

AFTERMARKET BUSINESS WORLD

2025
MEDIA KIT



AUDIENCE

DIGITAL ADS

NEWSLETTERS

MARKETING SOLUTIONS

CONTACTS

FORGING POWERFUL CONNECTIONS BETWEEN BUYERS AND SELLERS IN THE TRANSPORTATION INDUSTRY

Thank you for supporting the industry's premier journalistic brands. We are committed to maintaining the highest integrity, ethics and values so your ad message is viewed in the highest quality environment possible.

SERVICE & REPAIR:

**RATCHET
+WRENCH**

Ratchet+Wrench is the resource for auto care and service center owners, operators, and managers to lead cutting-edge operations. It equips readers with the most progressive shop management strategies, tactics, and tools for future success through stories from real industry professionals and experts on issues that matter most to the automotive aftermarket.

MOTOR AGE

Since 1899, *Motor Age* has served the technical automotive service professional by providing real-world technical information and service/repair solutions. In its mission to advance the automotive service industry, *Motor Age* provides the training and resources today's working professional needs to remain competitive in an ever-increasingly technical field.

PTEN
PROFESSIONAL TOOL & EQUIPMENT NEWS

PTEN is the brand automotive repair shop owners and technicians turn to first to learn about the latest tools and equipment in the automotive aftermarket, helping to increase productivity in the shop and maximize billable hours.

VEHICLE SERVICE PROS

VehicleServicePros.com provides automotive professionals exclusive content, technical training resources, the latest tool and equipment information, technology trends, and an audience reach unmatched in the aftermarket.

 **autojobcentral**
future driven forward

Auto Job Central is a powerful job board for the auto repair industries. Find technical and management careers, or search for skilled employees.

TECHNICAL TRAINING:

**MOTOR AGE
TRAINING**

Motor Age Training offers an extensive library of high-level training and learning opportunities to help shop owners and technicians expand their skills for servicing highly complex vehicles and keep pace with rapidly evolving repair trends.

TIRE SERVICE:

MTD

Modern Tire Dealer is the premier source of news, research and market trend analysis. *MTD's* expertise provides both industry insight for its readers and a platform for advertisers to target their audiences via print, digital, content development, and a variety of custom media products. It provides our readers and users the inspiration, tools and motivation to help them succeed in the industry.

DISTRIBUTION:

**PROFESSIONAL
DISTRIBUTOR**

Professional Distributor is the leading brand exclusively serving the automotive tool and equipment distribution channel, providing new product information and best practices to help mobile tool dealers maximize sales and effectively run their business.

**AFTERMARKET
BUSINESS
WORLD**

Aftermarket Business World connects marketers to an audience of buyers including aftermarket suppliers, parts manufacturers and distributors, merchandise managers, and more.

COLLISION REPAIR:

ABRN
AUTO BODY REPAIR NETWORK

ABRN (Auto Body Repair Network) delivers cutting-edge technical information, how-to repair insights, emerging technology trends, and best practices to collision repair shop owners, managers, and technicians to help prepare them to repair ever-increasingly complex vehicles.

**FENDER
BENDER**

FenderBender is the resource dedicated to helping owners, operators, and managers work smarter and grow their collision repair businesses. Through real world shop stories and expert advice, collision repair professionals learn about the latest business management strategies, issues, and motivation that leads to success in this rapidly evolving industry.

QUICK LUBE:

NOLN

National Oil and Lube News is the only media brand dedicated to quick lube and fast maintenance business owners, operators, and managers. *NOLN* keeps readers up to date on key industry issues and trends, and helps operators lead and manage their operations by covering the latest knowledge, technology, and strategies for business success.

Click to view
**WATCH OUR
GROUP STORY**



DIGITAL AUDIENCE INSIGHTS

Aftermarket Business World connects marketers to an audience of buyers including aftermarket suppliers, parts manufacturers and distributors, merchandise managers, and more.

