



Connect with Leading Technology Marketers

Generating high-quality leads is the lifeblood of every organization. But it can be hard to reach busy technology marketers. Even if they are actively looking to purchase, you may struggle to get their attention.

M2X Technology Network is a media and event brand that delivers insights to technology marketers every day. We provide them with the market research, case studies and tips that they need to do their jobs better. As a result, we build a strong long-term relationship with them.

As a part of Emerald, we connect over 1.9 million customers across 142 events and 16 media properties each year. Our team has worked with marketers at leading technology manufacturers, distributors and software companies for many years. In fact, we have had relationships with 35% of these brands for more than ten years and often have contacts at the director level or above.



The Importance of the Membership Model

In order to access the most desirable content such as market research reports, site visitors must register as members. Our proprietary web-based platform then enables us to track all of their activities on the websites so we can share those leads with you.

Whether you want leads from people who are researching your category in general or those who have specifically read your whitepaper, we offer programs that can accomplish your goals.

Our membership forms enable M2X to deliver high-quality targeted leads.

First Name*	Last Name*
Email*	
Company*	
Job Title*	
Phone*	
Career Level*	
Industry*	
Company Size*	
Company Revenue*	
State*	
Country*	
SUBMIT	

You can purchase marketing leads from technology organizations based on factors such as company size, job function, industry and more.





Who Can Benefit from M2X Leads?

Anyone who sells to technology marketers can secure the leads they need to drive revenue through the M2X Technology Network. This includes martech companies that offer solutions for:

- account-based marketing
- analytics
- chat/messaging
- content management
- conversion tracking
- customer experience
- earned media
- email marketing
- lead nurturing
- landing pages
- marketing automation
- social media
- surveys
- video
- virtual events/webinars
- website development

We can also provide actionable leads for other types of organizations that do business with technology marketers such as marketing agencies, associations, promotional companies, event services, and more.

The M2X Technology Network Universe

The following are estimates based on our current lists sizes within Emerald brands that will be leveraged to form the new M2X audience.



EDITORIAL NEWSLETTER SUBSCRIBERS:

15,000 to start with a target of 25,000 by end of 2021

TOOLS TO USE NEWSLETTER:

10,000 to start with a target of 20,000 by end of 2021

Twice monthly newsletter highlighting new marketing software advances

MONTHLY PAGEVIEWS: 100,000

MONTHLY UNIQUE VISITORS: 40,000

FACEBOOK AND INSTAGRAM STEP AUDIENCE: 180,000

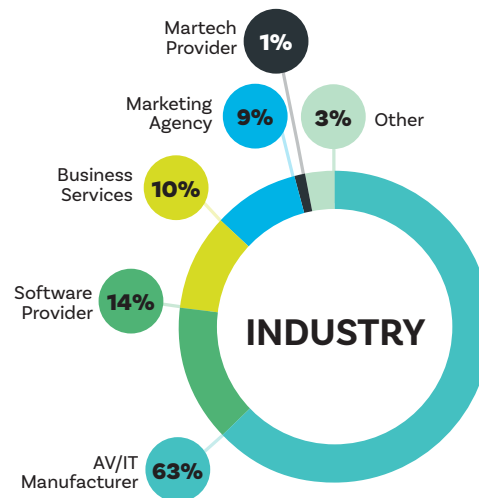
YOUTUBE STEP AUDIENCE: 120,000

Profile of M2X Technology Network Members

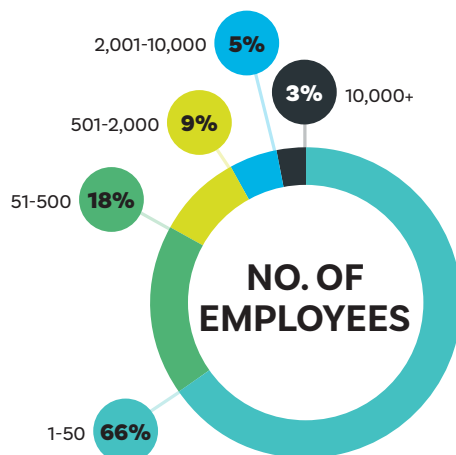
Members of our sites M2T (www.m-2-t.com) and M2I (www.m-2-i.com) include a cross-section of technology industry marketers. Below are some key metrics analyzing members' job roles as well as data regarding the companies where they work.



