineers, Executives and Technical
Managers focused on Voice, Data, and Video
Communication Networks and Services

PRIMARY TOPICS:

CSP optical transport networks
Use of fiber optics in data center and
HPC networks
Development of optical
communications technology
FTTx
Submarine cable networks
Test measurement & maintenance of
fiber networks
Lab and production testing
Network automation
Optical chip-to-chip interconnect
Optical network security

CABLE

CABLE OUTSIDE PLANT
EQUIPMENT REVENUES
WILL PEAK AT

\$1.4B
IN 2027.

DOCSIS 4.0 upgrade cycle
will continue through 2030.

Operators will expand
footprints with 1.8 GHz
amplifiers, Full Duplex 1.2
GHz amplifiers, and
2 GHz taps.

(Source: Dell'Oro)

FTTH

Fiber will pass over
100 MILLION
U.S. locations
in the next decade.

PON equipment revenue to grow to
\$13.3 B in 2027, driven largely by
XGS-PON deployments in North
America, EMEA, and CALA.

(Source: Dell'Oro)

FTTH today passes
68 million U.S. homes.

By 2027, U.S. FTTH investment
will surpass **\$135 billion**.

(Source: RVA LLC)

MDU BROADBAND

33%
of US internet households, or
more than 35 million households,
live in MDUs.

77%
of property managers/owners
plan to offer bulk internet in the
next 12 months.

88%
of MDU property managers/
owners make Wi-Fi accessible in
resident units and common areas

(Source: Parks Associates)

YOUR PARTNER

Trusted global resource for engineers, researchers, scientists, and technical professionals



Technical & Content Expertise

BTR’s editorial staff keeps our readers current on the major news and trends within the industry through articles, newsletters, videos, webinars, and other media. Plus, through both staff-written and contributed features and blogs, we offer deeper dives into important technologies that help operators develop winning and effective networking strategies



SEAN BUCKLEY

Editor In Chief
sbuckley@endeavorb2b.com

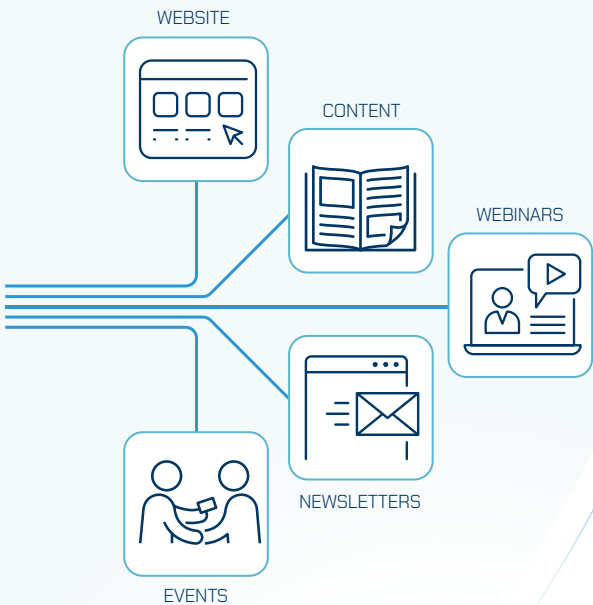


HAYDEN BEESON

Associate Editor
hbeeson@endeavorb2b.com

[View our **Contributor Guidelines**]

Leveraging high-quality content to drive brand awareness, build marketing pipeline, and generate leads for marketers looking to connect with broadband technology MSO’s, independent operators and service providers.



Technical & Editorial Expertise

Delivering technical and editorial development expertise that ensures content is accurate, engaging and focused on the topics that professionals need to know in today’s rapidly changing business environment.



Ideation & Development

Collaborate with our topic experts to develop topics that will attract target audiences, validate market perceptions and ensure content marketing success.



Data & Insights

Deep industry knowledge paired with data and insights from analytic tools provides us the ability to leverage metrics for content decision-making and deliver the right content, in the right channel, to the right audience, at the right time.

