MEDIA KIT

eMarketer

## Reach — Engage — Influence Your Audience

eMarketer is an indispensable resource for influential brand marketers, agency executives and publishers. They visit eMarketer regularly to help them make sense of the shifting media and marketing landscape, and for quick and easy access to the objective information they need to make better, more informed business decisions.

eMarketer is also relied upon as a top performing advertising vehicle for generating awareness, distributing thought leadership and driving demand. In this increasingly competitive and noisy business environment, it's vital for companies to differentiate and position their offerings and quality of service from the competition and keep their brand top of mind with purchase influencers.

eMarketer excels at helping advertisers accomplish their goals by delivering:

- Trusted and relevant content — 100% focused on marketing in a digital world
- An exceptional content marketing environment
- High impact exposure – uncluttered pages and significant share of voice
- Extensive reach among brand marketers, agency executives, publishers
- Low audience duplication with other industry trade media
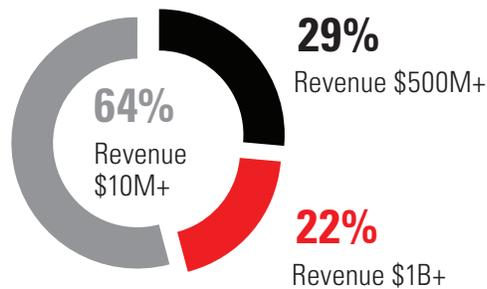- Decision-makers who are actively seeking solutions
- Industry-leading engagement

eMarketer

eMarketer readers are purchase decision makers

70%
Specify and/or authorize purchases

69% Brand

31% Agency
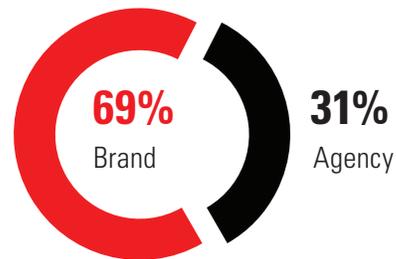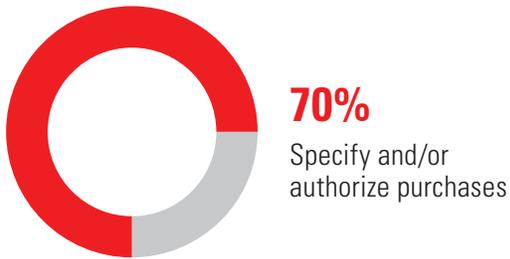
eMarketer's audience is engaged in commerce

74%

Company revenue

29%
Revenue $500M+

64%
Revenue $10M+

22%
Revenue $1B+

Key Targets 👤 Client-side Marketers 👤 Media Buyers & Planners 👤 Publishers & Media Executives

73% **Marketing/Advertising Function**

77% **Top Executives**

24% **C-Level & Business Owners**

41% **Have Ad-Supported Websites**

Advertising and Sponsorship Programs

NEWSLETTERS

eMarketer Daily

Daily briefing on digital marketing and media trends. Data-driven and timely for decision makers who need to keep up with the shifting media and marketing landscape. Articles, interviews and industry updates along with eMarketer signature charts. 215,000+ subscribers.

Geographic versions: North America, Europe, APAC

View Today's Issue

eMarketer Retail

Daily dose of data, news and insight essential to keep pace in this new world of commerce—online, in stores and on mobile. A must-read for the entire retail sector. 74,000+ subscribers.

View Sample

DEDICATED EMAILS

eMarketer FYI

195,000+ subscribers

Geographic segments include: North America (US and Canada), EMEA, APAC, Latin America

Deliver your message directly to eMarketer's audience of influential marketers, media and agency execs. eMarketer FYI mailings are extremely effective for lead generation, especially for whitepaper and webinar promotions. Advertisers benefit from 100% share of voice along with strong brand association with eMarketer.

View Sample

eMarketer Retail FYI

69,000+ subscribers

View Sample

eMarketer Marketing Technology FYI

53,000+ subscribers

View Sample

Please contact us for details on all programs, including pricing and availability

WEBSITES

eMarketer.com

265,000+ unique visitors monthly. Home to eMarketer articles and webinars.

Position your advertising in an editorial environment that is relevant to your business on eMarketer.com.

Category targeting - Advertising & Marketing, Artificial Intelligence, B2B, Demographics, Email, Marketing Technology, Media Buying, Mobile, Social Media, Video and Industries.

View Site

eMarketer Retail

52,000+ unique visitors monthly. Provides data, news and insight essential to keep pace in this new world of commerce—online, in stores and on mobile. A must-read destination for the entire retail sector, featuring:

- Articles about the latest trends in brick and mortar retail, ecommerce and mcommerce

- Updates on the latest research about shopping behaviors, consumer attitudes, online and offline sales activity, and more – actionable data for decision-makers

- **Retailer & Ecommerce Data**, featuring store productivity, ecommerce activity and hundreds of other measures for more than 300 retailers

- Daily digests of key news developments

View Site

CONTENT SPONSORSHIPS

eMarketer Roundups, Webinars, Quizzes, StatPacks and Snapshots are exclusive, turn-key programs that utilize eMarketer editorial content, covering topics of interest to the advertiser and target audience. 100% share of voice.

eMarketer Live

eMarketer analyst webinars and sponsor-presented Tech Talk Tuesdays.

