

# Spiceworks Marketing Scoop

## Stay cool with a sweet campaign.

### FLAVOURS

Please every buyer's palate.

#### Lead Gen Lemon

Scoop up leads that've shown an interest in learning about you. Laser focus targeting and filter campaigns by geo, job title, industry and company size.

#### Email Mint Chocolate Chip

Sponsored newsletters help you reach 160k IT pros across Europe. We'll even create the assets we know IT pros love. Sweet deal.

#### Display Sorbet

Target millions of IT pros as they troubleshoot, research products and engage in the Community. Get IAB standard display, native and rich media selections.

### TOPPINGS

You name it, we'll toss it in!

#### Intent Display Drops

Target buyers who are "in market" with first party data. Spiceworks has mixed together a dynamic set of intent and conquest segments.

#### Video Vanilla Chips

Stand out with blockbuster promos. Pre-roll 15-30 second video ads can be bought programmatically, so you reach the right buyers... at the right time.

#### Written Content Caramel

Drizzle on infographics, eBooks, and case studies. Educate your audience with fun, informative pieces that drive them from consideration to action.

#### Social Sprinkles

Engage IT pros and boost brand perception. With over 120k interactions every month, it's the best way to publish your content, build relationships and motivate reviews.

#### Interactive Content Candy

Unwrap animated infographics and quizzes. Engage your buyers with unique content pieces that educate, entertain and help simplify their IT day.

#### Digital Event Mints

Keep your audience fresh with useful webinars, video meet-ups and expert roundtables. Production only or full service, Spiceworks does it all.

## Spiceworks Sundae Summer Offer

Take your Spiceworks Sundae game to the next level with this sweet bargain! For a limited time only, we're offering **20% off your next campaign**.\*

Spiceworks is standing by...

[Contact Us Today >>](#)

\*Campaigns need to be booked before 31st August 2018 and run by 31st October 2018. Minimum campaign spend of \$10,000 USD (can include audience extension). This offer includes any agency discount.

### 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](http://www.spiceworks.com)

Contact us by email at : [marketing\\_emea@spiceworks.com](mailto:marketing_emea@spiceworks.com) or by phone: 0203 475 6649