**Audience Demographic**

**Marketers That Matter to You Rely on eMarketer**

- **33%** Agency
- **30%** Brands
- **14%** Other
- **13%** Media
- **10%** Technology

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

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

- **21%** Dollars to Invest
  - Revenues of $1b+
  - Revenues of $10m-$999m
  - Revenues up to $10m
  - *of those who reported revenue

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

- **450,000+** Monthly unique site visitors
- **420,000+** Total newsletter subscribers
- **71,000+** Average total podcast listens per month

**Social Media Followers**

- **290.4K**
- **83.1K**
- **31.9K**

**Worldwide Reach**

- **NA** 56%
- **EMEA** 18%
- **LATAM** 3%
- **APAC** 18%
### Sample Readers

<table>
<thead>
<tr>
<th>AGENCIES</th>
<th>CPG BRANDS</th>
<th>FINANCE</th>
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<tbody>
<tr>
<td>Deloitte</td>
<td>Pepsico</td>
<td>Wells Fargo</td>
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<tr>
<td>Omnicom Group</td>
<td>P&amp;G</td>
<td>PayPal</td>
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<td>Accenture</td>
<td>Unilever</td>
<td>Visa</td>
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<td>Publicis Sapient</td>
<td>General Mills</td>
<td>JPMorgan Chase &amp; Co.</td>
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<tr>
<th>HEALTHCARE</th>
<th>RETAIL</th>
<th>MEDIA</th>
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<tr>
<td>Cigna</td>
<td>Lowe's</td>
<td>Comcast</td>
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<tr>
<td>Anthem</td>
<td>Costco Wholesale</td>
<td>Disney</td>
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<tr>
<td>Pfizer</td>
<td>Amazon</td>
<td>Verizon</td>
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<tr>
<td>Johnson &amp; Johnson</td>
<td>Walmart</td>
<td>AT&amp;T</td>
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<th>TECHNOLOGY</th>
<th>TRAVEL &amp; HOSPITALITY</th>
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<tr>
<td>GM</td>
<td>Apple</td>
<td>Marriott</td>
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<td>Hilton</td>
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<td></td>
<td>Intel</td>
<td>Expedia</td>
</tr>
</tbody>
</table>
Solution-Driven Programs

From content and video sponsorships to email, display, and live webinars, top B2B marketers rely upon eMarketer as an exceptional performance marketing vehicle. Each offering is meticulously designed to meet your unique goals and objectives.

eMarketer is an indispensable resource for influential brand marketers, agency executives and publishers. As our editorial team sets the stage for an informed conversation about the state of digital transformation, advertising messages complement the content.

eMarketer provides the what, where, when and why—while advertising clients contribute the who and how.

Explore a diverse range of solution-driven programs. Together, we complete the educational journey for our audience.

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Contact: advertising@emarketer.com
eMarketer, Media Solutions & Strategy
450,000+ MONTHLY UNIQUE VISITORS

Leverage our digital display advertising to elevate your brand’s presence among an engaged audience of 450,000 unique monthly visitors. Benefit from extensive visibility on a platform that readers rely on for insightly research, forecasts, charts, and articles. Position your message alongside editorial known for credibility and insight.

Available Tactics Include:
RoS, Geography, Category, and Domain/ABM targeting across both the site and social channels.

“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.”
Newsletters

**eMarketer Daily**

*125,000+ SUBSCRIBERS*

Industry-leading daily newsletter on digital marketing, advertising, and media trends across all major channels. Data-driven and timely for decision-makers who need to keep up with the latest news, trends, and analysis.

**eMarketer Retail Daily**

*55,000+ SUBSCRIBERS*

Must read for decision-makers in the retail sector. Daily dose of data, news, and insights on the rapid transformation of retail and ecommerce. This subscription newsletter provides quick and actionable insights to our readers.

**Banking & Payments**

*72,000+ SUBSCRIBERS*

Weekly newsletter that leaders in the finance industry rely on to stay ahead of digital transformation in banking, fintech, payments, and more with leading insights from our research team.

**Retail Media Weekly Newsletter**

*200,000+ SUBSCRIBERS*

Weekly newsletter that offers unique coverage of retail media developments and trends, with industry-leading data, charts and analyst perspective.

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**eMarketer, Media Solutions & Strategy**

Contact: advertising@emarketer.com
Dedicated Emails: FYIs & Spotlights

Directly engage your desired audience and convey your message with precision and impact. Optimize your lead generation and secure immediate responses with our tailored email marketing solutions.

