



# AVNI TECH MEDIA

 [www.avnitechmedia.com](http://www.avnitechmedia.com)



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# We Are Creative, We Are Avni Tech Media

Avni Tech Media is one of the fastest-growing media networks. Essentially the world grows with opportunities, we help our clients by replying to them, by making more reliable decisions, faster - blending innovation, creativity, understanding, and testimony to help them move faster, reach further and take smarter risks every day. We're much more than a media agency.

We're a media agency with over a decade of experience working with technology marketers. Intensely conscious of how customers vet and adopt technology brands, we have a deep knowledge of how-to best leverage mar-tech and ad-tech solutions across all digital channels. Our global presence means that your campaigns aren't limited to one region, language, or a linear understanding of your market





# ATM Data Capabilities

The strongest, most complete set of first-party B2B tech purchase intent data there is.

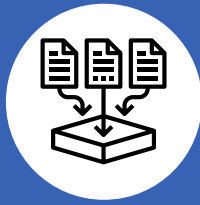
**Not all first-party intent data is created equal. Some are more equal than others.**

With Avni Tech Media, you get the best, most reliable first-party tech intent data that goes both deep and wide into the account. By capturing multiple engagement signals across multiple touch-points, we ensure a quality and diversity of data is truly best-in-class.

**Data-driven experiences to understand buyer behavior.**

Unlike other providers, our business intent data is not just determined by what our audience reads, but also by other actions that they take online and behind the firewall - from activity in tools and apps to discussion on blogs and forums and review comparison. So you get nuanced, continuous data signals from the server room to the boardroom and more confident intent to purchase insights. That's what we call intelligent intent





# ATM Best In Class Data



10M+ Contacts



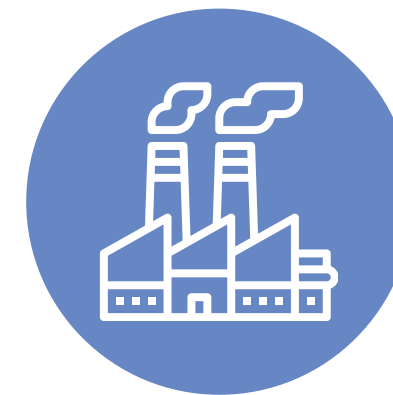
3.2M monthly uniques  
across properties