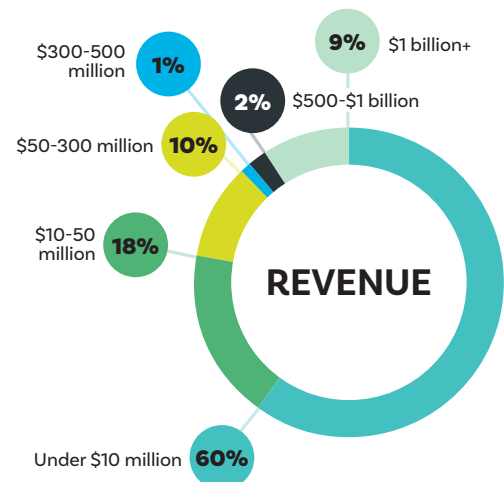
Nearly half of our members are executives with another 40% at the Manager or Director level.



Our members heavily represent AV/IT manufacturing as well as software providers with business and marketing services rounding out the pack



A majority of our members work at SMBs although on the other end of the spectrum 9% are employed by companies that earn more than \$1 billion in annual revenue.



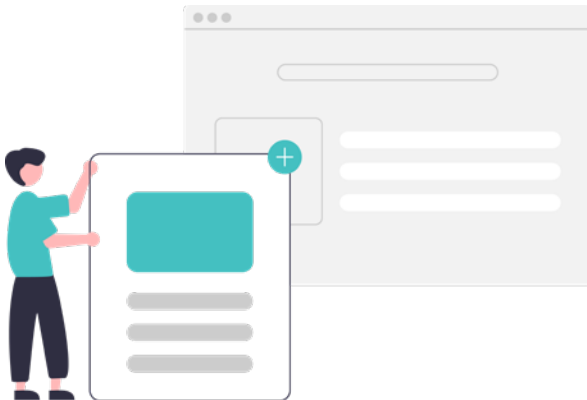
Content Syndication Solutions

You select the type and quantity of leads and we do all of the back-end marketing to deliver those leads. These packages are easily scalable to become a reliable source of high-quality leads month after month - helping you to achieve your annual lead generation goals.

You can provide your own content or our team can create it for you.

Example content types include:

- Contributed Article
- Whitepaper/Guide
- eBook
- Report
- Product Demo Video
- Case Study/Testimonial
- Product Comparison Tool



We will do the backend content promotion to drive lead fulfillment based on the number of leads purchased:

- Website banners
- Editorial newsletter ads
- Featured content dedicated emails
- In-content site promos
- STEP paid social media ads

Behavior-based Lead Generation

We employ a multi-touch program and sophisticated retargeting to move prospects through the **EDUCATION > ENGAGEMENT > COMMITMENT** phases.

Phase #1: EDUCATION

Drive site members to educational content in the form of an article, video Q&A or podcast

Phase #2: ENGAGEMENT

Retarget these contacts both on-site and off-site (through paid social media) to bring them back to more in-depth content such as a download.

Phase #3: COMMITMENT

Use on-site and off-site retargeting to bring these contacts back to view a product demo video, product spec sheet or other content used as part of the purchase decision.



Behavior-based Lead Generation Delivery

Each behavior-based lead generation campaign is set up in our ConneXions Platform for content delivery and audience retargeting.

PRE-LAUNCH



Insertion Order Received



Identify Content for Each Phase and Lead Profile



Set Up ConneXions Platform Parameters



Configure On-Site Retargeting



Configure Paid Social Retargeting

AVERAGE TIMELINE — APPROX. 1 WEEK*

**Timeline depends on when content is received and number of revisions to proofs*

POST-LAUNCH



First Leads Delivered and Check In



Weekly Pacing Reports



Confirmation of Campaign Completion



Wrap-Up Review and Optimizations

Custom Webinars

Aside from these lead generation packages, we also offer custom webinars. You can select the topic, provide a spokesperson, customer or other expert and we recruit the audience. Our editorial staff will moderate the webinar and facilitate the Q&A.



- Custom 30-minute webinar plus 10-15 minutes for Q&A
 - Our editors will work with you on the key talking points/flow of the discussion/questions
 - We promote the webcast via dedicated emails, weekly newsletter, social media and our website
 - Sponsor to provide and present slide deck which will be added to our housekeeping slides
 - Opportunity to include up to 5 assets in the webinar resource area, with reporting on activity
-
- All leads and contact details provided
 - MP4 file of the webcast to host on your own site
 - Opportunity to submit a guest blog post on our site
 - Registration goal: 250
 - Attendee goal: 100
 - Optional Add-on: Six weeks of on-demand promotion of the webinar content after the live date to secure an additional 100 registrations.

