

## CLICK ON THE LOGOS TO VIEW INDIVIDUAL MEDIA KITS



## OUR BRANDS

We reach senior IT professionals and business leaders through our global brands, encompassing Europe, the Middle East, Africa, APAC, North America and Latin America.

**Intelligent CIO**

Enterprise IT brand for all executives involved in the application of technology for strategic, competitive advantage and improved efficiency. Our editorial objective is to help our readers become more confident and successful in their use of technology, their choice of suppliers and their management of people and partners.

**Intelligent CISO**

Our global cybersecurity brand targeted at the enterprise sector. Helping CISOs face the constantly evolving challenge of keeping their organisation's IT environment protected while deciding where to prioritise investment for their businesses.

**Intelligent Data Centres**

Designed to bring the latest news and trends to the global data centre industry, allowing its readers to better understand the views of the community, including

vendors, distributors, resellers and the all-important end user.

**Intelligent Tech Channels**

Aimed at the vendor partner ecosystem covering news, trends and features; offering unparalleled advice to the regional channel community.

**Intelligent CXO**

Aimed at business professionals across our global regions, *Intelligent CXO* focuses on business growth, successes and how to manage businesses intelligently, with business profiles and expert insight from C-level executives.

**Intelligent SME.tech**

*Intelligent SME.tech* is a technology intelligence platform aimed at the SME sector across our global regions, showcasing how technology solutions are helping small and medium-sized businesses to scale.

**Intelligent Briefings**

There is no doubt that video content has become a staple for marketers. It's a powerful digital medium, revered for its ability to engage, entertain and provide accessible, interactive content for target audiences.

We recognise the increasing value of video, which is why we have created our very own video platform.

Through our range of video solutions, we are offering clients a chance to connect with prospective customers while presenting themselves as thought leaders and experts in their field, promoting their brand and providing rich analytics to boot.

Whether you are looking to showcase one of your experts in a Q&A interview, invite partners to join you in a digital forum or spread the message even further with an interactive webinar, we have a solution to fit.

And if you can't see what you're looking for, just get in touch as our strength lies in creating bespoke packages based on individual client needs.

**CXO Priorities**

IT leaders today face more pressure than ever before as the rate of Digital Transformation has accelerated in light of a shift in working practices.

'Digital' is now the beating heart of many organisations, enabling innovation and productivity across the many business functions while also securing critical data and enabling efficiencies through automation. As organisations continue to look to digital tools for business benefits, the march to digitalisation does not appear to be ending anytime soon. Our supplements and interactive, bespoke reports allow us to dive deeper into some of the many subject areas relevant to today's IT leaders as they navigate this complex digital environment. From regional focuses to cyber trends and the skills shortage crisis, our portfolio of supplements and reports will enable us to get a better glimpse of life for all involved in the sector today.

[www.cxopriorities.com/appian-report/cxo-priorities-low-code-intelligence-report-appian.html](http://www.cxopriorities.com/appian-report/cxo-priorities-low-code-intelligence-report-appian.html)

## CURRENTLY WE DELIVER SEVERAL TYPES OF LEAD GENERATION CAMPAIGNS SUCH AS:

- **Content Syndication:** Either single or double touch campaigns.
- **Lead Profiling:** An additional layer to our content syndication, we ask 1-2 profiling or 1-2 qualifying questions to provide further lead insight.
- **Soft and Full Bant leads:** Provides more qualification of the leads. 3-6 questions.
- We provide **MQL, SQL** and **ABM** campaigns to match your chosen demographic. Select your own geographic, industry, designation and company size to suit your bespoke campaign.
- **Intent Campaigns:** We add the Intent as part of the overall lead campaign and build you a **Company Target List** from weekly surge reports. This can be applied to an **ABM** campaign. Using the intent-based marketing layer **will help generate higher quality leads** for your campaigns.

## WE FOCUS ON THE FOUR MAIN CRITERIA FOR LEAD GENERATION:

1. **Geographic:** Is this a regional campaign or do you require specific leads from certain countries or cities you need fulfilled?
2. **Industry:** Are there particular verticals you specialise in or are trying to target?
3. **Job Designations:** Are you looking to reach out to IT Managers or is this a senior management campaign aimed at Directors and CXO Level?
4. **Company Size:** We provide SMB and Enterprise level campaigns and can target any size of company, whether 250+ or 5000+



## LYNCHPIN MEDIA ALSO PROVIDES:

1. **CXO Priorities:** Bespoke report creation based on market research. We work with you to build a survey based on your focus area, capture rich data and insights from your target audience and then present the findings in both an interactive and PDF report. A complete 360° service that develops the topic and ensures the client's expectations in terms of the report's results are met. Unlike many competitors, our bespoke reports generate leads and we share the details of everyone who participates in the survey. See examples: [www.cxopriorities.com/appian-report/cxo-priorities-low-code-intelligence-report-appian.html](http://www.cxopriorities.com/appian-report/cxo-priorities-low-code-intelligence-report-appian.html) (interactive version of the report and [Appian CXO Priorities Report](#) (PDF version of the report)
2. **Intelligent Briefings:** Creating engaging video content for clients, we offer several types of video aimed at creating awareness, identifying potential leads and promoting your brand across our social channels. See example: [Intelligent Briefings' website](#)
3. **Bespoke Content Hubs:** Design and build dedicated Content Hubs on our websites that will host a range of content including videos, white papers, infographics, editorial content. See example: [Intelligent CIO - Forescout Content Hub](#)
4. **Virtual Event Support - Webinars & Round Tables:** Many companies have taken to hosting events online; we can integrate our lead services and help promote these events to a targeted audience. This includes advertising through our website and digital newsletters plus editorial/content options.
5. **Brand awareness and marketing:** Maintain a brand presence and visibility to reassure the market of your ongoing support.
6. **Content creation:** Our editors can help develop messaging and content to support your Covid-19 plan and beyond. These can be promoted through our Lynchpin Media titles, social media and other third-party content too.



Shared by email

Promoted across website

White paper catalogue

Promoted in the magazines

## HOW WE GENERATE LEADS

For content syndication, we would promote your white paper or asset through multiple touch points, including direct mailers, website, digital publications, social media and weekly newsletters.

A lead capture form needs to be completed prior to white paper or asset download. Leads are verified by our campaign team and passed on to the client.

Utilising their solutions, we use Integrate and Bombora to deliver targeted campaigns and a more holistic media strategy. This enables us to deliver better quality leads for our clients.

## OUR PARTNERS



Newsletter promotion

Promoted across social media

Promoted across social media

Lead capture and download forms

Lead capture and download forms

The asset

The asset



## OUR BRANDS

**INTELLIGENT**  
— C I O —

Providing Unparalleled Technology Intelligence



## FOLLOW US ON:



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