TOPICS THAT MATTER



Fiber to the Home
PON Evolution
DOCSIS
Back Office Integration



Automation
MDU Broadband
Smart Home
Managed Wi-Fi



Fixed Wireless Access
Digital Literacy
10G
Business Services



Rural Broadband
Municipal Broadband
Public/Private Broadband Funding

DIGITAL & NATIVE ADS



Advertising that reaches decision-makers in the moment

Showcase your brand to highly targeted audiences in popular channels with our portfolio of display and rich media banners.

[View our **DIGITAL BANNER AD SPECS**] 

Digital Banners

Banners appear on the homepage and article pages. Our websites are responsive, and most ads serve on desktop, tablet and mobile.

Leaderboard	Rectangle	Pushdown	In-banner video	Native ad
Billboard	Half page	Welcome ad	In-article video	Reskin

Channel Sponsorships

Finding all of the information on the hottest power topics has never been easier. Position your brand alongside specific, relevant content in these popular site channels.

Channel topics currently include:

DOCSIS FIBER IN THE HOME WIRELESS

Submission Information

Materials Due: Seven business days prior to publication.

Send Creative To: webtraffic@endeavorb2b.com



Native Advertising

Promote your high-performing content on our brand site through native ad placements and benefit from your ad matching the design and feel of the sites content. *Native ads are labeled as Sponsored Content.*

Native Article or Video Post

Showcase your content in our channels with a sponsored content native program. Your content replicates our form and function, attracting and engaging audiences. *Native posts are labeled as Sponsored Content.*

NEWSLETTERS

Established frequency, trusted content, and engaged audiences

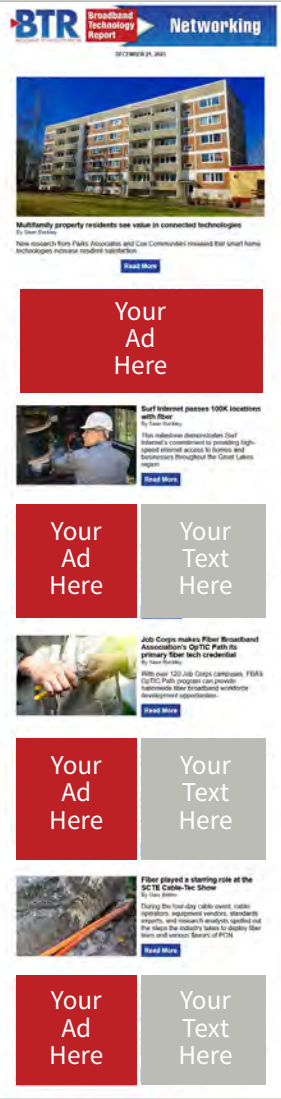
Share your message within a relevant and responsive environment designed to deliver engagement and traffic.



Materials due: Seven business days prior to publication. | **Send creative to:** webtraffic@endeavorb2b.com

[Click to view
OUR
NEWSLETTERS
AD SPECS](#)

[Click to view
OUR
NEWSLETTERS](#)



Broadband Technology Report's Networking Newsletter

Providing a roundup of the most relevant news of the past week for cable operators, alongside feature articles and special reports. **Weekly (Thursdays)**

Stats

Average Delivered.....	14,925
Average Open Rate.....	51.63%

SPECIAL ISSUES:

Pre-SCTE Product Showcase

Featuring the latest products and solutions being offered in the broadband industry. **(Deployed 2024)**

Diamond Tech Reviews Announcement **(Deployed TBD)**

Diamond Tech Reviews Product Showcase **(Deployed TBD)**

* Source: Audience Engagement Report 2022

Product Showcase 1x per month

- Showcase your company's product or service
- Generate visibility
- Increase interest
- Attract prospects to your sites
- Increase purchase intention

Stats

Average Delivered.....	18,300
Average Open Rate.....	49.00%

SPONSORSHIP BENEFITS:

BRAND AWARENESS

Visibility of your product or video increases consideration and preference among decision-makers who have affinity for the BTR brand.

TRAFFIC DRIVER

Entices decision-makers to your website to learn more about your company and products.