2021 Market Research Reports and Product Guides

Each month, Marketing to Tech Pros and Marketing to Integrators publish one-of-a-kind research reports and product guides focused on specific marketing categories. This is a unique opportunity for you to sponsor these resources to gain customers' attention and secure active leads.

Marketing to Tech Pros

Tech Pro POV – Our monthly market research report highlights survey results showing IT and other tech buyers' habits, preferences and purchase plans. We gather this data from our existing tech pro audiences at *My TechDecisions*, *Campus Safety*, *Campus Safety Conference*, *InterDrone* and *RFID Journal*.



Tools to Use – our monthly product guide for tech marketers that highlights must-have solutions within a specific martech product category, including:

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Media & PR Tracking	Customer Experience	Virtual Events	Social Media	Product Research and Intent Driven Marketing	Expectations for 2022

2021 Market Research Reports and Product Guides

Marketing to Integrators

Integrator POV – Our monthly market research report highlights survey results showing technology integrators' habits, preferences and purchase plans. We gather this data from our existing integrator audiences at *CE Pro*, *Commercial Integrator*, *Security Sales & Integration*, *CEDIA Expo* and *Total Tech Summit*.



Tools to Use – our monthly product guide for tech marketers that highlights must-have solutions within a specific martech product category, including:

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Email	Social Media	Industry Events	Content Marketing	Analytics	Expectations for 2022

Sponsorship Includes:



Recorded video interview with an editor related to Integrator/Tech Pro POV featured on our site



Inclusion of your product in the related Tools to Use guide



Your product featured in our related Tools to Use newsletter



100 leads from contacts who read and/or downloaded these resources



Your company logo within both the on-site coverage and pdf download



License to re-use content in your marketing

For more information, please contact:

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MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Profile of the Integration Industry	Co-op Marketing in the Integration Industry	Email Best Practices for the Integration Industry	Targeting Integrators through Social Media	Making the Most of Integration Industry Events	Integrator Content Marketing that Delivers Results	What Results are "Good" in Integration Industry Marketing	A Look Ahead to 2022
Topic Overview Welcome to M2I	Topic Overview The ABCs of Building a Co-op Marketing Program	Topic Overview Building Email Nurture Programs that Deliver Results	Topic Overview Getting the Most out of Social Media at All Levels of the Marketing Funnel	Topic Overview Snapshot of the Leading Integration Industry Events	Topic Overview Talking Benefits Not Tech Specs	Topic Overview Marketing Analytics Best Practices	Topic Overview Bringing Integrator Marketing Into the Future: AI, Speech, VR
Marketing How To's Marketer's View of the State of the Industry	Marketing How To's How to Measure the Success of MDF or Co-op Marketing Programs	Marketing How To's How to Create an Effective Newsletter	Marketing How To's Targeting Integrators with Paid Social Programs	Marketing How To's Tips for Maximizing Integrator Trade Show Leads	Marketing How To's Steps for Creating Content that Generates Leads	Marketing How To's How to Use Your Results to Secure More Marketing Budget	Marketing How To's Maintaining a Personal Connection Amid the Tech
Case Study How this Company Revamped its Customer Personas	Case Study How this Company Built an Effective Co-op Marketing Program for Integrators	Case Study The Redesign of the DISH Newsletter	Case Study How this Company Turned Social Media into a Revenue Builder	Case Study The Change that this Company Made to Close More Deals at Shows	Case Study How this Company Used Customer Testimonial Videos to Enter a New Market	Case Study How this Company Made It Easy to Measure Results	Case Study What We Did New in 2021
Market Research Segmenting the Integration Industry	Market Research Integrators' Wish List for Co-op Marketing	Market Research Integrators' Email Habits	Market Research Integrators' Social Media Preferences	Market Research What Integrators Really Want to See at Your Booth	Market Research Reaching Integrators Through Content Marketing	Market Research Benchmark Results for Integrator Campaigns	Market Research Integrators' Expectations for 2022
Marketing Trends Customer Segmentation	Marketing Trends Co-op/Partner Marketing	Marketing Trends Email Marketing	Marketing Trends Social Media	Marketing Trends Event Marketing	Marketing Trends Content Marketing	Marketing Trends Marketing Analytics	Marketing Trends Predictions for 2022
Tools to Use Customer Profiling & Segmentation	Tools to Use Affiliate Marketing	Tools to Use Email	Tools to Use Social Media	Tools to Use Events	Tools to Use Content Marketing	Tools to Use Marketing Analytics	Tools to Use Emerging in 2022
Integrator POV Market Segmentation	Integrator POV Co-op Marketing	Integrator POV Email	Integrator POV Social Media	Integrator POV Industry Events	Integrator POV Content Marketing	Integrator POV Benchmark Results	Integrator POV Expectations for 2022
Tools to Use Guide Customer Profiling & Segmentation	Tools to Use Guide Affiliate Marketing	Tools to Use Guide Email	Tools to Use Guide Social Media	Tools to Use Guide Events	Tools to Use Guide Content Marketing	Tools to Use Guide Marketing Analytics	Tools to Use Guide 2021 Wrap Up eBook
Industry Events Takeaways from Adobe Summit 2021	Industry Events Takeaways from MozCon 2021	Industry Events CEDIA Expo Preview		Industry Events Takeaways from CEDIA Expo	Industry Events Takeaways from INBOUND 2021 and B2B Sales & Marketing Exchange		

MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Tips for Reaching Tech Pros through Video Marketing	Designing a Website that Performs	Harnessing the Power of PR	Meeting Tech Pros' Customer Experience Expectations	Virtual Event Marketing	Targeting Tech Pros through Social Media	Intent Driven Marketing to Tech Pros	A Look Ahead to 2022
Topic Overview Welcome to M2T	Topic Overview Turning Your Website into a Tech Pro Lead Gen Machine	Topic Overview Designing a PR Strategy to Reach Tech Pros	Topic Overview How to Stand Out from the Crowd Through Customer Experience	Topic Overview Maximizing the Returns from Virtual Events	Topic Overview Getting the Most out of Social Media at All Levels of the Marketing Funnel	Topic Overview The Value of Intent Driven Marketing for Reaching Tech Pros	Topic Overview What's Next for Tech Pro Marketing in 2022
Marketing How To's Best video marketing channels	Marketing How To's Creating Blog Content that Stands Out	Marketing How To's Identifying Customer Testimonials that Will Have the Most Impact	Marketing How To's It's Not Just Customer Service: The Elements of a Robust Customer Experience	Marketing How To's Using Virtual Events to Tell a Story	Marketing How To's Targeting Tech Pros with Paid Social Programs	Marketing How To's Best Practices for Identifying Prospects Interested in Your Brand	Marketing How To's Building Digital Communities in the Tech Pro Space
Case Study Insights into this Company's Top Performing Video Campaign	Case Study How this Company Redesigned its Website to Drive Revenue	Case Study The Steps that Made this Company's Product Launch a Resounding Success	Case Study How this Company Turned Customers into Fans	Case Study How this Company Created a Lead Generating Virtual Event	Case Study How this Company Turned Social Media into a Revenue Builder	Case Study How Intent Driven Marketing Helped Grow This Company's Business	Case Study What We Did New in 2021
Market Research What Tech Pros Really Think of Video Marketing	Market Research What Tech Pros Are Looking for on Your Website	Market Research Tech Pros' Top Information Sources	Market Research What Are Tech Pros' Customer Experience Expectations?	Market Research What Do Tech Pros Want from Virtual Events?	Market Research Tech Pros' Social Media Preferences	Market Research Where Tech Pros Find Product Information	Market Research Tech Pros' Expectations for 2022
Marketing Trends Video Marketing	Marketing Trends Website Design	Marketing Trends Public Relations	Marketing Trends Customer Experience	Marketing Trends Virtual Events	Marketing Trends Social Media	Marketing Trends Intent Driven Marketing	Marketing Trends Predictions for 2022
Tools to Use Video Marketing	Tools to Use Websites	Tools to Use PR Tracking	Tools to Use Customer Experience	Tools to Use Virtual Events	Tools to Use Social Media	Tools to Use Intent Driven Marketing	Tools to Use Emerging in 2022
Tech Pro POV Video Marketing	Tech Pro POV Websites	Tech Pro POV Information Sources	Tech Pro POV Customer Experience	Tech Pro POV Virtual Events	Tech Pro POV Social Media	Tech Pro POV Finding Product Information	Tech Pro POV Expectations for 2022
Tools to Use Guide Video Marketing	Tools to Use Guide Websites	Tools to Use Guide PR Tracking	Tools to Use Guide Customer Experience	Tools to Use Guide Virtual Events	Tools to Use Guide Social Media	Tools to Use Guide Intent Driven Marketing	Tools to Use Guide 2021 Wrap Up eBook
Industry Events Takeaways from Adobe Summit 2021		Industry Events Takeaways from MozCon 2021	Industry Events Takeaways from INBOUND 2021 and B2B Sales & Marketing Exchange	Industry Events Takeaways from RFID Journal LIVE / Enterprise Connect	Industry Events Takeaways from InterDrone 2021		