AVERAGE MONTHLY PAGE VIEWS



38,800

AVERAGE MONTHLY REACH



28,000

WEBSITE REACH

11,000

Average Monthly Sessions for Distribution Channel

5,100

Average Monthly Unique Visitors for Distribution Channel

E-NEWSLETTER REACH



14,000

AVERAGE TOTAL OPEN RATE*



45.7%

COMBINED SOCIAL REACH



3,000

EMAIL MARKETING LIST



14,000

AVERAGE TOTAL OPEN RATE*



23.6%

e-Newsletter	Deployment Avg.	Av. Total Open Rate
Aftermarket Business World Digital Update	14,000	45.7%

The Audience Engagement Report provides an integrated view of the Aftermarket Business World community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

DIGITAL ADVERTISING

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.

Click to view
**DIGITAL
SPECS AND
SAMPLES**



Digital Banners

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

Leaderboard

Rectangle

Expanding Half Page

Expanding Rectangle

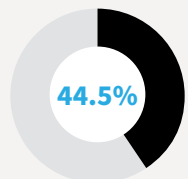
Native Ad

Materials Due: Seven business days prior to publication.

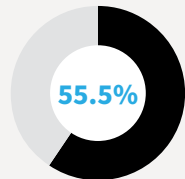
Send Creative To: webtraffic@endeavorb2b.com

Visit Our Website: vehicleservicepros.com

DESKTOP VISITORS
AVERAGE MONTHLY



MOBILE VISITORS
AVERAGE MONTHLY



High-Impact Digital Advertising Positions



BILLBOARD

A prominent, highly-visible ad unit placed at the top of the website above the content.



VIDEO BILLBOARD

Engaging video experience embedded into a billboard and placed at the top of the website above the content.



WELCOME AD

High-impact ad unit that demands attention when users enter the website.



IN-ARTICLE FLEX

Custom created ad with engaging imagery, clear call to action and placement within content, reaching readers as they engage with content.



IN-BANNER VIDEO

Short videos embedded into a 300x250 ad unit, offering a more engaging user experience.



IN-ARTICLE VIDEO

Video marketing embedded within editorial content. Offers an immersive, visual and audio experience that is non-intrusive to users.



RESKIN

Integrates multiple units to frame the website and showcase your brand, responsive and flows with content.



IN-ARTICLE PREMIUM

Large ad placed in between paragraphs within articles, reaching readers while they are engaged with content.

NEWSLETTERS AND PODCASTS

Established frequency, trusted content, and engaged audiences

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



Aftermarket Business World Digital Update

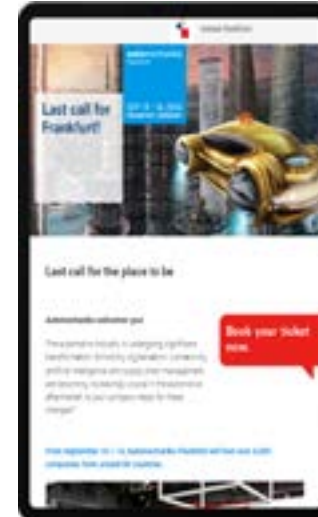
Unparalleled news, analysis, research and product information for the automotive supply chain.

Weekly on Thursdays

Stats

Average Monthly Subscribers.....14,000
Avg. Total Open Rate*.....35.92%

[View **EXAMPLE**]



Custom Email Marketing

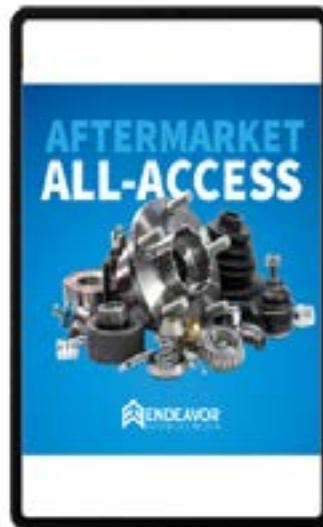
Promote your brand and your company's services by sending a custom email to our customer list, or by targeting a specific demographic.

Varies

Stats

Average Monthly Subscribers.....14,000
Avg. Total Open Rate*.....23.60%

[View **EXAMPLE**]



Aftermarket All-Access

Aftermarket All-Access is a twice-monthly podcast covering the news, insight, trends, challenges, and innovations parts distributors and manufacturers need to know about the automotive aftermarket. Each episode features expert interviews, real-world case studies, and actionable strategies to inform listeners about the ever-evolving automotive aftermarket landscape.