FEATURED NEWSLETTER

MARKET MOVES

INFRASTRUCTURE

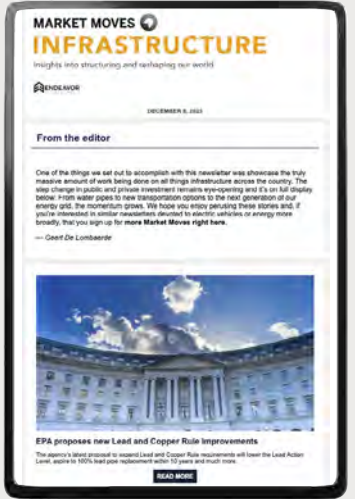
Circulation: 21,000 **Deploys: Twice Monthly on Fridays**

Infrastructure news and insights related to key sectors including construction, transportation, water, broadband and energy while covering related topics such as site prep, government funding, project design, and IIJA.

TARGET AUDIENCE: Municipal, County, State, and Federal Government, Engineers, Contractors, Consultants, Corporate Management, General Managers, and Directors

SPONSORSHIP OPPORTUNITIES:
\$5,500 includes up to 4 sponsored content ads

[**View Last Issue**]

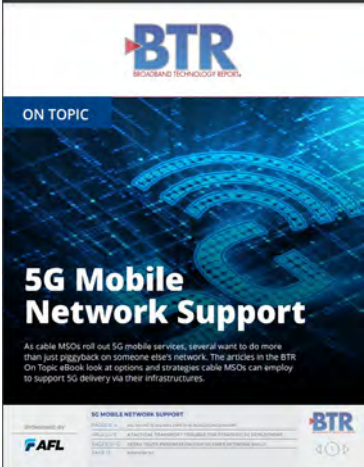


ON-TOPIC REPORTS

Align with relevant content and generate targeted leads



On-Topic eReports are a compilation of 2-4 articles, written by technology experts and focused on one specific topic. Network service providers trust BTR.



On-Topic eReports to help providers strategize and overcome network challenges. Sponsorship is limited to a maximum of four sponsors.

On-Topic eReports are posted on BroadbandTechReport.com to generate leads not only from our audience but from online search as well. To increase exposure and maximize performance, an exclusive email is sent to BTR’s audience of MSO professionals.

	ON-TOPIC REPORT
JANUARY	Driving residential QoS
FEBRUARY	The New FTTH Era—What lies beyond 10G XGS-PON
MARCH	Ensuring Home Cybersecurity
APRIL	Electric Cooperatives, Utilities enter the broadband game
MAY	5G Mobile and backhaul applications
JUNE	Addressing the fiber workforce issue
JULY	Managed Wi-Fi (Much emphasis for this in MDUs)
AUGUST	Cable’s Fiber to the X Play
SEPTEMBER	The Road to 10G
OCTOBER	Fiber—The Rural Equation
NOVEMBER	DOCSIS 4.0 Migration Strategies
DECEMBER	Looking forward to what’s hot in 2025

SPONSORSHIP BENEFITS

BRAND AWARENESS

Strengthens you company image, helps define how purchase influencers perceive your company and products.

LEAD GENERATION

GDPR compliant leads include contact information (name, title, company, business type, email, phone, address) from relevant professionals who download the On-Topic eReport.

THOUGHT LEADERSHIP

On-Topic eReports authenticate your position as an industry leader in the broadband industry.

As a sponsor, your company is invited to contribute an article to the On-Topic eReport. It must meet with editorial criteria.

SPONSORSHIP INCLUDES

- Access to all of the leads generated
- One full-page advertisement supplied by sponsor
- Exclusive resource page at the end of the guide includes your company overview and up to 5 additional content links.
- One exclusive e-mail promoting the guide and sponsor
- Sponsor logo on front cover of the guide

SPONSORED WEBINARS

Generate high-quality, GDPR compliant leads



TURN-KEY PROGRAM

BTR webinar sponsorships generate high-quality leads for your sales team. They are a highly effective way to align your brand with a technology-rich presentation, communicate technology advancements, build awareness of your company’s technical expertise.

Our turnkey webinar programs include project management, production services and multi-channel promotions for generating leads.

EDITORIAL SHARED WEBINARS:

- Multi-sponsor, up to four sponsoring companies
- Moderated by Sean Buckley, BTR Editor-in Chief
- Sponsors may present using a round-table or slide presentation format
- Polling and Q&A offered.

EXCLUSIVE CUSTOM WEBINARS:

- Sponsor selects the date and topic of their choice
- Sean Buckley will moderate

BTR DIGITAL SUMMIT—WHERE BROADBAND HEADS NEXT

Competition for broadband subscribers is fueling investments in access networks!

Broadband Providers Need Your Expertise. Demonstrate your company’s knowledge and insights as a roundtable panelist.

The demand for high-speed internet cannot be overstated. It has become an essential utility. Whether it's MDUs, FTTX, upgrading or installing new fiber and/or HFC networks, one thing is clear, customers demand fast and consistent broadband service.

This Summit will discuss topics related to:

- MDU Upgrades: Weighing fiber & technology options
- All fiber or HFC or both: How to determine your best network option
- What's Beyond 10G PON?
- Examining QoS and QoE for All: Billing, network repair & maintenance, managed services are part of the customer satisfaction equation.
- DOCSIS 4.0 —Delivering time efficiency, cost effectiveness and quality service.

	EDITORIAL SHARED WEBINARS
JANUARY	The dawn of cloud-based apps
FEBRUARY	Managed Wi-Fi Opportunities
MARCH	MDU bulk broadband opportunities
APRIL	Readying communities for broadband funding—BEAD, ACAM, RDOF, etc.
DIGITAL SUMMIT APRIL 17 & 18	WHERE BROADBAND HEADS NEXT
MAY	Securing the home network
JUNE	Driving the new Labor Workforce
JULY	Fiber Splicing improvements
AUGUST	Greenfield v. Brownfield fiber builds
SEPTEMBER	Fiber for 5G backhaul
OCTOBER	Cable’s business play
NOVEMBER	10G PON and Beyond
DECEMBER	2025: a look ahead

BTR DIAMOND TECHNOLOGY REVIEWS



The Diamond Technology Reviews carries on Broadband Technology Report's tradition of recognizing innovation in broadband communications, video transmission, and related technologies.



THE INDUSTRY'S MOST PRESTIGIOUS PRODUCT REVIEW PROGRAM

Broadband Technology Report invites vendors to submit information, photos, and spec sheets about top products and solutions that have been released or upgraded since the 2023 SCTE Cable-Tec Expo. Members of the independent Diamond Technology Reviews judging panel will evaluate each entry based on its uniqueness, innovation, ease of use, efficiency, reliability, and contribution to profitability.

Judges assign each entry they review a score of 1-5 Diamonds (with 5 Diamonds the best mark possible), as well as to provide their technical opinions about the entries. The scores for each entry are then averaged; entries that receive an average of 3.5 Diamonds or above are considered Diamond Technology Reviews Honorees.

Promotional opportunities are available for honorees.



SCTE CABLE-TEC EXPO OPPORTUNITIES

Designed to Maximize Your Company's Industry Leadership and Marketing Investment around SCTE Cable-Tec Expo and Beyond



Tech Breakfast Panel

This session is a must-attend for SCTE Cable-Tec attendees

Attendees include:

- Chief technology officers
- Network planners and designers
- Regional and system engineers
- And more

Road to MDU Broadband

To satisfy brownfield and greenfield broadband opportunities, service providers can choose from an array of fiber and alternative technology options. This panel will explore how to craft a strategy that addresses the diversity of the MDU market.

[\[LEARN MORE \]](#) 

Executive Interview or Product Video

Leverage the Power of Video to Demonstrate Your Product or Feature a Company Executive

Includes:

- BTR interviews your company representative with 2-3 strategic questions that underscore your technology or your specific product focus
- Video to be posted on www.broadbandtechreport.com and distributed to BTR's audience in an EXCLUSIVE eNewsletter following the show
- Copy of your video provided for your own use



Click to see
**SAMPLE PRODUCT
PRESENTATION
VIDEO**



Click to see
**SAMPLE EXECUTIVE
INTERVIEW VIDEO**



Must See @ SCTE Product Showcase eNewsletter

Broadband Technology Report's SCTE Pre-Show Product Showcase generates visibility of your products and technology before SCTE Cable-Tec Expo! Drive attendees to your booth!

[\[SEE SAMPLE \]](#) 



BTR @ the Show Product News Magazine

Print copies are inserted into attendee bags and digitally distributed to BTR audience and SCTE attendees. Broadband Technology Report @ The Show Product News highlights new products and provides insight and analysis of the latest technologies to watch at this year's show.

