

SmartIndustry[®]

INSIGHTS FOR ACCELERATING THE DIGITAL
TRANSFORMATION OF MANUFACTURING

MANUFACTURING IT, OT & THE DIGITAL FUTURE

2025
MEDIA KIT



AUDIENCE

DIGITAL ADS

NEWSLETTERS

MARKETING
SOLUTIONS

SPECIAL OPPORTUNITY

CONTACTS

PUBLISHER'S NOTE

Smart Industry is a living library of content focused on the digitalization of manufacturing. That "living" approach is strategic, considering how rapidly changes occur in this emerging space, how frequently new tools and techniques enter the market, and how enthusiastically industrial IT and OT leaders embrace these newer, smarter ways of working.

While the Industry 4.0 concept is still relatively young, we are a trusted, legacy voice in the conversation, with a stable of expert contributors, a deep and diverse collection of resources, and nearly a decade of annual research projects that benchmark the rapid growth of digital manufacturing and IT/OT convergence.

Our engaged audience of readers, listeners, viewers and webinar attendees come from all verticals of industry—from process to discrete focuses—and range from small manufacturing shops to global enterprises with resources to scale out digitalization campaigns at hundreds of facilities. We engage with all of them; they look to us to empower them to capitalize on trends affecting their working worlds.

Partnering with *Smart Industry* enables you to connect—directly—with decision-makers who are constantly considering their next strategic shifts. Whether your aim is to boost sales, increase brand awareness, or spotlight a new offering, our marketing platforms provide you the perfect channels to captivate our audience and conquer new markets.

Our customer-success team is eager to join forces with you to create a customized marketing strategy tailored to your unique business needs. A meeting with us will unlock a world of opportunities not only with *Smart Industry*.

Please schedule a meeting with us, and let's embark on this exciting journey together!

Thank you for considering *Smart Industry* as your media partner.

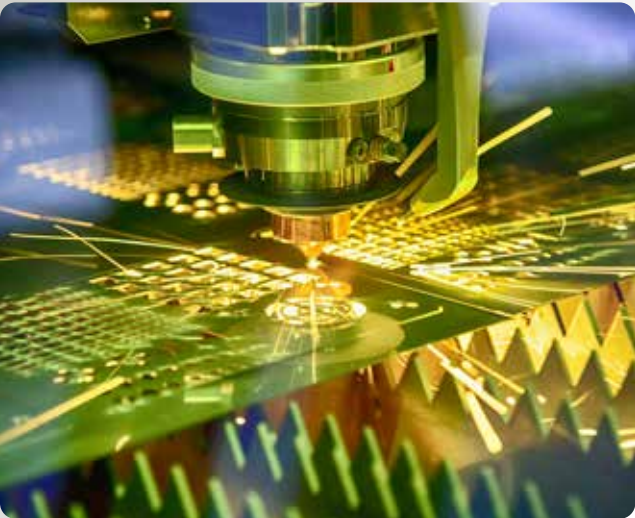


John DiPaola
VP & Market Leader
jdipaola@endeavorb2b.com



AUDIENCE INSIGHTS

[View our **Audience Engagement Report**] 



Smart Industry is an integrated media platform consisting of digital conferences, interactive webinars, topical podcasts, custom reports, rich research projects and an lively online information resource—all created to help accelerate the ongoing digital transformation of manufacturing and related industries, as represented by the convergence of information and operational technologies and industry-wide movements such as the Industrial Internet of Things (IIoT) and Industrie 4.0. Our mission is to facilitate knowledge exchange, explore emerging best practices and spur business development among the global community that is turning this vision of the next industrial revolution into reality.

AVERAGE MONTHLY REACH



| Purchase Authority | % |
|--------------------------------------|--------|
| Sensors & Instrumentation | 79.24% |
| Automation Systems | 69.90% |
| Software, Computing & HMI | 63.32% |
| Robotics & Motion | 61.07% |
| Networking & Connectivity | 38.70% |
| Other Industrial Equipment & Systems | 69.15% |