Every Other Thursday

[View **EXAMPLE**]

Send creative to: webtraffic@endeavorb2b.com

Materials due: Seven business days prior to publication.

Click to view **SPECS**

DIGITAL RATES

WEBSITE ADVERTISING		
HIGH-IMPACT ADVERTISING	ROS (CPM)	CHANNEL (CPM)
Billboard	\$150	\$150
Responsive Reskin	\$225	\$235
In-Banner Video	\$150	
In-Article Flex	\$200	
In-Article Premium	\$200	
In-Article Video	\$175	
Video Billboard	\$175	\$185
Pushdown	\$175	\$200
Welcome Ad Exclusive Sponsorship	\$3,150/week	
Expanding Medium Rectangle	\$125	\$150
STANDARD ADVERTISING	ROS (CPM)	CHANNEL (CPM)
Leaderboard	\$90	\$90
Medium Rectangle	\$90	\$90
Half-Page	\$115	\$150
Expanding Half Page	\$150	\$200
AUDIENCE EXTENSION		
Display	\$80	
Facebook (Video Available)	\$125	
LinkedIn	\$105	
Audience Extension Pre-roll	\$89	
NATIVE ADVERTISING		
Native Article or Video Post	\$2,500	
Native Article or Video Post Premium	\$4,000	
Native Ad	\$105	

EMAIL MARKETING	NET CPM
3rd Party Email Blast CPM	\$400
NEWSLETTERS	
AFTERMARKET BUSINESS WORLD DIGITAL UPDATE	1X
Leaderboard	\$840
Medium Rectangle (Positions 1-3)	\$840
Sponsored Content (Positions 1-2)	\$1,000

VIDEO AND CONTENT MARKETING	
The Trainer Video Sponsorship	\$7,500
Product Insights Video	Starting at \$6,000
In the Driver's Seat	Starting at \$7,500
Tool Review Video	Starting at \$9,500
How-to Video Sponsorship	Starting at \$9,500
Service Done Right Video Sponsorship	Starting at \$6,500
Tech Tips Video Sponsorship	Starting at \$9,500
Custom Video	Priced per project
Automotive Minute (Tech Tip Shorts)	\$4,500
Around the Wheel	\$7,500
Off the Shelves	\$5,950
Mastering Diagnostics	\$7,500
Wrench Tales	\$5,950
WEBINARS	
Webchat	Starting at \$7,950
Motor Age Training Webinar Sponsorship	\$12,950
Webinar	Starting at \$12,500



MARKET COVERAGE NEWSLETTERS

Click to view
**SAMPLE
MARKET MOVES
NEWSLETTERS**

OFFERING LARGER AUDIENCES AND
BROADER PERSPECTIVES FOCUSED
ON GROWING MARKETS.

FEATURED NEWSLETTER

MARKET MOVES **ELECTRIC VEHICLES**

Deploys: Twice Monthly on Fridays

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance.

TARGET AUDIENCE: Engineers, Manufacturers, Electrical Systems, Utilities, Executives, Transit Executives, Automotive Repair Shop Owners, Technicians, Maintenance & Fleet Managers

SPONSORSHIP OPPORTUNITIES:
Sponsored Content in 4 Positions - \$2,500 each

[[View Last Issue](#)] 



MARKET MOVES **CYBERSECURITY**

Insights and expert perspectives focused on the convergence of risk and resilience for secure network operations and business continuity among enterprise organizations in a broad array of sectors including commercial, corporate, industrial, manufacturing, transportation, public safety, healthcare, schools, and critical infrastructure. [[View Last Issue](#)]

Twice Monthly on Wednesdays

MARKET MOVES **ENERGY**

Analysis and viewpoints on the impact of innovation at the intersection of energy technology, sustainability, and finance. [[View Last Issue](#)]

Twice Monthly on Fridays

MARKET MOVES **INDUSTRIAL SUSTAINABILITY**

Providing industrial sector insight for implementing sustainable practices that range from decarbonization to circularity. Focusing on equipping professionals with the necessary tools and strategies to precisely measure, effectively manage, and actively reduce their environmental impact. [[View Last Issue](#)]

Twice Monthly on Tuesdays

MARKET MOVES **INFRASTRUCTURE**

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. [[View Last Issue](#)]

Twice Monthly on Fridays

MARKET MOVES **MANUFACTURING**

News and analysis from manufacturing and sector experts into the global manufacturing economy, delivering insights on diverse topics including labor relations, advanced manufacturing technologies, regulations and more. [[View Last Issue](#)]

Twice Monthly on Saturdays

MARKET MOVES **STRATEGY**

Delivering insights on strategy, leadership, investment and more from prominent companies in many of Endeavor Business Media's key markets. [[View Last Issue](#)]

Twice Monthly on Thursdays

MARKET MOVES **SUPPLY CHAIN**

Delivering insights and expert perspectives on inventory management, advanced technologies, logistics, news, and trends across every level of the supply chain industry. [[View Last Issue](#)]

Twice Monthly on Thursdays

CUSTOM PUBLISHING

Utilize our team of industry experts to create custom content that enables your company to stand out from the rest. We can help from start to finish with services including:

- Content Development
- Design Services
- Printing/Production
- Distribution

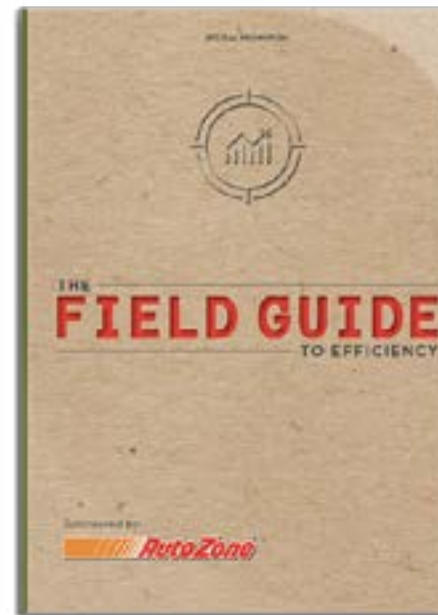
Custom Print Magazines and Supplements Enable Companies to Stand Out From the Rest

EXAMPLES INCLUDE:



PAINTER'S PLAYBOOK

[\[VIEW EXAMPLE\]](#) 



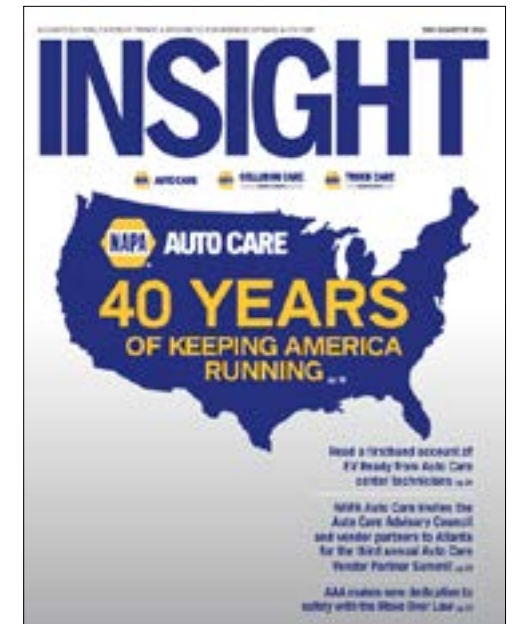
FIELD GUIDE
TO EFFICIENCY

[\[VIEW EXAMPLE\]](#) 



COMMERCIAL TIRE DEALER
OF THE YEAR/K&M TIRE

[\[VIEW EXAMPLE\]](#) 



NAPA
INSIGHT

[\[VIEW EXAMPLE\]](#) 

TRAINING & TEST PREP

Click to
**LEARN
MORE**

Our technical team presents high-level training and learning opportunities all year long to help technicians and shop owners keep pace with evolving technology and repair trends.



