2023 B2B MEDIA PROGRAMS

REACH  ENGAGE  INFLUENCE
Audience Demos

Marketers That Matter to You Rely on eMarketer

**Have Buying Power**
- 82% Specify and/or authorize purchases

**Budget Authority**
- 83% Top Executives & Management

**Interest in Your Solutions**
- 82% Marketing/Advertising/Analytics/CX/Ecommerce/Product Management/Strategy functions

**And Dollars to Invest**
- 21% Revenues of $1b+
- 41% Revenues of $10m-$999m
- 38% Revenues up to $10m

*of those who reported revenue

*Demos based on Annual Visitor Survey, March 2022
“The eMarketer audience is exactly who we need to engage senior level brand marketers. The content quality as well as the leads generated via eMarketer programs help us stand out in a sea of industry noise.”

—Paul Severini, Chief Sales Officer, AdTheorent

Social Media Followers

- Twitter: 290.4K
- Facebook: 83.1K
- LinkedIn: 31.9K

Around the Globe

- Monthly unique site visitors: 450,000+
- Total newsletter subscribers: 420,000+
- Total podcast listens per month: 85,000+

North America (NA): 56%

Europe, Middle East, and Africa (EMEA): 18%

Latin America (LATAM): 3%

Asia Pacific (APAC): 22%
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Digital Display

450,000+
monthly unique visitors
Home to research, forecasts, articles, charts, podcasts and webinars. (see example)

ROS, Geo, Category, and Domain/ABM targeting across the site and social.

BRANDING & AWARENESS
Daily Newsletters

**eMarketer**
141,000+ subscribers

The flagship newsletter delivers data and insight into the digital transformation of media and marketing.

**Retail**
66,000+ subscribers

Daily trends and forecasts into retail, ecommerce, and the major players in the industry. This number-based newsletter provides quick and actionable insights to our readers.

**Banking & Payments**
86,000+ subscribers

Stay ahead of digital transformation in banking, fintech, payments, and more with leading insights from our research team.

**Chart of the Day**
25,000+ subscribers

Daily chart packed with data and key statistics on the biggest trends in today’s most disruptive industries.

BRANDING & AWARENESS
FYIs (dedicated emails) & Spotlights

100% or 25% SOV. Deliver your message directly to your target audience. Highly effective for lead generation.

**eMarketer**
248,000 WW subscribers
128,000+ NA subscribers

**Retail**
99,000 WW subscribers
55,000 NA subscribers

**Financial Services**
93,000 WW subscribers
26,000 NA subscribers

Region, country, industry, or ABM targeting also available.

**LEAD GENERATION**
Native Videos & Articles

A sponsored video within eMarketer’s editorial environment. Submit a three-to five-minute script to eMarketer’s content studio team, and we’ll work with you to ensure your content captivates our audience.

The marketer’s superpower: Building community | Sponsored Content

This sponsored video was contributed by Meta.

“Advancing Business With Community”

Learn how by downloading our Community for Brands playbook

“Community for Brands”

Learn How Community Can Drive Business

Here at Meta, we’ve seen digital communities with value across a wide variety of business goals from customer support to acquisition. We created our Community for Brands playbook to showcase why it’s important for organizations to invest in community and share best practices to help you succeed.

The evolution of podcast advertising: What’s next for marketers? | Sponsored Content

New to podcast advertising? There’s a whole world of opportunities waiting for you. Learn how podcasts can boost brand awareness and help create a unique connection with your audience. Our whitepaper will guide you through the process of planning and executing a successful podcast advertising campaign.

Editorial Placement

A sponsored byline within eMarketer’s editorial environment. Submit a timely whitepaper, thought leadership article, case study, etc.

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Podcasts

**Behind the Numbers**
85,000+ monthly listens

This daily podcast helps listeners make sense of the ever-changing worlds of digital media, marketing, advertising and technology. We keep our audience up to date, provide thought provoking analysis and have a little fun along the way.

Marcus Johnson, Producer & Host

**Reimagining Retail**
8,700+ monthly listens

A weekly podcast that delves into retail's convergence with every part of our lives and every part of the digital media ecosystem—from retail media and social commerce to the relationship between digital and physical commerce.

Sara Lebow, Host

**Banking & Payments**
1,300+ monthly listens

Semi-monthly podcast covering the landscape of digital banking, cryptocurrency, fintech, payments, insurance, and more.

Rob Rubin, Host
Guaranteed Programs

Content Syndication

Interactive Quizzes

Packed with industry data, volumes of branding, and social share stickiness.
Content Sponsorships

Leverage sought after research and editorial, covering trending topics with 100% share of voice.

**Analyst Reports**

- AI in Customer Experience
- Roundups
- Analyst Reports
- New in 2023!
  - Custom Content
  - Immersive Storytelling

**Snapshots**

**Roundups**
Live Video Webinars

Tech-Talk
Moderated by eMarketer, the webinar features content created and presented by sponsor.

Meet the Analyst
Content created and presented live by an eMarketer analyst and featuring an executive representative of your brand. The webinar covers industry-leading research and insights on a subject area of interest to the sponsor and their target audience.

Also Available
Webinar Promotion and Hosting
Host on your own webinar platform. Drive attendance with an invite to our audience and let eMarketer talent moderate.
Virtual Summits

Attention!, an eMarketer Summit, are held quarterly and led by eMarketer's trusted analysts and key experts from the marketing community.

In-Person Events

Hosted at eMarketer's HQ in Times Square and featuring analysts and industry experts.

Also Available

Bring an Expert to your Event

eMarketer analysts are available to present at your industry events, whether they be live or virtual.
“We were happy that our Tech-Talk Webinar produced valuable leads. It also provided us a chance to showcase our brand through our unique content and interaction with the eMarketer team.”
—Riikka Söderlund, Director of Brand Marketing, Smartly.io
Who We Are

Results-driven team of seasoned digital media experts committed to designing successful solutions for clients using eMarketer’s powerful multimedia channels.

For more info, contact: advertising@emarketer.com

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— eMarketer reader

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