**eMarketer FYI**

300,000+ WW SUBSCRIBERS
165,000+ NA SUBSCRIBERS

**FYI Spotlight**

Multi-sponsor promotion. 25% SOV.
310,000+ WW SUBSCRIBERS

**Retail FYI**

95,000+ WW SUBSCRIBERS
58,000+ NA SUBSCRIBERS

**Retail FYI Spotlight**

Multi-sponsor promotion. 25% SOV.
110,000+ WW SUBSCRIBERS

**Financial Services FYI**

110,000+ WW SUBSCRIBERS
36,000+ NA SUBSCRIBERS

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

Contact: advertising@emarketer.com
eMarketer, Media Solutions & Strategy
Native Placements

Native Video
Enhance your thought leadership with a sponsored video interview, integrated into eMarketer’s editorial landscape. Provide 4-5 questions, and our content studio team will collaborate with you to create a compelling expert or executive interview that resonates with our audience.

Native Article
Showcase your thought leadership: feature your content seamlessly in eMarketer’s editorial space with a sponsored byline. Elevate your brand by submitting a relevant white paper, case study, or article, and connect with your audience.
Podcasts

**Behind the Numbers**

*57,000+ MONTHLY LISTENS*
This daily podcast helps listeners make sense of the ever-changing worlds of digital media, commerce, advertising, and technology with thought-provoking analysis…and a little fun along the way.

**Reimagining Retail**

*10,000+ 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.

**Banking & Payments**

*1,400+ MONTHLY LISTENS*
A new twice-monthly podcast covering the landscape of digital banking, cryptocurrency, fintech, payments, insurance, and more.

“I like the way the content is segmented into digestible, informative bits, with sprinkles of random data points/facts. The hosts are great.”

Contact: advertising@emarketer.com
eMarketer, Media Solutions & Strategy
Lead Guarantee Programs

Content Syndication

Amplify your reach and bring prospective customers into your sales and marketing funnel. Promote an exclusive, downloadable asset and generate guaranteed leads through our content syndication services.

Interactive Quizzes

eMarketer quizzes are designed to optimize engagement, encourage social sharing for maximum visibility, and deliver insightful snippets of market knowledge.

“What I love about working with eMarketer... You know what you are investing in and the return reflects the premium value they drive.”

— Lana McGilvray
Co-founder and CEO, Purpose Worldwide
Content Sponsorships

Align with best-in-class eMarketer editorial via eMarketer’s content sponsorships, covering critical topics of interest, with 100% SOV.

**Analyst Reports**  [see example]
Generate demand from eMarketer’s influential audience while associating your brand with the most trusted source of digital marketing information and research.

**Snapshots**  [see example]
A custom, curated collection of eMarketer infographics of industry leading data and research.

**Roundups**  [see example]
Custom collection of eMarketer articles, charts, and interviews built around a specific topic.

**Lookbooks**  [see example]
Align with visually driven content that revisits annual predictions and analyzes how the year is shaping up.

**ALSO AVAILABLE**

**Custom Content**

**Immersive Storytelling**
Live Video Webinars

Meet the Analyst Webinar see example
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.

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

In-Person Events

Hosted at eMarketer’s office or an agreed upon location of your choice. Events feature analysts and industry experts, either as presenters or panelists.

Virtual Summits

Attention!, an eMarketer Summit led by eMarketer’s trusted analysts and key experts from the marketing community.

Upcoming Summits:

- November 3, 2023
- May 3, 2024
- November 1, 2024

To view a recent summit, see content from our March 2023 summit here.

Also Available

Bring an Expert to your Event

eMarketer analysts are available to present at both your in-person or virtual industry events.

Contact: advertising@emarketer.com
eMarketer, Media Solutions & Strategy
Your Dedicated Team

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

Aaron Kern  
SVP, Global Media Sales  
Media Solutions & Strategy

Ina Gottinger  
Vice President,  
Media Solutions & Strategy

Adrienne Skinner  
Senior Director,  
Media Solutions & Strategy

Kristen Riebesell  
Senior Director,  
Media Solutions & Strategy

Elizabeth O’Connor  
Senior Director,  
Media Solutions & Strategy

Jacqueline Grace  
Associate,  
Media Solutions & Strategy

Hayat Adem  
Customer Success,  
Media Solutions & Strategy

FOR MORE INFO, CONTACT:  
advertising@emarketer.com

CUSTOM PROJECTS
Just ask!  
We thrive on service and creativity

“We can’t live without eMarketer.  
As a company, we constantly rely on eMarketer research for our internal training and external presentations. And as a marketing team, eMarketer has been one of our best and most reliable partners in helping us reach a large, well-informed, and engaged community of marketers.”

Ali Haeri  
SVP of Marketing  
MNTN