

#1 TECHNOLOGY MEDIA, DATA AND SERVICES COMPANY

TECHNOLOGY MEDIA

High class events for IT and business executives:
 CIO of the Year
 Hamburg IT Strategy Days
 CIO Roundtables
 Digital Leader Awards

Transactional content drives revenues
 Best offer recommendations by Referral Marketing

Leading media brands providing trusted business information with impact

Omnichannel. Online, offline, push & pull
 Opinionated. Experienced editors with deep market insights
 Connected. Broad perspective from 400+ associated technology experts
 Leading. Top ranked articles about hundreds of tech-topics at google search

IDG EVENTS
 E-COMMERCE
 MEDIA BRANDS

CIO
COMPUTERWOCHE
ChannelPartner
IDG
Macwelt
PC-WELT

B2B
 B2C

Audience Platform

IDG DATA BASE
 Data-Driven Targeting
Programmatic
Audience Clusters
Lead Generation
Research Services
Event Services
Content Distribution
Content Marketing

DATA

MARKETING SERVICES

- Content Storytelling
- Editorial Advisory Services
- Native Advertising Solutions
- Innovative Content Formats
- Webcast/Webinar Production

- Rich Media Content Ads
- Content Seeding
- SEO Services
- Social Media Campaign Management

- End2end event services
- White label or co-branding
- Concept, agenda and audience-recruitment
- Topical expertise
- Audience access

- Industry Trends Market Research
- Benchmark Surveys
- Custom Research
- Brand Awareness Tests



TECHNOLOGY MEDIA

IDG'S LEADING MEDIA BRANDS

Our brands stand strong for editorial integrity, trustworthy and impactful business- and consumer information. We operate our media brands as omnichannel-sources of tech-knowledge and guide our loyal audiences towards every next big thing to discover in tech.

Our brands drive engagement and interaction, connect audiences and collect valuable data about buying intent.

IDG EVENTS

IDG events allow tech marketers to better understand their audience and have a dialogue that increases brand loyalty and leads to sales opportunities. Ranging from intimate, custom executive dinners to multi-day educational symposiums, IDG will tailor the type of event to best meet your needs.

IDG TECHNETWORK

IDG TechNetwork is the premier online ad network that provides first to market advertising solutions for technology marketers with one goal in mind – keeping our clients one step ahead of the evolving digital market.

E-COMMERCE

Transaction based content marketing services. Our editors recommend what to buy and where to buy – always independent and in the sense of the consumer.



DATA

IDG DATABASE / IDG SCORE

With more than 500,000 business contacts IDG allocates the largest IT-decision-maker database in Germany with detailed targeting options. Through IDG SCORE analytics groups of users and their contact details can be segmented for individual marketing goals. Today the IDG data base serves as a valid source of data for a wide range of use cases.

LEAD GENERATION

IDG provides high class decision maker lead generation using proven in- and out-bound tactics depending on client's needs. Using the **IDG SCORE** smart data engine improves both efficiency and quality of generated leads.

IDG DATA-DRIVEN TARGETING / TAP

High-quality content of IDG media websites enables us to provide specific 1st party data targeting solutions. Online Ads can be displayed purposeful and real time for a certain context, topic or article. Dynamic interest audience segments are based on users' behavior and how they consume content.

IDG ACCOUNT BASED MARKETING (ABM)

Drive awareness and engagement from verified decision makers in your target account – at scale – based on IDG's deep tech domain expertise.

IDG PROGRAMMATIC SOLUTIONS

IDG offers a holistic setup for programmatic advertising. Depending on the client's goal premium inventory, specific inventory, RON and guaranteed impressions can be booked.



MARKETING SERVICES

CONTENT MARKETING

From content strategy and development to customized integrated marketing solutions that engage audiences on social, native, mobile and desktop platforms – IDG serves as a one-stop-shop for high-quality content marketing solutions that drive technology buyers to take action.

CONTENT DISTRIBUTION

IDG provides the unique opportunity to distribute branded content natively across quality media brands and also extend into the digital network space. As a service IDG provides traffic lift packages and social audience extension for brand publisher's activities.

EVENT SERVICES

IDG can make a difference for YOUR event. We provide end-2-end services for tech-events including seamlessly integrated solutions for your event concept, -design- and agenda; PLUS: editorial coverage/-support and audience recruitment. We help our customers to create great experiences and attract new logos.

RESEARCH SERVICES

IDG provides Market Trend Surveys on hot topics like IoT, Cloud, Collaboration etc. to decision makers wanting to understand and respond effectively to the critical drivers of their business, market and workforce. For the German market a wide range of custom market research opportunities is available.