500k+ business



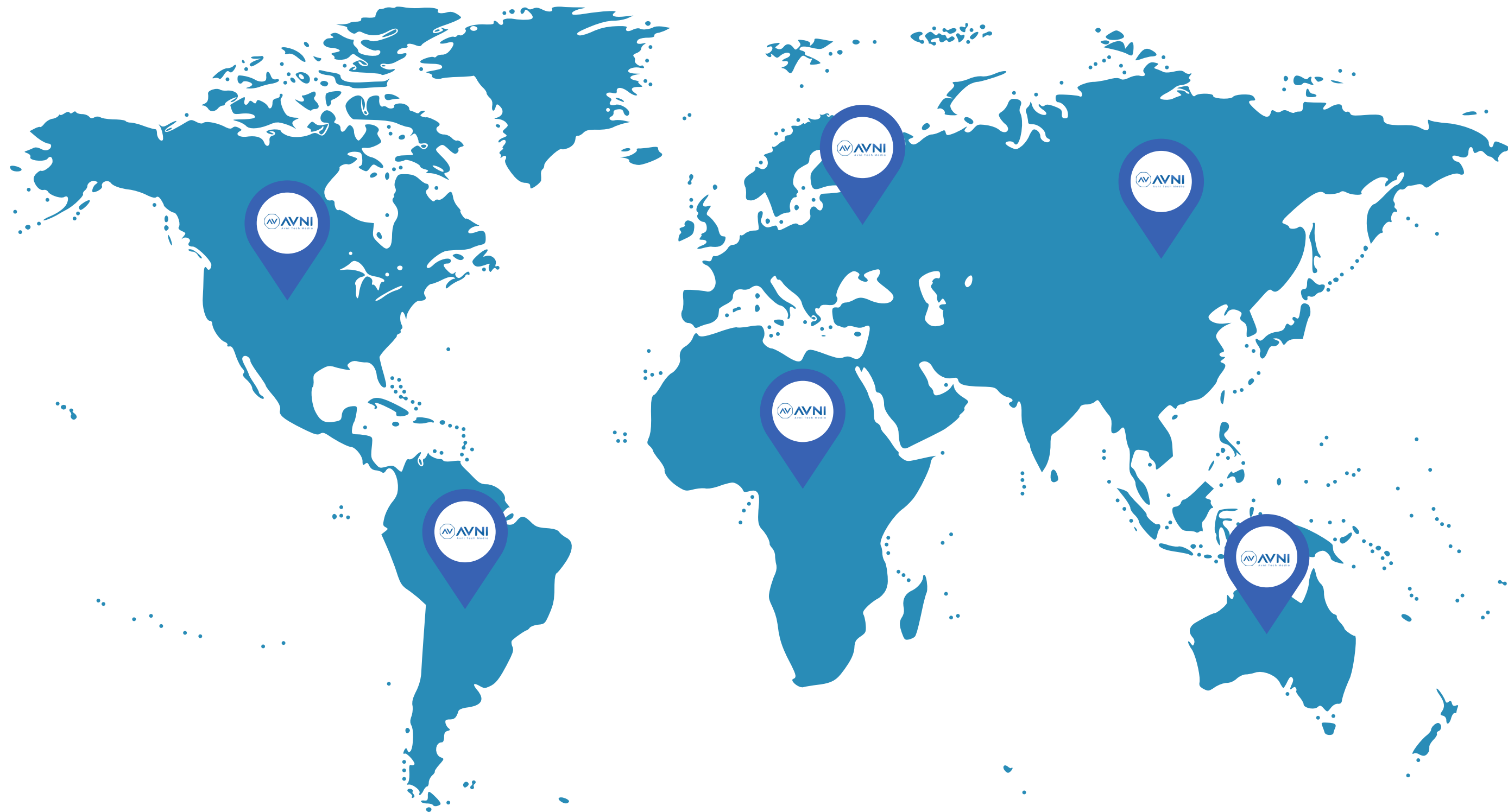
30 intent segments



Across 30 major  
industries



# ATM B2B Audience Of Tech Buyers Across Our Media Properties





# ATM Solutions

Leverage **Avni Tech Media** strong legacy in Data and Marketing Capabilities to drive conversions throughout the buyer's journey and maintain a strong sales pipeline.

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## Account Based Marketing

Get unprecedented visibility into business level intent so you can identify and engage with buyers who are truly in-market.



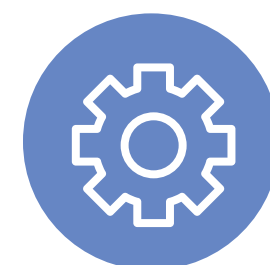
## Demand Generation

Connect with buyers at critical decision-making points throughout the purchase cycle.



## Data Capabilities

Access to proprietary first-party data, including business intent scores that inform your marketing efforts, resulting in more effective conversion.



## Marketing Services

Create custom content and research that shapes your brand's thought leadership and positions you as a leading voice in your space.

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**We're a trusted global marketplace for connecting technology buyers and sellers across all marketing channels, providing unparalleled insights and intelligence to help buyers and sellers grow their business.**



# ATM Product

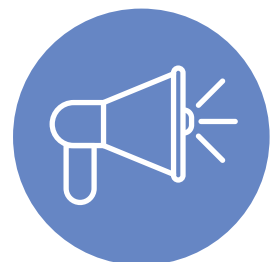
A powerful combination: Operational excellence, data-driven innovation, and most importantly, a customer first attitude.

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## Intuitive ABM

Expand your visibility of in-market accounts and their buying collective and achieve best performance marketing outcomes.



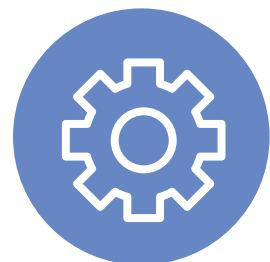
## Lead Generation

Drive revenue by engaging with prospects at every stage of the sales funnel



## Display Advertising

Activate direct or programmatic ad campaigns and reach tech buyers who visit our & other web properties to learn more about B2B tech.



## Email Marketing

Connect with your audience in a personalized way your prospects as you convert them into customers



## Custom Content

Craft engaging and compelling content that resonates with the entire buying collective, from conceptualization to creation to conversion.