View Sample

Content Roundups

Collection of recent eMarketer articles, charts and interviews.

View Sample

Snapshots

Collection of eMarketer infographics.

View Sample

Quizzes

Sponsor an eMarketer quiz on a specific topic.

View Sample

StatPacks

Collection of eMarketer stats, charts, and forecasts.

View Sample

Podcasts

Discuss the ways that digital is transforming media, marketing, business and even life.

View Sample

Please contact us for details on all programs, including pricing and availability

eMarketer Recent Advertisers

3Cinteractive
4C Insights
4info
Acxiom
Adobe
AdRoll
AdTaxi
AdTheorent
AffinityX
Affirm
Akamai Technologies
Amazon
AOL Convertro
App Annie
Appboy
AskNicely
Astound Commerce
AT&T
Bazaarvoice
Beeswax
Bounce Exchange
Brand Networks
Brandlive
BrandMaker
BrandMaker GmbH
Braze
Brightfunnel
Cedato
ChannelAdvisor
Cheetah Mobile
Clarion Events
Cogniance
Collective Bias
commercetools
Consumer Technology Association
Contentsphere
Conversant
CPC Strategy
Crimson Hexagon
Criteo
Crowdtwist
Curalate
CXense
Deloitte Digital
Demandware

Disney
dotmailer
Dun & Bradstreet
Eft
Elite SEM
Emarsys
Epsilon
ERIC MOWER and ASSOCIATES
Euclid Analytics
Facebook
Fedex
FFW Agency
Fluent
ForeSee Results
Fresh Relevance
Full Contact
Furious Corp
gen.video
GetResponse
Glassview
GlobalWebIndex
Google Waze
GS1 USA
GumGum
GutCheck
HERE Technologies
Hitwise
HKTDC
Hong Kong Airport
IBM
Immersion
InboxMarketer
Informa
Infutor Data Solutions
Insert.
iProspect
Iterable
Jumpshot
KOUNT
Liquidus
Listrak
LiveRamp
Localytics
LookBook HQ
Lotame

MapD Technologies
Mapp Digital
Marketo
Medallia
Mediative
MeedMob
Merkle
Mitu Network
MNI
Monetate
Monotype Swyft
Moxie
MyEmma
NetBase Solutions, Inc.
Netline
Neustar
Nice Systems
Nielsen
Nosto Solutions
Nuance Communications
NYU School of Professional Studies
NYU SPS
Oath
Open Text
Optimizely
Oracle
Pandora
Pardot
Parsely
Penton Smart Reach
Phunware
Pixalate
Profitero
Quantcast
Quantifi
Quotient
Rakuten Marketing
RetailMeNot
Return Path
RhythmOne
Sailthru
Salesforce
Salsify
SAS Institute
Selligent

SendGrid
SessionM
SharpSpring
SheerID
Shopkick
Shoptalk
Signal
Signpost
Sitecore
Soasta
Software AG
Spotify
Sprinklr
Stackla
SurveyGizmo
SweetIQ
Sysomos
Tableau Software
Teads.tv
Tealium
Torchlite Marketing
Transunion
Triplelift
Tune
TVSquared
Twitter
UPS
Urban Airship
UserReplay
Valassis
Viant
Vibes
Viral Gains
Visual IQ
VTEX
Vuble
WebDAM
Widen
Wpromote
Yes Lifestyle Marketing
Yext
Yieldbot
Yieldify
Zeta Interactive

Please contact us for details on all programs, including pricing and availability

TESTIMONIALS

"We were an early sponsor for eMarketer's new live video webinars, and the experience surpassed our expectations, delivering an engaged audience and a roster of high-quality leads. We find eMarketer to be a solid and reliable partner for lead quality, quantity and content excellence."

— Kyle Psaty, Vice President of Marketing, Brand Networks

"I am impressed with the ad performance - it's far above what I've seen with other partners. It's the right content going to the right audience, at the right time. Total win for Sailthru's results."

— Jason Grunberg, Director of Content Marketing & Public Relations, SailThru

"AdTheorent works with eMarketer because the audience is exactly who we need to engage: senior level brand marketers. The quality of their content, as well as the leads generated using eMarketer programs, help AdTheorent stand out in a sea of industry noise. Even better, their team is always professional and helpful, making doing business with them a pleasure."

— Paul Severini, Executive Vice President, Digital Media Sales, AdTheorent

"Reaching and engaging with brand marketers has become exceedingly difficult. At Localytics we have tested many publishers and find eMarketer to be among our top performers every time we run. The quality and quantity of qualified leads exceeds what others provide."

— Lisa Skinner, Senior Director, Demand Generation, Localytics

"eMarketer's regional segmentation capabilities allow us to tailor our content strategy and speak directly to AdRoll's target prospects around the world with localized messaging, resulting in higher open rates, CTRs, MQLs and ultimately ROI."

— Jonathan Koo, Digital Marketing Manager, AdRoll