Private Branding & Content Licensing

Take advantage of our content to build out your LMS platform or to private label the ASE Study Guides for your brand. Our content licensing opportunities shared by Brand Manager James Hwang are vast and can be developed to fit your needs.

- » Utilize our content to build out your LMS platform
- » Private label the ASE Study Guides for your brand
- » Vast content licensing opportunities can be developed to fit your needs



Shipping Inserts

Send your company's products or services directly to a qualified and engaged audience of professional technicians alongside our ASE Study Guides.

- » Deliver your promotional materials directly to professional technicians
- » Insert your promo pieces or catalogs into our study guide shipments



Webinars & On-Demand Training

Our technical editors and valued partners regularly produce training programs that surpass anything offered by our competitors, both in quality and viewership. In 2024, we will continue our long-standing partnership with Technicians Service Training (TST) to deliver best-in-class technical webinars. Sponsorships here get your products and brands prime real estate with key customers.

- » Technical and management related training programs produced monthly
- » Sponsor to get your products and brands prime real estate with key customers

[View **EXAMPLE**] 



LMS Website

ASE Study Guides and Top Training Reach Your Target Audience. Our resources establish credibility and influence prospects. Develop thought leadership and cultivate new relationships.

- » Position your business as a training instructor
- » Share technical information featuring your team

[Visit **WEBSITE**] 



ASE Study Guides

Updated annually to keep pace with testing criteria, we produce more than 40 ASE Study Guides, edited by ASE Master Technicians and designed to help thousands of professionals prepare for and pass their tests. Insert your ads into these leading training products to reach your intended customers.

- » 40+ ASE Study Guides produced annually, edited by ASE Master Technicians
- » Advertise in these leading training products to reach your intended customers

[View **EXAMPLE**] 

ASE STUDY GUIDE RATES	12 Placements
Back Cover	\$19,995
Inside Front Cover	\$14,995
Inside Back Cover	\$14,995
Inside Full-Page	\$9,995

Trusted Partners



YouTube **138K+**

YOUTUBE SUBSCRIBERS

“Please do NOT stop making videos. I have been learning so much from you guys!! One of my favorite automotive channels.” - @antonioorozco4896

VIDEO

Turn to the Technical Experts to Get the Most Out of Video

In our mission to advance the automotive service professional, the Vehicle Repair Group provides our audience real-world technical information and service/repair solutions. Our content creators are all experienced technicians, and all share a common goal - to provide the training and resources today's working professional needs to remain competitive in an increasingly technical field.

This is what sets us apart.

Tech Tips


An educational video we work closely with the client to create in order to showcase their tool/product.

[[VIEW EXAMPLE](#)] 



Service Done Right

An educational video series that focuses on performing a service or repair the right way.

[[VIEW EXAMPLE](#)] 



Product Insights

Bring your product announcement to life with the video that highlights everything that sets your part or tool apart.

[[VIEW EXAMPLE](#)] 



The Trainer

A monthly how-to video appearing online and featured in *Motor Age*.

[[VIEW EXAMPLE](#)] 



Tool Reviews

Feature your product in a video tool review with an industry expert.

[[VIEW EXAMPLE](#)] 



Off the Shelves

An exploratory look into various automotive parts offerings; often products that are new, not well known, or often misunderstood.



Wrench Tales

In this series, Master Diagnostician Brandon Steckler hosts engaging 30-45 minute interviews nationwide, discussing complex diagnostic cases rarely seen by many technicians.

[[VIEW EXAMPLE](#)] 




Around the Wheel

Both a written and web series that focuses on various technical topics within the automotive space. Topics could include but not limited to: Drivability, engine management, drivetrain, steering and suspension and ride control, and more.



Mastering Diagnostics

A video series by *Motor Age* Technical Editor Brandon Steckler designed to instruct technicians how to perform common preliminary and non-intrusive diagnostic testing that applies to almost every vehicle.

[[VIEW EXAMPLE](#)] 



In the Driver's Seat

Series of 10-15 min interviews with Thought Leaders and Subject Matter Experts that dive into assorted topics within the industry. Whether that is emerging trends, newly formed legislation, or new technology that provides solutions to industry problems.