## Market Research

Unlock key insights through quantitative and qualitative B2B research that informs your most critical business decisions



## Events

Establish your brand as a credible thought leader with dynamic and engaging virtual and in-person events





# ATM Unparalleled Reach and Coverage

**24M+**

Contacts

Enables powerful lead gen campaigns

**14M+**

Accounts

Expands the view of the market and the buying collective

**10K+**

B2B tech properties

Gives more visibility of buyer intent including first-party intent

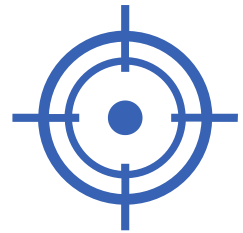
**11B+**

Monthly signals

Informs 50 powerful tech intent categories



# A powerful ABM platform that sets you up for a strong sales pipeline



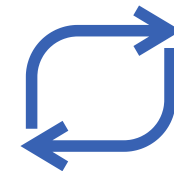
## Focus

Build your target account lists with accounts currently in-market for your products and services to optimize your ABM and sales efforts. Match your customer database to our intent data to see the purchase intent of businesses. Expand your view into the account using lookalike capabilities.



## Activate

Plan data powered, integrated marketing campaigns to connect with your target accounts and convert your prospects. Engage the buying collective to reach the right contact across multiple channels



## Convert

Target the purchase message to accounts that are ready to make a decision using top in-market intelligence, paired with bottom of the funnel campaign activation. seamlessly integrate real-time intelligence with your CRM/MAP to better support your sales and marketing teams.



## Measure

Monitor overall campaign progress, accounts reached, and site attribution through our easy to use Campaign Analytics dashboard. You can also track company profiles and job title breakdowns within each campaign launched.

# ATMLead Generation

**Drive revenue by engaging with prospects at every stage of the sales funnel.**

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Generate leads of buyers who engage on our platforms in a decision-making mindset. Your buyers trust [Avni Tech Media](#) media brands as a reliable source of information and advice on tech products and solutions and engage with our content, tools, and platforms that are designed to aid their decision-making process.



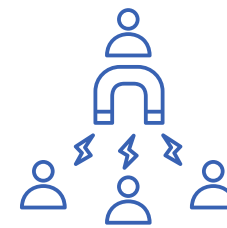
## **Content Syndication**

Expand your audience and drive awareness and interest about your products and services.



## **BANT Qualified Leads**

Curate custom questions and filtering criteria to pinpoint decision-makers based on budget, internal influence, need for the product, and purchase timeline.



## **Intent Based Leads**

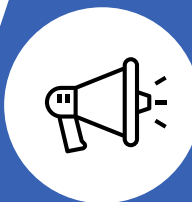
We pre-identify businesses showing intent to buy through our trusted first-party intent data, drawing from a pool of more than 500,000 businesses across 50 intent segments



## **Intent to Purchase (I2P)**

I2P leads are in-market, down the funnel leads near the end of their buying journey. we prep them, prime them, and pass them on to you as exclusive leads.

**Our lead gen solutions take a full-funnel approach to identify your best leads, delivering relevant content, and converting them with personalized communication and offers.**



# ATM Display Advertising

Reach the Buying Collective with **Avni Tech Media Display Advertising**, on and off-network

Capture the attention of millions of decision-makers within small, medium, and enterprise-sized organizations on the destination sites they rely on to make buying decisions.



Our ads provide the benefits of targeting, the flexibility of run-of-site, and the premium performance of high impact positions



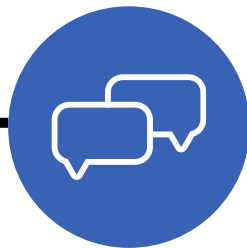
### Standards targeting options

- Avni Tech Media Intent Segments
- Company Size
- Industry
- Geography
- Job Role
- Target Account List (ABM)

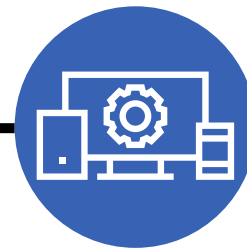
**Additional targeting options available through third parties at an additional fee**

# Drive awareness and reach out to in-market buyers who are in the decision-making mindset and receptive to digital offers.

