Brand Engage™
TechTarget Custom Display

Why choose Brand Engage™?

## Better creative, better metrics, better results

The foundation of any successful display campaign starts with strong, relevant, audience-centric creative. When tightly aligned to relevant editorial content, a content-rich display ad increases a buyer's emotional connection to your brand by 40%. This is the most effective way for your display campaign to generate the dual benefits of brand awareness and solution consideration[1].

Today's display challenges:

- Marketers struggle to align their creative and content with the appropriate audience
- Banner blindness: Less than 3% of Internet users think banners ads are relevant to the website they are viewing[2]
- Banner creative development can be a time consuming and resource intensive part of a digital strategy. Additionally, poor, non-initiated banner creative contributes to low engagement and click rates
- Despite advancements in reporting, the #1 most frequently used KPI for display advertising is the click-through rate, often providing a one-dimensional measurement of campaign impact

The TechTarget difference:

- TechTarget provides turnkey development of custom rich media units for no incremental cost
- One-stop-shop for creative deployment that is designed with user pain points in mind, delivered to more than 140+ targeted communities or across TTGT's private audience network, SPOKE

TechTarget
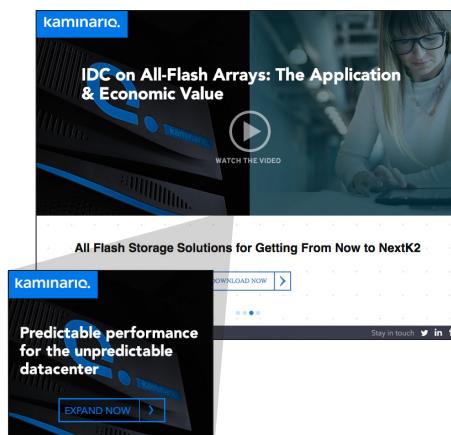
Did you know?

40%
increase in a buyer's emotional connection when exposed to relevant, content-rich display[1]

>3%
of Internet users think banner ads are relevant to the website they are viewing[2]

2x-4x
better performance than industry averages

5
business days to scope, build and launch these units

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[1] Corporate Executive Board
[2] Infolinks

- Provides B2B advertisers an opportunity to engage beyond the click:
  - Enhanced reporting to more accurately reflect total impact through metrics like dwell time, interaction and engagement rates
- Flexible formats to support variety of advertiser goals:
  - Increase awareness through interaction and engagement
  - Content amplification
  - Drive increase in website/webpage visits from qualified audiences
  - Leveraging display as a content marketing channel
  - Delivery of persona-based creative messaging

## Using TechTarget's Brand Engage portfolio

- TechTarget's custom design team scopes, builds and can launch these units within 5 business days
- HTML5 rich media solution ensures interaction across all device types
- Target global markets by using "in-language" units to reach specific regions
  - Available in French, German, Spanish, Japanese and Chinese
- Product offerings – See below. Click on examples to see a live view

Spotlight
300px x 250px
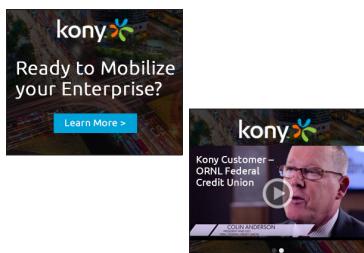
Best for brand awareness and engagement with extensive audience reach

Half Page
300px x 600px / 600px x 600px
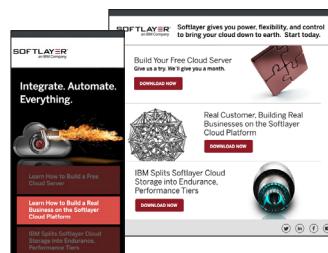
Best for high impact, content engagement and interaction

Lightbox (page takeover)
300px x 250px ⤢ 768px x 600px

Best for a content immersive branded experience

To learn more, email us at **BrandEngage@techtarget.com** or contact your TechTarget sales representative today

About TechTarget

TechTarget (NASDAQ: TTGT) is the Web's leading destination for serious technology buyers researching and making enterprise technology decisions. To learn how you can engage with serious technology buyers worldwide, visit techtarget.com and follow us @TechTarget.