[\[SEE SAMPLE \]](#) 

[More information on p.14 >>>](#)

BTR @ THE SHOW PRODUCT NEWS

Drive Traffic to Your Booth at SCTE Cable-Tec Expo and Enhance Your Brand With BTR @ The Show Product News



Click to view
SAMPLE

- Highlights must-see products at 2023 SCTE Cable-Tec Expo
- Includes coverage of the prestigious Diamond Technology Reviews

MAGAZINES ARE DISTRIBUTED

- On the SCTE Cable Tec Expo Show Floor
- To attendees through several means throughout the show
- As an eMagazine to BTR’s audience of executives at major MSOs and independent providers

ADVERTISER BENEFITS

Brand Awareness


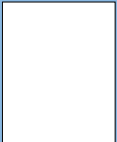



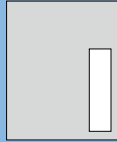

Strengthen your company’s image by aligning your message with targeted content, helping to create consideration and affinity among broadband technology professionals attending the SCTE Cable-Tec Expo.

Thought Leadership

Position your company as a forward-thinking market leader to build business through advocacy and referral.

Timeliness

SCTE Cable-Tec Expo attendees will use the Product News to identify the products they wish to see, and schedule their day.

	STANDARD POSITIONS				PREMIUM POSITIONS		
Ad Size							
Shape	Spread	Full Page	Half Page	Quarter Page/ Recognition Ad	Page 1 Top Banner	Page 1 Right-Hand Column	Cover Wrap
Live	Spread non bleed: 15.75" X 10.375"	Full-page non bleed: 7.875" X 10.375"	Half-page horizontal non bleed: 7.875" X 4.875"	3.5" X 4.875"	7.875" X 1.5"	2" X 7"	Cover Wrap trim (flat): 16.75" X 5"
Trim	Spread trim: 16.75" X 10.875"	Full-page trim: 8.375" X 10.875"	Half-page trim: 8.375" X 5.375"				Cover Wrap bleed (flat) 17" X 5.25"
Bleed	Spread bleed: 17" X 11.125"	Full-page bleed: 8.625" X 11.125"	Half-page bleed: 8.625" X 5.5"				Cover Wrap trim (folded) 8.375" X 5"

Important: All text, logos and important content must be .25" away from TRIM on bleed ads. For a 2 page spread ad, all type needs to be .25" away from gutter/center on spread ads to equal .5" total. Any crop marks or color bars need to be placed outside of the bleed area.

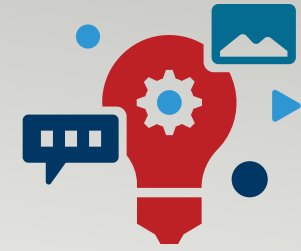


[SEE SAMPLE MAGAZINE]

Marketing Solutions Built to Achieve Goals

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers, and video producers to help you elevate your marketing efforts and accelerate business growth.

 — Lead Generation



Overview of Our Solutions

Advertising

Target the right audiences in the right channels.

Research & Intelligence

Make data-driven decisions with our expert intel.


Content Development

Drive engagement with high quality content.

Video & Podcasts

Solutions that bring your brand to life.

Lead Generation

Lead generation programs built for your goals. 

Data-Driven Marketing

Leverage our first-party data through direct & targeted marketing.



Intelligence That Empowers Smart Business Decision-Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies, and maximize the impact of your marketing efforts.

Research & Intelligence



**DELIVERING ALL
THE KEY INGREDIENTS**



60+ Years of
Research Experience



150 In-House Subject
Matter Experts



Engaged B2B
Audience Database

Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

Brand Perception/ Health

Gain insight into how brands are perceived, opportunities for improvement, and increase customer loyalty.

New Product Development

Reduce risk, optimize design, and better align products with customer needs to increase the likelihood of success.

Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation. 📶

State of the Market

Create an impactful market-oriented research report to generate high-quality leads and provide valuable insights to your target audience. 📶

Focus Groups

Gain awareness of customer thoughts, emotions, and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

In-Depth Interviews

Uncover customer perspectives, motivations, and behaviors, gathering qualitative data to complement quantitative research.