● Direct: Our bespoke ad solutions include collaborative audience definitions, targeting, and creative services to help launch an immersive ad experience for your target audience-including site takeovers and sponsorships.



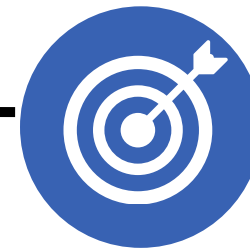
● Programmatic: You can also access our inventory via PMP (Private Marketplace) deals and Programmatic



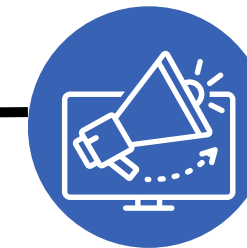
● Premium Run-of-Site: Options Include a sticky super leaderboard (900x70), super tower (300x600), and billboard (970x250) to provide high viewability, high impact, and high engagement rates. 80%+ viewability.



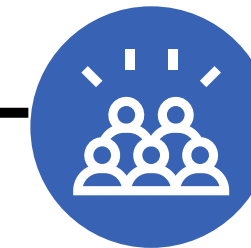
● Targeted Run-of-Site: Packages include a sticky leaderboard, medium rectangle, and mobile ad placements to maximize the presence of your messaging by increasing the reach and frequency of your campaign



● Native Advertising: Integrate advertiser content with the Avni Tech Media user experience



● Audience Extension: Reach the Avni Tech Media audience wherever they are on the web. Ads are delivered on thousands of brand-safe web properties.





# ATM Email Marketing

Activate relevant and contextual email campaigns that combine the best of our data and editorial capabilities to generate optimal engagement.

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## **Tech buyers rely on us to stay updated on the latest technologies that aid them in their buying journey:**

With a combination of a 100% opted-in and marketing nurtured contacts, there is effective intent built into our audience lists. Our audience prides in getting first access to all things technology - whether it's in-depth research, information around products and services, new tech breakthroughs, best events and deals, or tips and tricks that help them in their day to day work.

## **Connect with your audience in a highly personalized way and convert your prospects into customers through:**

### **Exclusive Promotional Emails**

Cut through the inbox clutter and generate high engagement with your content. Dedicated emails that provide you with a 100% share of voice, ensuring you get the full attention of your buyers. Your message. Your call-to-action.

### **Newsletter Sponsorship**

Integrate your content into our newsletters and maximize your reach. Our newsletters have a steady cadence that tech buyers look forward to for their weekly dose of the best in technology. Each newsletter is dedicated to a single sponsor, so you get undivided attention from your buyers and can rest assured that your sponsorship won't compete with anyone else.



# ATM Custom Content

**Craft engaging and compelling content that resonates with the entire buying collective.**

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Knowing your audience is the foundation for intelligent, dynamic, and persuasive messaging. We work with and learn from a vibrant community of tech buyers who trust us for their content and research needs to take informed buying decisions. Our aim is to guide buyers through the decision-making process, whether they are looking for hardware, software, specific services, or turn-key solutions. Our creative team brings a truly unique set of talent, skills and passion to every project. Our writers, designers, developers and video team are expert at crafting content that

