

# Brand Takeovers: Exclusive ad ownership on best-in-class editorial content

Establish market authority, engage buyers and disrupt competitors with 100% share-of-voice on prime banner placements, top keywords and high-value editorial content via TechTarget's Brand Takeover sponsorships.

## Editorial Takeovers

Exclusive alignment of your brand with TechTarget's award winning editorial content ensures you are top of mind for prospects considering solutions in your market.

## Tech Accelerators New

Tech Accelerators have been shown to increase organic traffic by over 8x while more than doubling ad clicks. Boost short list consideration with must-read content packages optimized for engagement.

## Essential Guides

Engage down-funnel IT buyers with "best of" guides on your market's most popular topics.

## E-Handbooks

Secure final brand influence through hyper-targeted, deep dive content.

## E-Zines

Reinforce in-market brand awareness via industry leading publications.



## Keyword Takeovers

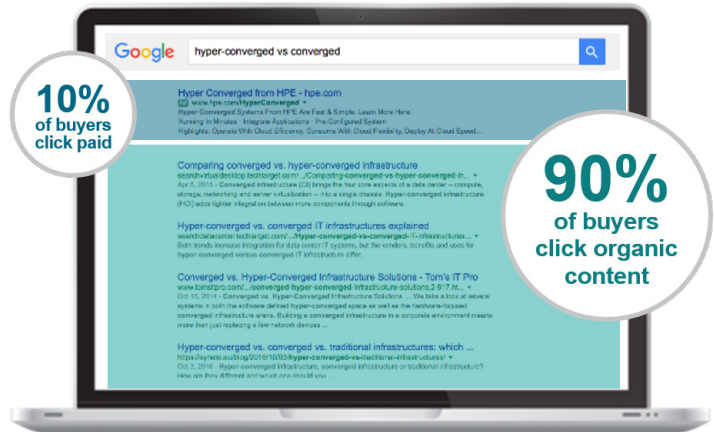
When it comes to B2B tech, TechTarget is #1 for organic search results. And with 90% of search result clicks going to organic content, you need to be able to capture demand where it starts. TechTarget's Keyword Takeovers are built to do just that.

### Keyword Takeover: Dominate

Own 100% share-of-voice on TechTarget's top-ranked content that aligns directly to your keywords. A perfect complement to paid search ads for a complete brand search strategy.

### Keyword Takeover: Compete

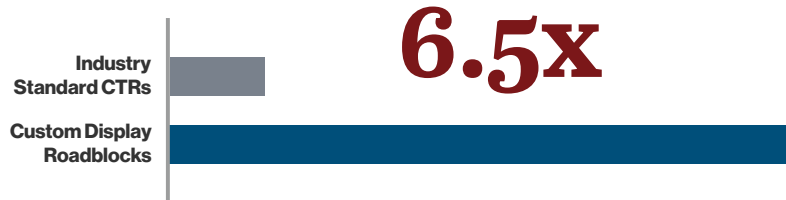
Intercept buyers searching keywords your competitors are buying. Own 100% share-of-voice on TechTarget content linked to competitive keywords to increase market share and consideration.



## Custom Display Roadblocks

Full ownership over high-impact, targeted banner placements that perform up to **6.5x better than industry standard CTRs**. Extremely effective for promoting key business milestones like:

- Upcoming live and virtual events
- Product launches
- Acquisitions
- Partnerships



To learn more, email us at [Branding@techtarget.com](mailto:Branding@techtarget.com) or contact your TechTarget sales representative today.



### About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies.