2023 B2B MEDIA PROGRAMS

REACH

ENGAGE

INFLUENCE
For over 20 years, eMarketer, an Insider Intelligence brand, has been trusted by CMOs as the most comprehensive source of information on how to operate in a digital world, offering transparently sourced and vetted data from thousands of sources that provide unparalleled insight into changing consumer behaviors.

eMarketer is an indispensable resource for influential brand marketers, agency executives and publishers. They consume eMarketer media regularly for quick and easy access to the objective information they need to make better, more informed business decisions.

eMarketer is also relied upon as a top B2B performance marketing vehicle for generating awareness, distributing thought leadership and driving demand.

eMarketer’s media is relevant to our readers. As our editorial sets the stage for an informed conversation about the state of digital transformation, advertising messages are complementary. eMarketer provides the what, where, when and why—while advertisers contribute the who and how. Together, we complete the educational journey for our audience.

## Channels/Tactics US B2B Marketers Feel Will Contribute Most to Business Growth

<table>
<thead>
<tr>
<th>% of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Content marketing</td>
</tr>
<tr>
<td>Website/landing page</td>
</tr>
<tr>
<td>Social media</td>
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<tr>
<td>Email</td>
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<tr>
<td>Partnerships</td>
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<tr>
<td>Account-based marketing</td>
</tr>
<tr>
<td>Events</td>
</tr>
<tr>
<td>Video marketing</td>
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<tr>
<td>Influencer marketing</td>
</tr>
<tr>
<td>Display advertising</td>
</tr>
<tr>
<td>Mobile/SMS</td>
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<tr>
<td>Public relations</td>
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<tr>
<td>Print advertising</td>
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Note: in the next year

From custom content and live video sponsorships to display, email, content syndication and ABM programs, eMarketer offers advertisers a trusted environment to execute top performing B2B marketing tactics -- backed by analyst research, forecasts, data, and insights.
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

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*Demos based on Annual Visitor Survey, 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

<table>
<thead>
<tr>
<th>Social Media Followers</th>
<th>Monthly Unique Site Visitors: 450,000+</th>
<th>Total Newsletter Subscribers: 420,000+</th>
<th>Average Plays Per Month: 66,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>287.6K</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>82.1K</td>
<td></td>
<td></td>
</tr>
<tr>
<td>LinkedIn</td>
<td>34.5K</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>


Social Media Followers:
- Twitter: 287.6K
- Facebook: 82.1K
- LinkedIn: 34.5K

Global Reach:
- NA: 56%
- EMEA: 18%
- LATAM: 3%
- APAC: 22%
Broad Reach Programs

**eMarketer Daily Newsletter**

**125,000+ subscribers**
The flagship newsletter delivers data and insight into the digital transformation of media and marketing.

**Chart of the Day Newsletter**

**20,000+ subscribers**
Daily chart packed with data and key statistics on the biggest trends in today's most disruptive industries.

**Behind the Numbers Podcast**

**66,000+ average monthly plays**
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.

**Display Advertising**

**450,000+ monthly unique visitors**
Reach our audience where they engage with research, forecasts, articles, charts across our site and social channels (see example). ROS, Geo, Category, and Domain/ABM targeting available.

FYI (dedicated email)

**253,000 WW subscribers**
**130,000+ NA subscribers**
100% or 25% SOV. Deliver your message directly to your target audience. Highly effective for lead generation. Region, country, industry, or ABM targeting also available. Plus, FYI Spotlights with 25% SOV.
Retail Focused Programs

Retail Daily Newsletter
57,000+ 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.

Retail FYI (dedicated email)
86,000 WW subscribers
50,000 NA subscribers
100% or 25% SOV. Deliver your message directly to our retail and ecommerce audience. Highly effective for lead generation. Region, country, or ABM targeting also available. Plus, FYI Spotlights with 25% SOV.

Reimagining Retail Podcast
9,100+ average monthly plays
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.

Display Advertising
450,000+ monthly unique visitors
Large SOV within the Retail and Ecommerce category. Geo and Domain/ABM targeting available.
Audience Deep Dive
Retail, Commerce & CPG Brands

Sample Titles
Chief Brand Officer
Chief Ecommerce Officer
Chief Marketing Officer
EVP Marketing & Merchandising
Executive Director, Ecommerce
Head of Advertising Monetization
Director of Customer Experience
Director Digital Transformation
Director Marketing Strategy
Director Consumer Insights & Engagement
Financial Services Focused Programs

Banking & Payments Newsletter
75,000+ subscribers
Stay ahead of digital transformation in banking, fintech, payments, and more with leading insights from our research team.

Financial Services FYI *(dedicated email)*
119,000 WW subscribers
35,000 NA subscribers
100% or 25% SOV. Deliver your message directly to our financial services audience. Highly effective for lead generation. Region, country, or ABM targeting also available. Plus, FYI Spotlights with 25% SOV.

The Banking & Payments Show Podcast
1,100+ average monthly plays
Semi-monthly podcast covering the landscape of digital banking, cryptocurrency, fintech, payments, insurance, and more.

Display Advertising
450,000+ monthly unique visitors
Large SOV within the Financial Services category. Geo and Domain/ABM targeting available.
Audience Deep Dive
Financial Services Brands

Sample Titles
Chief Marketing Officer
Chief Revenue Officer
AVP, Member Experience
AVP, Product Strategy
VP of Advertising
VP of Digital Marketing
VP of Payments
Consumer Banking Head
Director of Customer Experience
Senior Director of Marketing

TARGETED REACH
eMarketer is the only B2B digital publication that allows advertisers to align your brand with relevant analyst research, forecasts, data and interviews. We give advertisers the media platform to build thought leadership. And now, we are offering full-service creative productions from Studio ii.

Studio ii offers a wide range of video and content creation, to include live webinars, surveys, custom research, immersive storytelling, social video teasers, infographics, professionally produced video or editorial interviews, as well as other exclusive content to help you move leads through the funnel.

Produced by our editorial experts and backed by leading industry data, Studio ii products are designed to drive results, increase engagement and build loyalty with your target audience.

“eMarketer is a great media partner. The live webinars help Neustar connect with top prospects effectively by delivering qualified leads. We especially appreciate the Meet the Analyst program and having brand association with eMarketer’s well-regarded analysts.”

—Michael Schoen, SVP / GM, Marketing Solutions, Neustar, Inc.

Content Types That Produced the Best Results According to B2B Marketers Worldwide, July 2022

<table>
<thead>
<tr>
<th>Content Type</th>
<th>% of Respondents</th>
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<tbody>
<tr>
<td>In-person events</td>
<td>48%</td>
</tr>
<tr>
<td>Virtual events/webinars/online courses</td>
<td>47%</td>
</tr>
<tr>
<td>Research reports</td>
<td>46%</td>
</tr>
<tr>
<td>Ebooks/white papers</td>
<td>43%</td>
</tr>
<tr>
<td>Short articles/posts (less than 1,500 words)</td>
<td>39%</td>
</tr>
<tr>
<td>Case studies</td>
<td>36%</td>
</tr>
<tr>
<td>Videos</td>
<td>36%</td>
</tr>
<tr>
<td>Long articles/posts (more than 1,500 words)</td>
<td>32%</td>
</tr>
<tr>
<td>Podcasts and other audio content</td>
<td>21%</td>
</tr>
<tr>
<td>Infographics/charts/data visualization/3D models</td>
<td>20%</td>
</tr>
<tr>
<td>Livestreaming content</td>
<td>19%</td>
</tr>
<tr>
<td>Print magazines or books</td>
<td>18%</td>
</tr>
</tbody>
</table>

Note: in the past 12 months
Native Videos & Articles

Native Video
A sponsored video within the editorial environment of one of our four newsletters. Submit a three-to five-minute script to Studio ii, and we’ll work with you to ensure your content captivates our audience.

Native Article
A sponsored byline within the editorial environment of one of our newsletters. Submit a timely whitepaper, thought leadership article, case study, etc.
Guaranteed Programs

Content Syndication
Promote an exclusive, downloadable asset, with eMarketer to guarantee leads from your target audience.

Dear Nancy,

There’s no faster growing ad channel than connected TV (CTV). CTV ad spend will exceed $15.4 billion in the US in 2021, per eMarketer’s latest forecast. Download this complimentary white paper, sponsored by MNTN, to learn more.

Enjoy the read, eMarketer Editors

CTV advertising has changed how brands think about advertising and the ability to target specific audiences—much like what has occurred in other digital channels. It’s not solely about what the buyers think, but how they’re promoting their products and service.

- The most prevalent first-, second-, and third-party data sources, including summaries on what they’re useful for
- The strategies that pair best with CTV and what data sets are available
- Why a programmatic, audience-focused approach can create lockstep vs. more traditional TV advertising

Your Guide to CTV Audience Data

Download Now

For companies with mature ABM programs, "lead generation" is:

- Most important priority
- Second most important priority
- Third most important priority
- Not a top priority

Not a top priority

Many thanks for your partnership! We enjoyed working with your team.”

—Lauren Wolfen, Vice President of Client Strategy & Analytics, Tinuiti

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

LEAD WITH ANALYST CONTENT

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

Analyst Reports

Snapshots

Immersive Storytelling

See a small example of what we can do, click to travel through Trustopolis, where eMarketer’s “Digital Trust Benchmark Report” comes to life across media channels.

Plus

Roundups, Stat Packs, Lookbooks, Industry Insights, Top Charts & More

Also Available Custom Content Creation
**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.

"...a valuable session from start to finish. I enjoyed every moment of it. This was handled in the most professional and kind way."

— Nadav Avidan, Director of Brand and Communications, North America, AppsFlyer
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.

"We’ve enjoyed working with the eMarketer Team. Every individual has been extremely professional and outstanding in their craft...”
—Nicole Agniel, Sales Director, Hoot Interactive

Bring an Expert to your Event

eMarketer analysts are available to present at your events, whether they be live or virtual. We also offer webinar hosts.
“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

"Thank you to your team for being so professional and communicative. Always a pleasure working with you all!"
- Becky Woodford, Marketing Events Manager, Adobe
“Great publication...news...insights...keep it coming.”
—eMarketer reader

advertising@emarketer.com