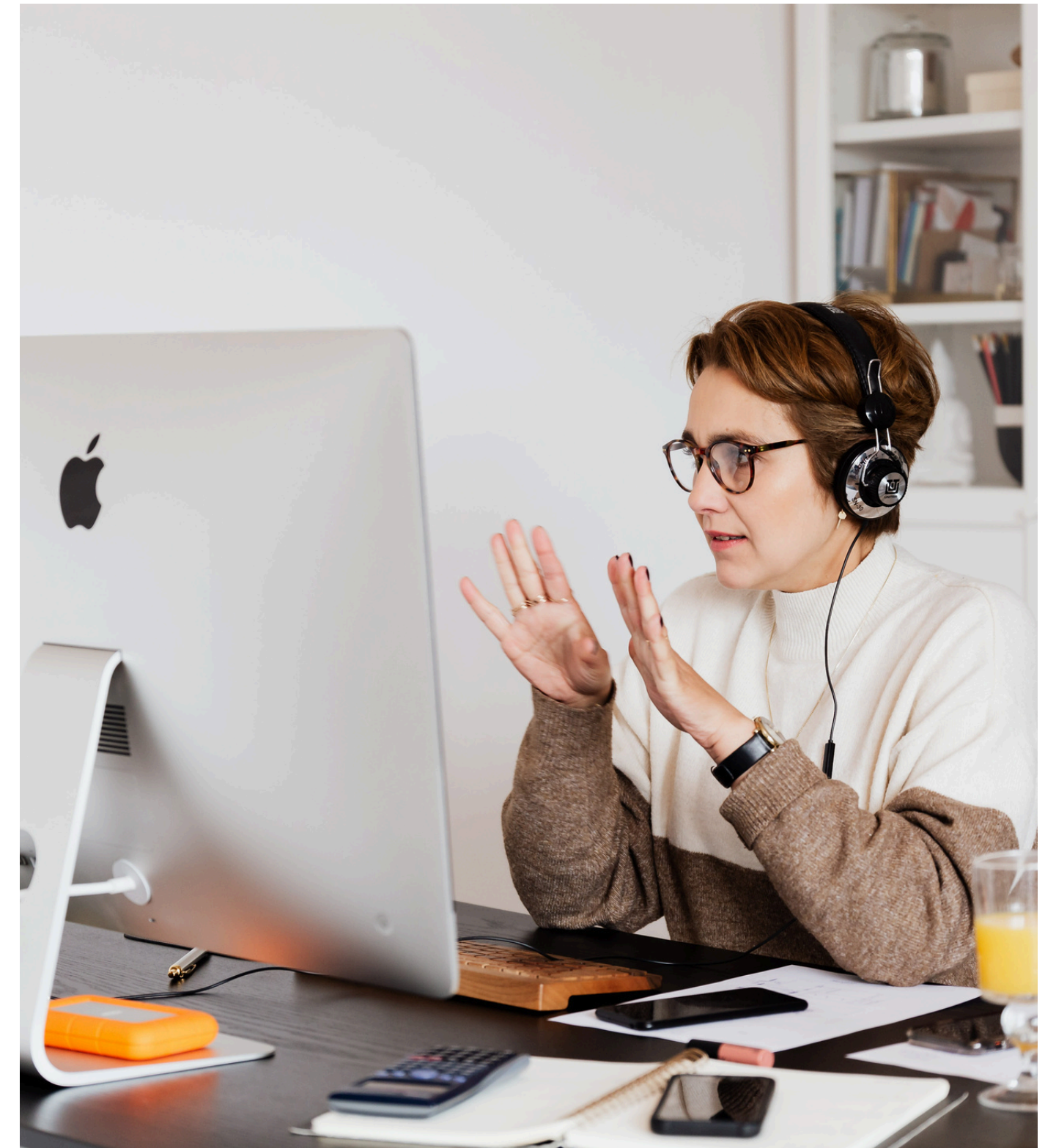
- provides information that buyers are seeking
- positions your company as a thought leader
- complements and enhances your existing marketing materials
- expands the range of content you can offer prospects
- helps you convert more and better-qualified sales leads

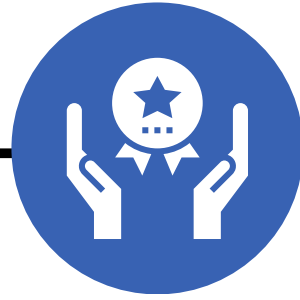
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**From conceptualization to creation to conversion**

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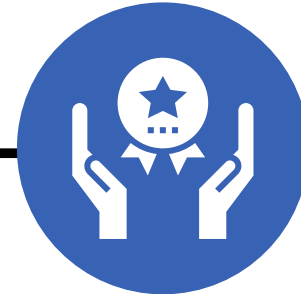
We produce innovative original content - from white papers and infographics to case studies, buyers guides, custom video, and dynamic interactive content - all designed to help the target audience expand their knowledge, be better prepared to make more informed decisions, and ensure they can drive optimal business outcomes from their tech investments





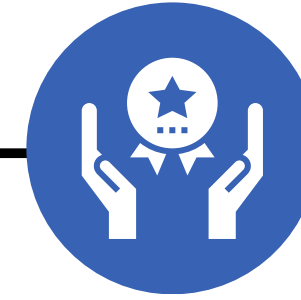
## White Paper

Build thought leadership and authoritative content with in-depth white papers that demystify complex tech concepts, products, and solutions.



