

Bridge the gap between brand awareness and demand generation and expand access to new prospects

B2B marketing success is dependent on the ability to guide the target audience from initial awareness and intrigue through short-listing and purchasing. Consistent, easily accessible, educational content is key to staying top of mind and present throughout the buyer journey.

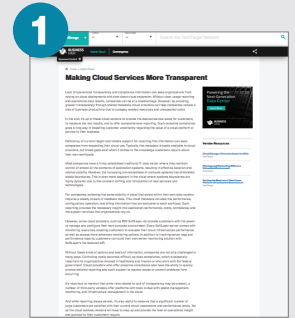
Custom Sites – as a medium – appeal to the IT buyer because B2B tech purchases are rarely transactional. Rather, the purchase journey is a months-long process involving many stages of Google search, content/peer interaction and vendor engagement. Custom Sites help shortcut the process by condensing content and brand engagement together in one powerful buyer experience.

How Custom Sites at TechTarget support your goals:

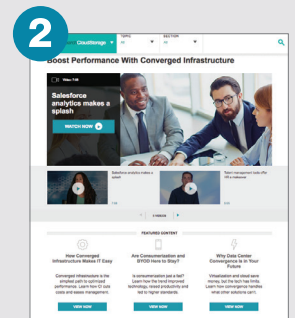
- Expands your content visibility to the most qualified audience of IT buyers
- Branded content is integrated directly into the TechTarget content footprint, capitalizing on our established search strength
- Ability to influence buyers via a trusted media channel
- Turnkey editorial services leverage a deep network of subject matter experts to ensure a powerful, independent voice
- Repurposed content fuels content marketing strategy: downloadable PDFs, translation services for global reach, social marketing
- Full-service design, development, content, traffic and reporting supports fast time to market
- Custom Sites launch in as little as 4 weeks
- Strong content delivered to the right audience equals higher content engagement rates
- Prescriptive ROI reporting includes dynamic account and lead intelligence to fuel pipeline



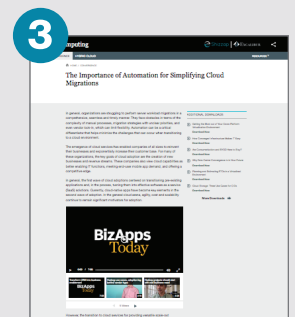
Ask about our 4 Custom Site options



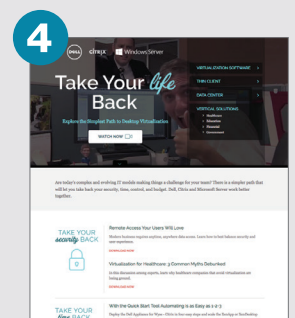
1 Embedded Native Site



2 Embedded Content Hub



3 Standalone Native Site



4 Standalone Content Hub

TechTarget offers 2 flavors of Custom Sites: Native Advertising and Content Hubs

Native Advertising intercepts the IT buyer as they conduct their research, increasing intent by 25%¹

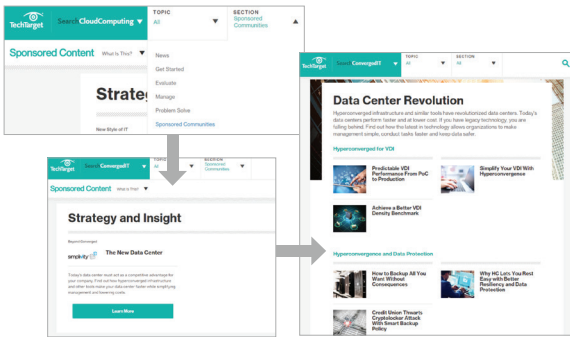
Native advertising organically integrates branded content within independent content delivering an immersive learning experience, accelerating the efficiency of the user's research and education process.

For more than 20 years, TechTarget has developed and distributed strong content to attract qualified enterprise tech buyers. Our native advertising solution adopts this same business model – our content development expertise combined with our distribution and network integration strategy ensures results.

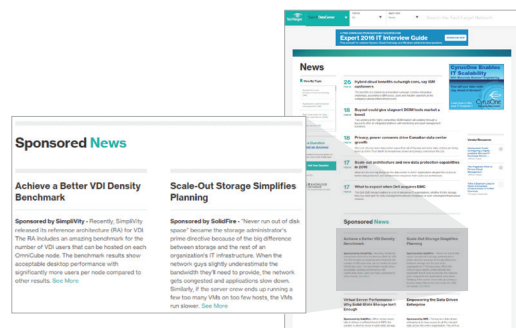
How content is integrated into the IT buyer research journey

Native Advertising: How content is integrated into the IT buyer research journey

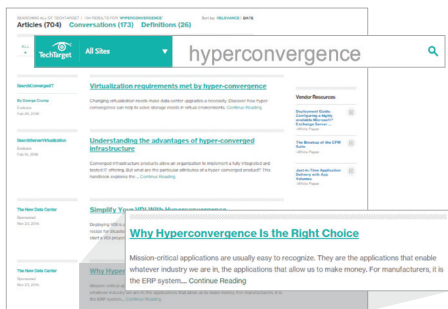
Featured in the TechTarget site navigation



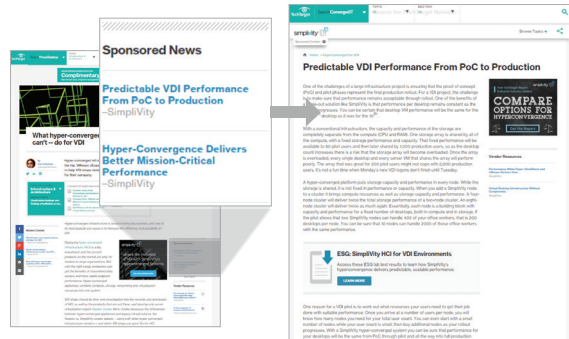
Highlighted on related editorial news home pages



Optimized for TechTarget's powerful built-in search engine



Alongside TechTarget's award-winning editorial



¹ Brand Impact Assessment Service, 2016



Content Hubs serve as an online meeting place between buyers and your solutions

Content Hubs are like online interactive brochures for your brand and solutions content. They create an all-in-one experience center for buyers to dynamically access your best educational content and self-nurture their way through their purchase journey.

TechTarget offers different site formats to align with marketer objectives

Marketer Objective	Custom Site	Description
Drive thought leadership and education on a specific tech topic	Embedded Native Site	Multi-page article site embedded on SearchSite(s) of your choice
Drive thought leadership and education on a broad technology market	Standalone Native Site	Standalone, multi-page article site with resource library featuring vendor content
Engage prospects with branded content, downloads and videos for a specific solution set	Embedded Content Hub	Template-based brochure site, featuring 100% downloadable vendor content, embedded on SearchSite of your choice
Engage prospects with branded content, downloads and videos for your portfolio of solutions	Standalone Content Hub	Standalone, multi-page comprehensive concept site, featuring 100% downloadable vendor content

To learn more, email us at CustomSites@techtarget.com or contact your TechTarget sales representative today

About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies.