

What will your buyers trust?

THEY WILL GIVE YOU JUST ONE CHANCE

> CAN YOU PROVE YOURSELF IN

> > ?

TRUSTWORTHY COLLATERAL

BUILD YOUR IMPRESSION WITH THESE DATA SHEETS 57%*

WHITEPAPER 52%

VENDOR WORKSHEETS 42%

TECH GUIDES 35%

VIDEO / MULTIMEDIA 35%

TOP5
collaterals

*All statistics plotted for average readership preferences amongst technology purchasers worth or above \$10,000

57%

42%

TOP5
PRIMARY
PROMOTION

EMAILS
SUCCESS STORIES
TESTIMONIAL MAGAZINES
BLOGS
30%
INFOGRAPHICS
25%

YOUR COLLATERAL NEEDS PROMOTIONS!

YOUR PROMOTIONS NEED PROMOTIONS! WEBINARS 34%
SOCIAL POSTS 34%
SLIDE-SHOWS 31%
E-NEWSLETTERS 30%
PODCASTS 24%

TOP 5
SECONDARY
PROMOTION
media