

Accelerate partner-led growth and gain a competitive advantage with Informa TechTarget

B2B partner ecosystems and buyer journeys are evolving

The average ecosystem has **10x more partners** than a channel reseller model and there are **7 trusted partners** surrounding the buyer throughout **28 moments** of their customer journey.

To accelerate partner-led growth and deliver competitive advantage, partner and channel leaders must:

- Navigate increased ecosystem size and complexity
- Acquire and activate the right partners
- Improve conversion and ROI from partner marketing

Services to support you at every stage of the B2B tech ecosystem lifecycle

Our experts are there to guide you every step of the way – from defining and optimizing your channel strategy, to recruiting and engaging partners who will move the needle, to driving demand with and through your partner ecosystem.



“The pressure is increasing on channel and partner leaders to deliver at a new level of scale, complexity and personalization, and to figure out the people, processes, programs, and underlying technology that will drive competitive advantage in the decade of the ecosystem.”

-Jay McBain, Chief Analyst
Channels, Partnerships and Ecosystems



Strategy & Design	Find & Recruit	Enable & Develop	Incent & Motivate	Co-Market & Co-Sell	Manage & Report
Global Channel Insights	To-Partner Content		Competitive Program Analysis	Joint Solution Content	Partner Program Analysis
Regional Channel Analysis	To-Partner Analyst Presentations			Thought Leadership Content, Analyst Webinars	
Managed Services Analysis	Partner Recruitment Campaigns	Partner Engagement Campaigns		Packaged Partner-Led Campaigns	Partner Sentiment Analysis
Partner Program Analysis	Channel Industry Event Sponsorships			With-Partner Campaigns	
Custom Channel Consulting					Partner Surveys

We empower you to accelerate partner-led growth and gain a competitive edge

By supporting B2B technology vendors throughout the ecosystem lifecycle, Informa TechTarget empowers partner and channel leaders to:



Differentiated by an unmatched mix of partner and channel capabilities

Design a best-in-class channel program with guidance from Canalys, now part of Omdia. Recruit and engage partners via our industry-leading events and destination sites. Fuel demand with intent-driven campaigns that target in-market buyers from our audience of 50M+ B2B technology professionals.

Channel Research & Insights	Channel Audience, Sites & Events	Full-Service Content Studio	Buyer Audience & Sites	Brand & Demand Campaigns
World's top channel analyst firm 20 channel, partner & ecosystem analysts High-quality data & in-depth research	Audience of 391K+ partner & channel professionals 6 leading channel destination sites & industry events	Custom to-partner, thought leadership & joint solution content 40 formats + video, virtual & live event production services 1000+ in-house & freelance journalists & market experts	Permissioned audience of 50M+ B2B professionals Owned network of 220+ brands & destination sites	1.4M+ daily intent signals help us target in-market buyers Contextual display ads, lead generation & modern BANT leads
				

Ready to accelerate partner-led growth and gain a competitive advantage? [Contact us](#) to get started

About Informa TechTarget

Informa TechTarget (Nasdaq: TTGT) informs, influences and connects the world's technology buyers and sellers, to accelerate growth from R&D to ROI.

Informa TechTarget is headquartered in Boston, MA and has offices in 19 global locations. For more information, visit informatechtarget.com and follow us on [LinkedIn](#). Revised 6/25.

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