informa techtarget

Custom Content + Leads

Establish authority. Drive pipeline. Get chosen.

Buyers choose the brands they already know and trust

Most B2B buyers start a purchase with a vendor already in mind, and that vendor usually wins. That preference forms long before anyone talks to sales, while buyers research and size up who knows their space best. Custom Content + Leads puts your brand in front of them in that moment before they build their shortlist.

Custom Content + Leads from Informa TechTarget changes the game

Align your content with an editorial brand buyers already trust to inherit credibility. Our strategists build standout content from market expertise and real buyer research, then we put it in front of people actively researching your space, generating warm leads that are primed for conversion.

That's how content turns into pipeline.

Why Custom Content + Leads?

- ✓ Inherit credibility
- ✓ Build lasting authority
- ✓ Reach buyers already researching
- ✓ Turn content into pipeline

Put your content in good company

Buyers shortlist the brands they trust.

Editorial co-branding places your logo next to one of our respected media brands, so buyers read your point of view with a name they recognize beside it.

Then we publish it on our media sites, where buyers go to self-educate and research their biggest purchases.

Show up with a point of view in the places buyers rely on, and become the brand they think of first.

How we help:

Editorial co-branding • Media site presence • Expert content creation • Content strategist support

Your content, alongside brands buyers read every day.

DARKREADING by informa techtarget · INDUSTRY DIVE by informa techtarget · LightReading by informa techtarget · ComputerWeekly.com by informa techtarget · techtarget by informa techtarget

CFO by informa techtarget · INFORMATION WEEK by informa techtarget · ICMI by informa · HDI by informa · MicroScope by informa techtarget · Omdia by informa techtarget

"One reason we partner with Informa TechTarget is because it is a ***digital watering hole.*** We know that our buyers are hanging out on Informa TechTarget sites, we know that the buying centers are there and as a result we see that audience reach we don't have."

– Mary Beth Labuda
Head of Digital & Performance Marketing at SolarWinds

Trust starts with authority. We'll help you build it.

Buyers want a clear point of view from credible experts who know their space. That's what earns the authority that turns into a spot on the shortlist.

Our content strategists and SME partners know your market inside and out. They pair that knowledge with 1.9M+ daily person-level intent signals to shape content around what your buyers are researching right now, and position your brand as the one that knows the market.

1.9M+
daily person-level intent signals

Every piece of content is:

- Crafted by marketing experts
- Grounded in market and industry research
- Shaped by real buyer behavior
- Built to earn trust with buyers and AI alike

Studio by informa techtarget







Reach buyers while their preference is forming

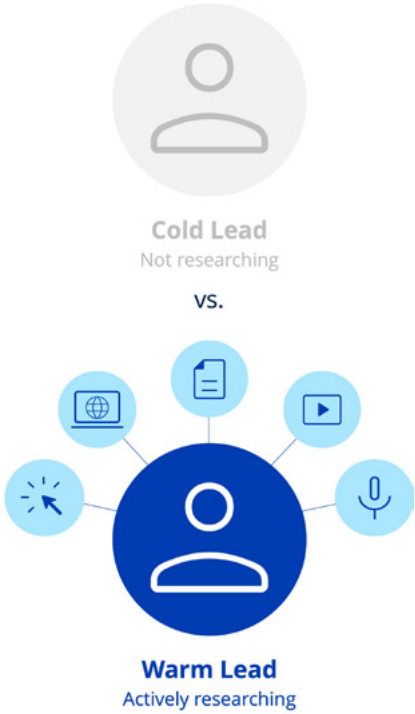
Your buyers already come to our media sites to research what's next. We promote your co-branded content to readers exploring your topics, so you connect with people who have already shown interest. You keep full distribution rights after the campaign, so the asset keeps working across email, social, nurture and sales, and you can repurpose it for more reach and AI authority.

Need more scale? Add **Informa TechTarget Lead Generation** and target our 58M+ permissioned members by research behavior, ICP, or ABM list.

Choose the right content experience for your story

Every format is created by experts and comes with editorial co-branding and promotion to buyers researching your space.

Our products	The value
Playbooks	Articulate your point of view, educate buyers on important market challenges and establish your brand as an authority.
Industry Outlook Reports	Own the industry narrative and demonstrate authority on the trends and developments shaping your market.
Infographics	Make complex ideas, insights and data easier for buyers to understand and engage with.
Webinars	Position your experts and brand at the forefront of important industry dialogue.



Built into every program:

Our trusted media sites • Pre-engaged audiences • Full distribution rights • Option for extended scale & reach

Leading global brands put their content strategy and execution in our hands.

IBM Bloomberg paloalto NETWORKS MetLife ORACLE AMERICAN EXPRESS

Ready to turn your point of view into pipeline? Talk to an expert.

About Informa TechTarget

Informa TechTarget is a leading global B2B intelligence, media, and marketing services company, purpose-built to be an Indispensable Partner to the tech and vertical industry sectors.

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 11/26.

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