Automotive Minute (Tech Tip Shorts)

A quick-hitting video series by Erik Screeden, Technical and Multimedia Content Director, discussing a wide variety of topics including emerging technology, service repair, and preventative maintenance.





AUTOMOTIVE MARKET RESEARCH

To drive smart business decisions, you need sound, validated market insights about your customers, their habits, and what drives their decisions.

Making Smart Business Decisions

Requires sound, validated market insights about customers, their habits, and what drives decisions.

BUSINESS INTELLIGENCE THAT DRIVES DECISIONS

IMR Inc. experienced research consultants focus on optimizing your return on investment and providing you with impactful insights and recommendations that are actionable and support profitable decisions.

- Understand customer needs
- Identify key target opportunities
- Assess brand/product strengths
- Identify gaps in the marketplace
- Evaluate brand/product performance
- New product evaluation and launches
- Pricing and profit strategies
- Market size and competitive intelligence

IMR Inc. experienced research consultants focus on optimizing your return on investment and providing you with impactful insights and recommendations that are actionable and support profitable decisions.

UNLOCK THE INSIGHTS YOU NEED

IMR Inc. Syndicated Research tracks 175+ parts, services, and chemicals, as well as provides comprehensive data on vehicle service and repair behavior, consumer trends, brand performance, and more.

- Braking systems
- Chemicals, additives, and cleaners
- Computer & Emissions
- DIY vs. DIFM trends
- Consumer and vehicle demographics
- Delayed maintenance
- Part replacement rates

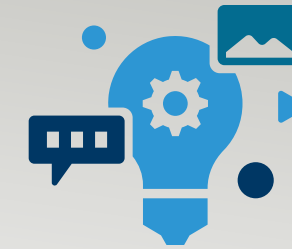
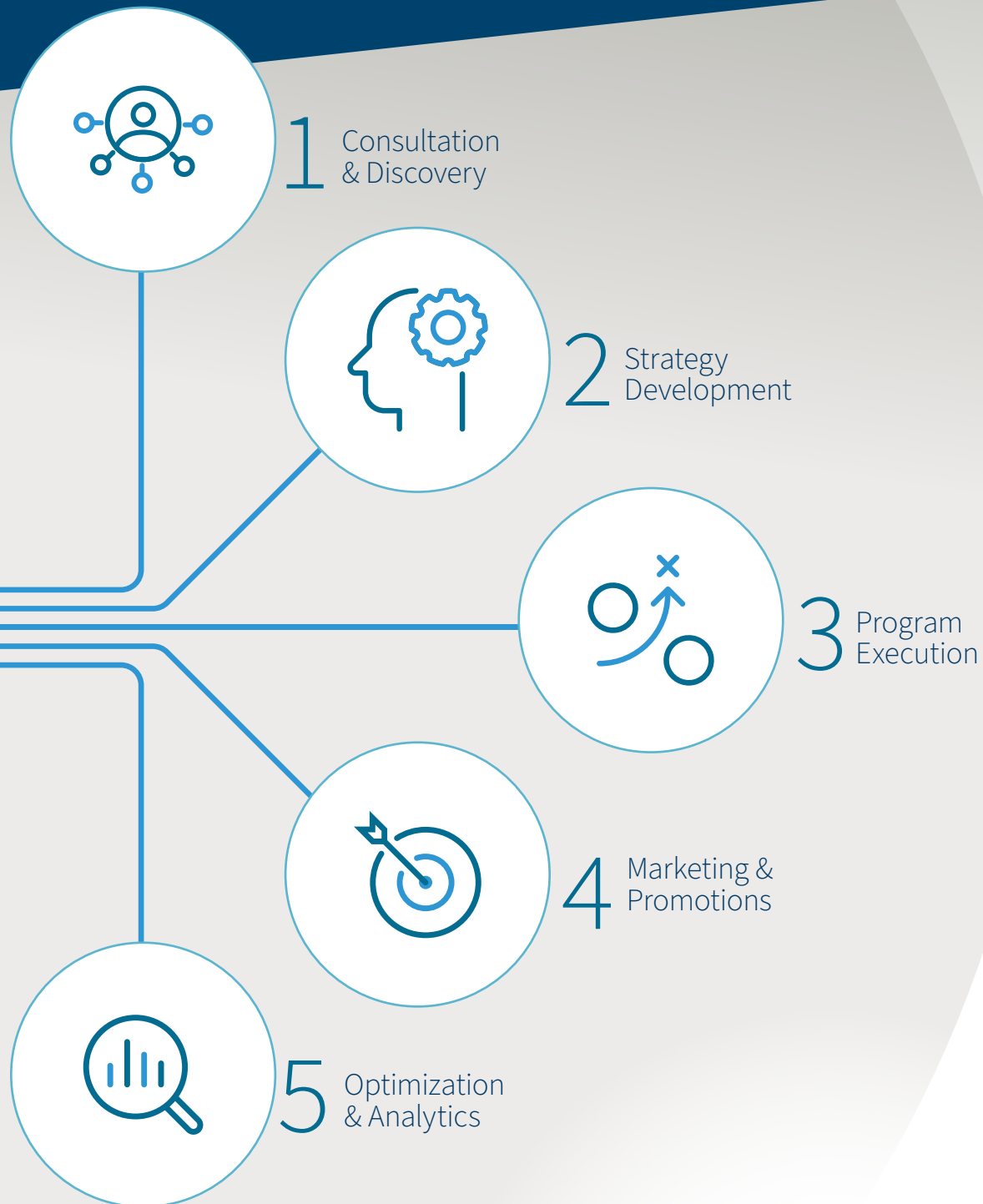
IMR Inc.'s Continuing Consumer Automotive Maintenance Survey helps you make smarter, more profitable business decisions by detailing consumer buying dynamics for products and services.



