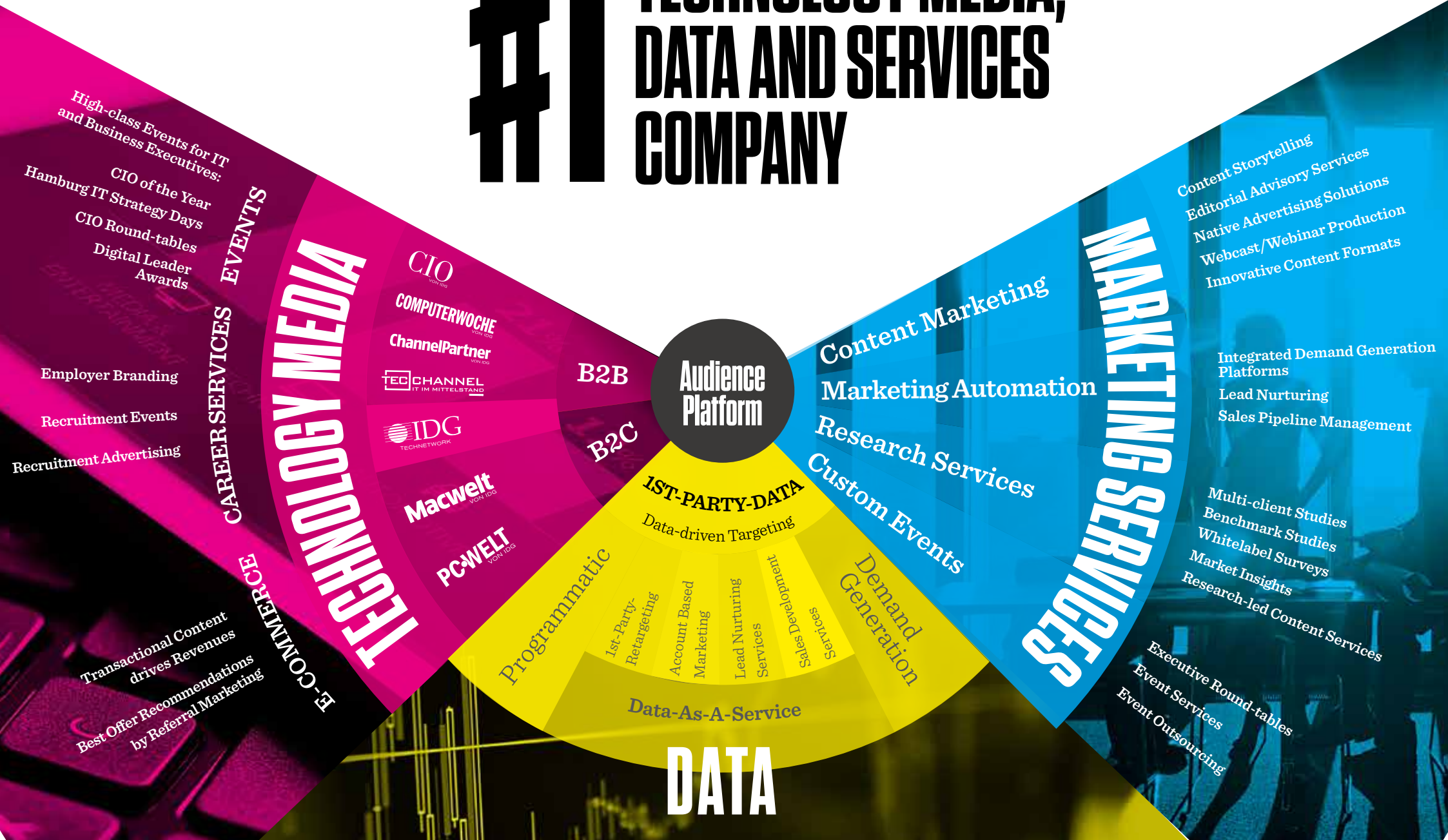


#1 TECHNOLOGY MEDIA, DATA AND SERVICES COMPANY





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.

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.

CAREER SERVICES

IDG Career Services offer a direct approach to desired target groups via topic targeting as well as guaranteed visibility of employer branding messages.

Unique is also our combination of editorial expertise and highly successful and innovative HR marketing concepts.

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
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 database serves as a valid source of data for a wide range of use cases.

DEMAND GENERATION

IDG's demand generation services are designed to identify and grow sales opportunities with business and technology decision makers world-wide. Backed by smart technology and proven sales prospecting processes IDG provides the power to fill marketing and sales pipelines.

1ST-PARTY-RETARGETING

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.

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.

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.

MARKETING AUTOMATION

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.

RESEARCH SERVICES

IDG's own panellike database of IT end users frequently engages on vendor-led custom research. Findings of this research are exclusively sponsored by a vendor and offer a strong positioning. Additional services are write-ups and whitepapers, as well as infographics and video interviews on the content. Custom research has no borders and can be delivered on regional and global scale.

CUSTOM EVENT

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 clients.