

# Guard Your Marketing Spend

Make your dollars work harder!



Here at Spiceworks we have to stay alert at all times, ensuring that we protect your marketing dollars and save your campaigns from drowning.



## We are first aid trained

When discussing your campaign, we look at how you are currently investing your marketing spend, then supply our very own first aid, showing you how we can help you drive healthier ROI.



**Did you know...** the CTR for our premium run of site (display) is 1.5x the industry average, with viewability now at 87% vs. 53%? We've also dropped the CPM by 27% to help you drive better efficiencies today!



## Ensure your campaigns never hit a blindspot

We know that tech buyers have a broad footprint on the web. We also know that IT buyers love engaging with video content.



**Did you know...** you can utilise the **Spiceworks trading desk** to deliver in-stream video ads? Target tech buyers anywhere on the web with 15 or 30 second pre-roll and post-roll placements in a brand-safe environment. We can create videos from scratch or edit your existing assets. Lights, camera, call to action!

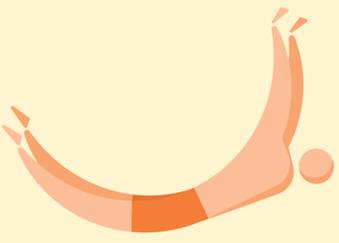
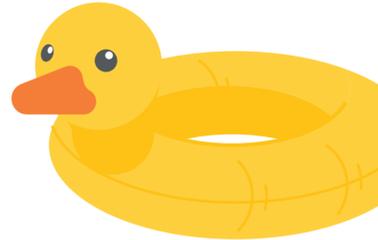


## Focus on campaign buoyancy

We'll provide the tools for you to reach the maximum number of relevant IT buyers.



**Did you know...** our customers can now reach over 2.2 million European users and 7.5 million globally? Time to build your brand and connect with relevant ITDMs.



## We love diving into IT

Real engagement with IT pros and tech vendors = unique insight.

**Did you know...** you can get a pulse on IT direct from the Spiceworks Community? With over 120k interactions every month, you'll stay up-to-date on the latest trends being discussed daily. Our user surveys result in useful data snapshots, and we analyse our own data to deliver reports on everything IT.

In a recent **brand loyalty** survey, we found that 96% of IT buyers research products on online forums like Spiceworks – make sure your brand is visible!



## Form lasting relationships with our users

Spiceworks makes it a priority to keep connected to our SpiceHeads. We're a platform built by IT pros for IT pros. Understanding our audience is key to boosting engagement and building trust.



**Did you know...** Spiceworks had its second-ever **All Access** event at Edgbaston cricket ground, Birmingham, UK, in April this year? We connected peers and sponsors, talked everything IT, and celebrated the fantastic industry we work in. IT pros came from across the UK, representing 65 companies, whom in turn support over 20,000 users. You too can harness these opportunities to engage with your target market.



We're not just here to protect you, we want to help you move your business forward. We're always on call, so let us show you how we can make your marketing outreach swim... not sink.

## About Spiceworks

Spiceworks is the platform that connects the IT industry to help technology buyers and sellers get their jobs done, every day. The company empowers the world's businesses to find, adopt, and manage the latest technologies while also helping IT brands build, market, and support better products and services. Founded in 2006 and headquartered in Austin, Texas, Spiceworks makes IT easy, and enjoyable, for everyone.

For more information visit [www.spiceworks.com/marketing](http://www.spiceworks.com/marketing).

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