Content Marketing That **Drives Engagement and Generates Leads**

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form, and visual content to achieve your goals.

Short-Form Content

Ask the Expert

Showcase your topic expertise and establish thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert. 📶

Top Tips

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic and guide them toward a purchase decision. 📶

FAQs

Proactively address questions about a topic, issue, or trend and build stronger customer relationships with this efficient content marketing asset. 📶

WHY SHORT FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost Efficient
Mobile Friendly



Long-Form Content

White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision making process. 📶

Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews. 📶

EBooks

Collaborate with a SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content. 📶

Visual Storytelling That Creates a Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers, and video producers will join forces with you to bring your story to life.

Visual Storytelling

StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

Infographics

Data visualization, increased shareability, improved content marketing and effective storytelling, infographics should be a part of your content marketing strategy.

Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

[\[MORE VIDEO \]](#) 

WHY VISUAL STORYTELLING?

RETENTION

Marketers that use visual storytelling techniques, increase the likelihood of their message being remembered and understood.

ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

INCREASED ENGAGEMENT

Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.



THE POWER OF VIDEO IS UNDENIABLE.

86% of video marketers reported that video increased traffic to their website, and 83% said video helps increase time spent on a page.

Video Marketing That **Increases Engagement and Conversions**

Benefit from the latest technology platforms, proven techniques, and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

Video

Event Video

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic, and support post-event follow up to prospects and leads.

Explainer Video

Guide decision making and boost awareness with cost effective, animated videos that break down complex topics and highlight approaches to problem solving.

QuickChat

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging, short-take video interview format.

Product Video

Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or on-camera talent.

Video Promotion

Drive visibility and exposure of your existing video content with promotions across a variety of online, email, and social platforms.

Custom Production

Take control of your video content strategy and partner with our team of storytellers, video producers, and engagement experts to create powerful video assets.

Podcasts

Engage target audiences with this popular media format and make them feel a part of the conversation, building trust and loyalty. Contact your sales rep to learn more about our podcast marketing solutions.

Custom Built Programs That Deliver the Leads You Need

Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.

Lead Generation Programs

Content Syndication

Syndicate your content across our brand channels and reach target audiences that are looking for solutions to their challenges. Registration is required to view the content and campaign report metrics are provided with full contact information for each lead. 📶

Content Creation

Partner with our team of SMEs, designers, and engagement specialists to develop a custom program that includes content creation, promotional campaigns, and lead generation. Our content development services include all the best short-form, long-form, and visual content types. 📶

