Meet Your Buyers On Their Terms
Who We Are

- Founded in our CEO's dorm room in 2006
- HQ in Nashville with **500+ global team members**
- Editorial Team of **150** researchers, analysts & experts
- Locations on 4 continents, speaking 12 languages
- US-based Call Centers with regional support globally
The Tech Buying Committee is Growing & Changing

- Tech buying committees consist of 6-10 people
- Tech researchers consume 10-13 pieces of content on their journey
- 50-60% of decision makers now sit outside of IT

Prospects are about 65 - 85% of the way through the buying process before they interact with sales

Sources: Gartner | Forrester | LinkedIn
Each Technology Buying Journey is Unique

Content preferences & research habits vary among decision makers. That's what gives Technology buyers all the control over the journey.

- They decide what they consume, where and how they consume it
- They ALL Start with solving a business problem
- They ALL Finish with a decision to make a purchase or not
TechnologyAdvice is Your One Partner of Choice

Access our exclusive audience of 100M engaged technology buyers & buying committees consuming relevant content, specific to their needs, on their terms.

20+ digital media brands

150 researchers, analysts, editors and experts

200 tech topics annually, for 20+ years
Where We Connect With Tech Buyers

- TechnologyAdvice
- eWEEK
- Datamation
- SalesAdvice
- projectMANAGEMENT.com
- TechRepublic
- webopedia
- CMO Advice
- VBForums
- developer.com
- Enterprise Networking Planet
- CFO Advice
- channelInsider
- IT BUSINESS EDGE
- small business computing
- SecurityAdvice
- ManagementAdvice
- ServerWatch
- CustomerAdvice
- codeguru
- CIOinsight
- eSecurity Planet
- HR Advice
- HTMLGOODIES
- OperationsAdvice
- Enterprise Storage Forum
- internetnews
- CTO Advice
How We Connect with Tech Buyers

Place your brand where your ideal customers are engaging. Tech buyers are kept informed on the latest essential & emerging technology news & analysis to help them make business critical decisions.

9 Million Unique Page Views per month

6.1 Million Unique Visitors per month

Emerging Technology
- Internet of Things
- Artificial Intelligence
- Virtual Reality
- DevOps/DevOps Security
- 5G
- Robotics
- Blockchain
- Augmented Reality
- Machine Learning
- Edge Computing
- Natural Language Processing
- Digital Transformation

Essential Technology
- Security
- Cybersecurity
- Storage
- Infrastructure
- Hardware
- Software
- Big Data
- Data Analytics
- BI
- Cloud Computing
- Unified Communications
- Networking
- Data Warehousing
- ERP
- IT Management
How TechnologyAdvice is Different

We elevate your brand in three ways.

- Creating **compelling content** that speaks to your audience
- **Building brand awareness** across our portfolio & extended network
- **Engaging buyers** with unique lead generation
How Buyers Find Syndicated Content

An integrated approach to connecting technology buyers and sellers

- Editorial Email
- Sponsored Email
- Contextual Placements
- Mobile
- SEO
- Resource Library
- Telemarketing
Trusted by 600+ Technology Brands
"After testing lead generation with other vendors, we’ve seen some of our best results yet with Technology Advice. 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

“TA was able to get our programs live & delivered in full with a shortened timeline. We see much higher quality leads coming in than our channel averages.

Opportunities generated from TA are closing at a higher rate than our company benchmark. They’ve quickly become one of our most valuable lead gen partners.”

PagerDuty
Senior Partner Marketing Manager

“Our program with TechnologyAdvice is among our top performing channels in terms of conversion to opportunity.

I attribute that to the quality of the data they are sourcing from, and the qualifying process they follow.”

IBM + Eightbar
Associate Director of Integrated Planning
TechnologyAdvice gives marketers unprecedented opportunities to connect with digital engagers at scale, covering 140 countries in North America, LATAM, EMEA, and APAC.

We Connect 100 Million Tech Buyers World-Wide

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>32%</td>
</tr>
<tr>
<td>LATAM</td>
<td>4%</td>
</tr>
<tr>
<td>APAC</td>
<td>32%</td>
</tr>
<tr>
<td>EMEA</td>
<td>32%</td>
</tr>
</tbody>
</table>
Our Markets

All Markets
Breakout by Company Size

Company Size

More than 9999: 26%
5000-9999: 8%
2500-4999: 11%
1000-4999: 16%
500-999: 22%
1-99: 7%

Small to Mid-Size
Top 5 Industries

Company: 1-499

Computer & Technology: 698K
Banking/Accounting/Finance: 517K
Business Services: 515K
Retail and Wholesale: 459K
Engineering & Construction: 436K

Enterprise Market
Top 5 Industries

Company: 500-9999+

Manufaturing: 3.3M
Banking/Accounting/Finance: 2.5M
Retail & Wholesale: 2.2M
Computer and Technology: 1.8M
Business Services: 1.8M
Our Verticals & Job Functions

- **Business**
  - Customer Service
  - Finance
  - General Business
  - HR
  - Marketing
  - Sales

- **IT**
  - IT Management
  - IT Networking

- **Data**
  - Business Intelligence
  - Data Engineering

- **Development**
  - Back-End Developers
  - DevOps
  - Front-End Java

- **Security**

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55–65% of Technology Decision Makers now sit outside of Information Technology
Get in touch.
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