Since 1975, IMR Inc. has been a pioneer in automotive market research. No other company offers the breadth and depth of experience and the rigorous methodologies that we bring to the table. Our industry-standard syndicated and proprietary market research studies focus on the automotive industry, including the automotive aftermarket, heavy duty, and fleet segments.

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.



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.

Click to
**LEARN
MORE**



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. 📌

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. 📌

WHY SHORT FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost Efficient
Mobile Friendly



Click to
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Visual Storytelling That Creates 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.

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MORE**



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.



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.

Click to
**LEARN
MORE**

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. 📄

Content Engagement Center

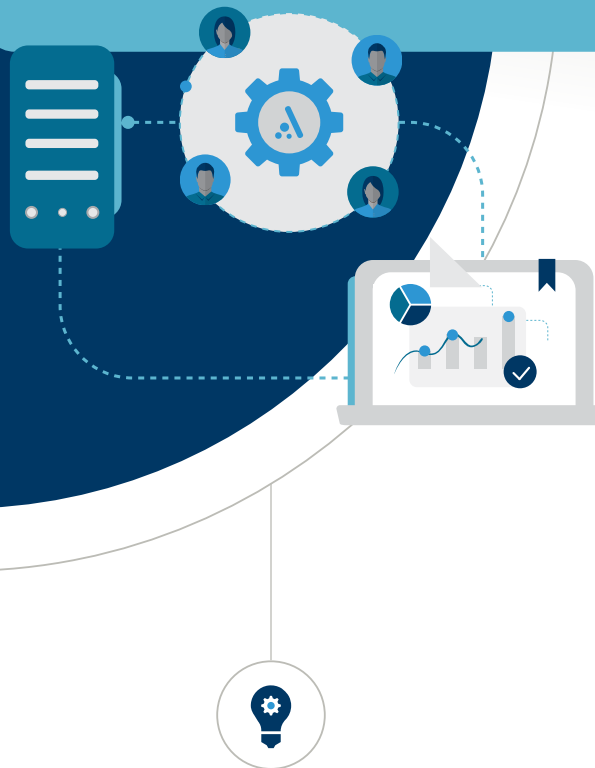
Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery. 📄

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. 📶

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. 📶

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. 📶

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
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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.

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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.

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WE KNOW THE MARKETS

12 MILLION BUSINESS PROFESSIONALS
IN SECTORS THAT ARE INNOVATING,
TRANSFORMING, AND GROWING.