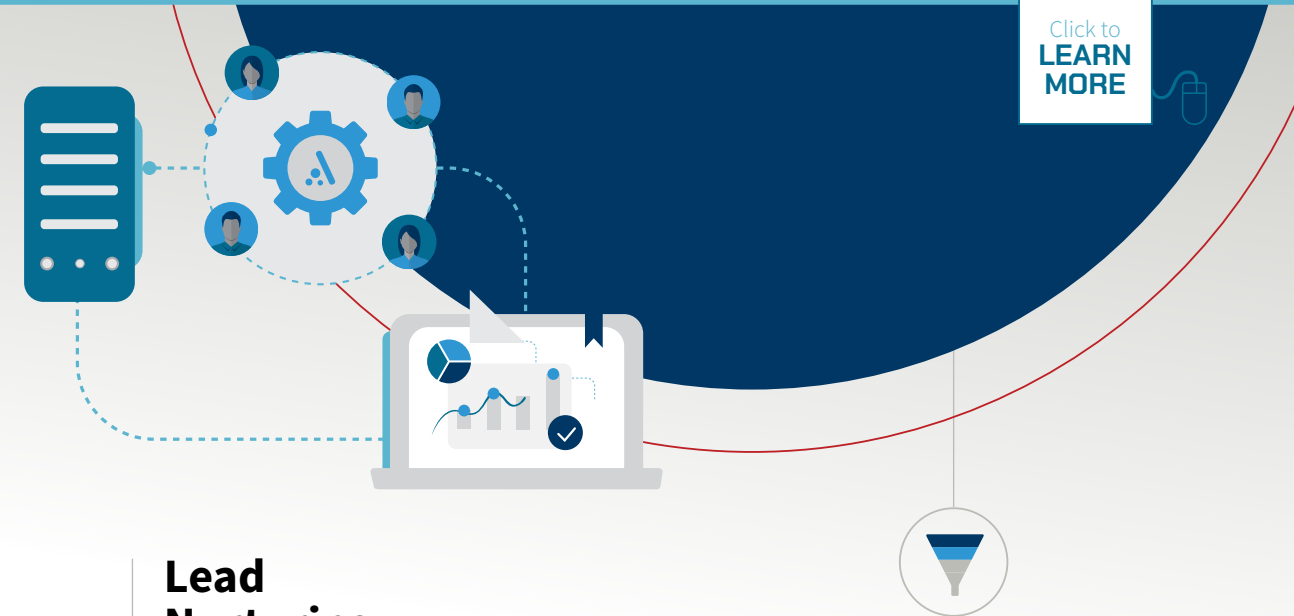
[\[MORE CONTENT CREATION\]](#) 🖱️

Content Engagement Center

Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery. 📶

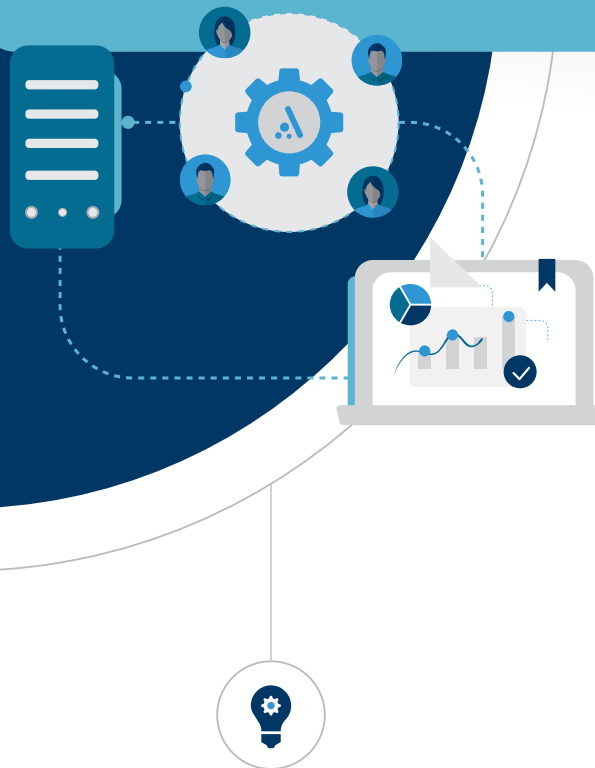
Lead Nurturing

Leverage our marketing automation and content platforms to evaluate your top-of-the-funnel leads based on digital engagement metrics, and guide prospects throughout the buyer's journey using multi-phase content marketing programs. 📶



WHY PARTNER WITH US?

- Strategy
- Topic Expertise
- Content Creation
- Turnkey Program Management
- Design Services
- Lead Collection & Automation
- Privacy Compliance
- Engaged Audiences



Unique Webinar Formats That **Deliver Qualified Leads**

We have all the key ingredients for delivering a successful event and the ROI you want – engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

Webinar Formats

Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership. 📶

Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand. 📶

Virtual Round Table

Solving large, complex challenges requires perspective, input, and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision makers who are looking for answers, converting them to leads. 📶

Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.

A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.



Click to
**LEARN
MORE**

Precision Marketing That Delivers Maximum Impact

Partner with our team of data, marketing, and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns, and continuous improvement.

Data-Driven Marketing

Audience Extension

Leverage our 1st party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native, or video pre-roll ads on professional websites to reach your key audiences.

Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

Micro-Proximity

Target company locations, geographic targets, or attendees at a tradeshow or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

Third-Party Emails

Using our 1st party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle, or after programming and targeting can be done by business/industry, NAICS codes, or company name/domain.

The Power of AI personif.ai™

Effectively reach specific personas by delivering personalized content recommendations using our extensive 1st party data, proprietary AI technology, and machine learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

[[LEARN MORE](#)] 

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12 MILLION BUSINESS PROFESSIONALS
IN SECTORS THAT ARE INNOVATING,
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