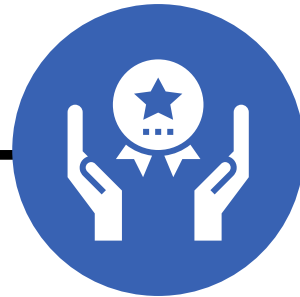
## E-books and How -Tos

Engage tech buyers with a deeper level of content that delivers comprehensive information on your products and solutions and aids their decision making process.



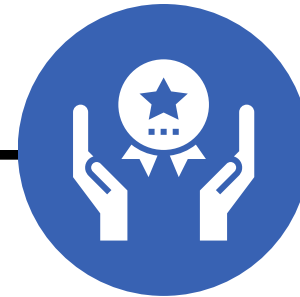
## Infographics

Capture your target audience's attention with powerful and informative image-based statistics and insights.



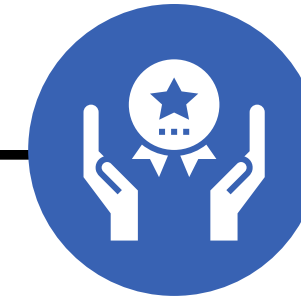
## Case Studies

Leverage one of the most effective forms of marketing through real-life case studies that showcase how your peers are implementing and benefiting from different tech products and services.



## Interactive Content

Cut through the clutter with dynamic interactive content, from quizzes and products selectors to infographics and microsites that broaden the appeal of otherwise conventional content.



## Custom Video Production

Build effective engagement with your target audience through high quality, story-driven videos, including testimonials, animated content, and custom commercials.





# ATM Market Research

Unlock key insights through quantitative and qualitative B2B research that informs your most critical business decision.

Our full-service B2B research team, with its focus on the technology vertical, has helped hundreds of tech brands launch new products, segment their customers, understand their competition, and tailor their marketing strategy. Power your business strategy with customized market research  
Address common business questions through customized market research

Message development and testing

- Brand positioning
- Market needs and strategy
- Product concept testing and feature prioritization
- Market insights for content assets

## Online surveys:

Quantify market needs and perceptions with highly targeted research at scale.

## Focus groups:

Derive candid feedback on your concepts and bring the market to life with intimate, interactive discussions.

## In-depth interviews:

Benefit from rich insights from your audience by getting a peak into their real-world experiences with 1:1 interviews.



Choose what works best for you from our range of quantitative and qualitative research methodologies



# ATM Virtual Events

**In our increasingly digital world, virtual events are on the rise – and for good reason !**

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Webinars, video meetups, and live broadcasts allow you to deliver fantastic content and create lasting connections with your audience, without the time and expense of attending in-person, multi-day conferences.

With our turnkey, end-to-end event production and promotion working in tandem with your presenter and slides, we'll help you deliver a dynamic experience that excites your audience while building pipeline for your sales organization

## Case Studies

With thought-provoking presentations that inspire audiences, we help you create engaging webinars that help you garner attendance and engagement.

## Video meetups:

Live video creates an exciting experience for your audience and gives you the opportunity to demonstrate your expertise in real-time.

## On-the-Air

Avni Tech Media hosted program, On-the-Air, is a live panel discussion featuring some of the most compelling thought leaders in tech.

## Avni Tech Media

Our conference breaks the typical event mold with a tech-rich agenda and direct connections to tech buyers who are ready to learn about the latest tech trends, IT solutions, and best practices. It's no wonder ATM has been called the "must-attend" IT conference by both tech buyers and vendors.

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**Establish your brand as a credible thought leader within your industry with dynamic, engaging virtual events**



# ATM Virtual Event

Establish your brand as a credible thought leader within your industry with dynamic, engaging virtual events

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**Connecting tech pros with peers, tools, technical advice, and vendor experts when they need it most.**

Millions of decision-makers rely on us for quality, industry-specific content and expert advice. Their interaction with our content and tools offers intent data signals that are true indicators of purchase behavior.

We've got the most comprehensive B2B intent data in the industry, across multiple channels, that cover the entire buyer's journey. And for you, that translates into intelligence-driven, integrated marketing campaigns that drive revenue.



# Thank You

# Contact Us

## Aveer Shinde

Sales Managing Director

 [business@avnitechmedia.com](mailto:business@avnitechmedia.com)

 [www.avnitechmedia.com](http://www.avnitechmedia.com)