COMPANIES THAT ENGAGE



| Top Industries Served | % |
|--|--------|
| Process Manufacturing | 21.60% |
| Industrial Machinery & Equipment | 17.36% |
| System Integrators & Engineering Design Firms | 15.32% |
| Discrete Manufacturing | 12.53% |
| Electric, Gas & Sanitary Services | 4.51% |
| Solution Providers to Industry | 3.20% |
| Electronic & Electrical Equipment & Components | 2.21% |
| Educational, Institutional or Government | 2.01% |
| Fabricated Metal Products | 1.53% |
| Food & Kindred Products | 1.45% |
| Miscellaneous Manufacturing Industries | 1.28% |

| Buying Team Reach | % |
|--|--------|
| Engineering/Project Management & Execution | 27.82% |
| Manufacturing/Production/Operations | 26.84% |
| Corporate & Executive | 24.61% |
| IT/Networks/Cybersecurity/Software | 4.19% |
| Logistics/Supply Chain | 2.40% |
| Purchasing & Procurement | 0.57% |
| Other | 13.58% |

The Audience Engagement Report provides an integrated view of the *Smart Industry* community. The data provided within is obtained via internal and third party sources, including Google Analytics and Omeda.

AUDIENCE ENGAGEMENT

[View our Audience Engagement Report] 

Partnering with Smart Industry enables you to connect—directly—with decision-makers who are constantly considering their next strategic shifts.

AVERAGE MONTHLY SESSIONS



18,058

AVERAGE MONTHLY PAGE VIEWS



27,388

AVERAGE UNIQUE MONTHLY VISITORS



14,956

COMBINED SOCIAL REACH



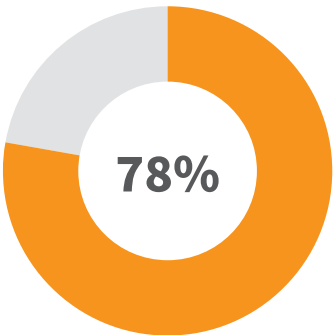
8,080

MONTHLY PODCAST DOWNLOADS

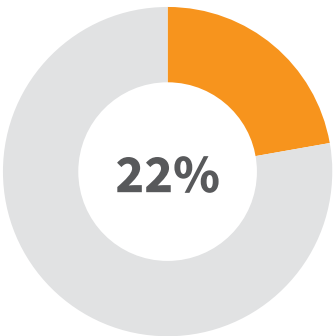


3,118

DESKTOP VISITORS AVERAGE MONTHLY



MOBILE VISITORS AVERAGE MONTHLY



The digital transformation of manufacturing is underway. Early adopters of digital tools and techniques are optimizing processes and reaping rewards. Laggards are looking for guidance to catch up. Both camps rely on *Smart Industry* for guidance on the rapidly changing world of Industry 4.0, the IIoT, digital transformation and the host of other terms used to describe this industrial evolution. *Smart Industry* equips decision-makers to make smarter decisions.

Digital manufacturing technology was a industry in 2021, **\$320 BILLION** and it's growing at a torrid 15.8% compound annual growth rate. By 2030, that market could be worth more than **\$1.37 TRILLION**

89% of manufacturers expect to grow employment because of smart industry technologies.*

Source: Rockwell Automation State of Smart Manufacturing Report

66% of manufacturers say smart production technologies are extremely or very important to their future successes.

The International Federation of Robotics predicts that **robots will fuel onshoring efforts in the U.S. and Europe.**

Source: IPR International Federation of Robotics

Global spending on industrial robots should **more than double to \$60.6 billion in 2030** from \$30.2 billion in 2023

Source: Grand View Research

Digital Manufacturing Market Size is **\$1,370 BILLION** projected to reach by 2030, growing at a CAGR of 16.5%

Source: Straits Research



INDUSTRY EXPERTISE

Trusted resource for engineers, executives, operations and IT professionals

SmartIndustry
MANUFACTURING IT, OT & THE DIGITAL FUTURE



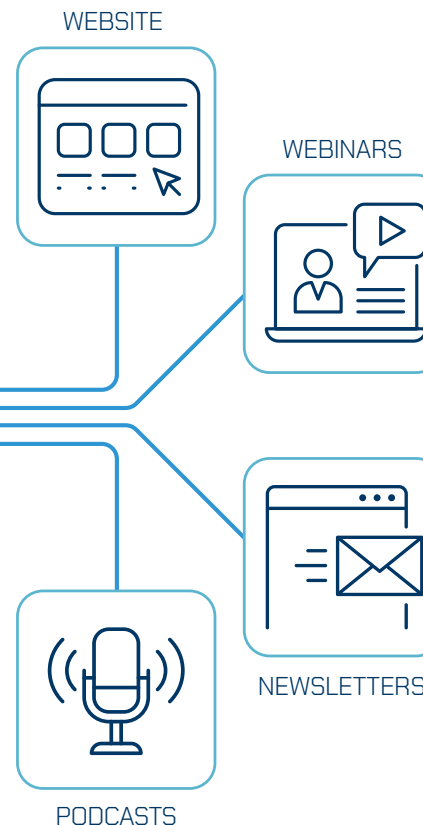
Managing Editor

SCOTT ACHELPOHL

sachelpohl@endeavorb2b.com

Scott is managing editor of Smart Industry after stints in business-to-business journalism covering U.S. trucking and transportation for FleetOwner, a sister website and magazine of SI's at Endeavor Business Media, and branches of the U.S. military for Navy League of the United States. He's a graduate of the University of Kansas and the William Allen White School of Journalism with many years of media experience inside and outside B2B journalism.

Delivering technical and editorial expertise to help engineers, executives, operations and IT professionals accelerate the digital transformation of manufacturing.



Technical & Editorial Expertise

Delivering technical and editorial development expertise that ensures content is accurate, engaging and focused on the topics that professionals need to know in today's rapidly changing business environment.



Ideation & Development

Collaborate with our topic experts to develop topics that will attract target audiences, validate market perceptions and ensure content marketing success.



Data & Insights

Deep industry knowledge paired with data and insights from analytic tools provides us the ability to leverage metrics for content decision-making and deliver the right content, in the right channel, to the right audience, at the right time.

WHAT DO WE COVER?

In a rapidly evolving industry, manufacturers need highly technical and highly relevant content on the topics and trends that impact their jobs.

HOW DO WE COVER IT?

From articles, eBooks and research, to videos, graphics and social media, Smart Industry covers the industry leveraging every essential platform.

WHY IS IT IMPORTANT?

When we match the right content, at the right time, to the right audience, we ensure the most optimized and engaging information manufacturers have to read to stay on top of the industry.



Benefits of Transformation

- Standards
- Business Intelligence
- Advanced Control
- Environmental Health & Safety
- IT/OT Convergence
- Efficiency
- Productivity
- Services Innovation
- Product Innovation
- Process Innovation
- Human Capital
- Uptime
- Quality
- Compliance
- Cybersecurity
- Mobility
- Digital Transformation
- Infrastructure
- Business Transformation
- Reliability
- Sustainability



Tools of Transformation

- Cloud
- Augmented Reality
- Edge Devices
- Data Analytics
- Simulation & Modeling
- MES
- Automation
- Remote Monitoring
- Additive Manufacturing
- Robotics
- Integrated Design
- Smart Systems
- Machine Intel
- Blockchain
- Smart Materials
- Industrial Networks
- IIoT Platforms
- Digital Twin
- Artificial Intelligence
- 5G



Transforming Professions

- Research
- Business Strategist
- Operational Strategist
- Technology Strategist
- OEM



Examples of Transformation

- Decision Support
- Maintenance
- Business Models
- Field Service
- Asset Performance
- Planning & Execution
- Supply Chain
- Control & Optimization
- Conference Content
- COVID
- Industry Perspectives



Transforming Industries

- Machinery
- Food, Beverage, Consumer Packaged Good
- Life Science
- Oil, Gas, Chemicals
- Automotive, Aerospace, Defense
- Metals & Mining
- Power & Water

2025 Webinar + eHandbook Calendar

| JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE | JULY | AUGUST | SEPTEMBER | OCTOBER | NOVEMBER | DECEMBER |
|------------------------|----------------------------------|---------------------|------------------------------------|---------------------------------|------------------------------|-----------------------------|--------------------------|--------------------------|--------------------------|------------------------------------|-------------------------------|
| Crystal Ball eHandbook | Predictive Maintenance eHandbook | Industrial Networks | Industrial IoT Platforms eHandbook | Industrial Automation eHandbook | Cloud Applications eHandbook | IT/OT Convergence eHandbook | Cyber security eHandbook | Edge Computing eHandbook | Data Analytics eHandbook | Industrial IoT Platforms eHandbook | Energy & Efficiency eHandbook |

DIGITAL & NATIVE ADS

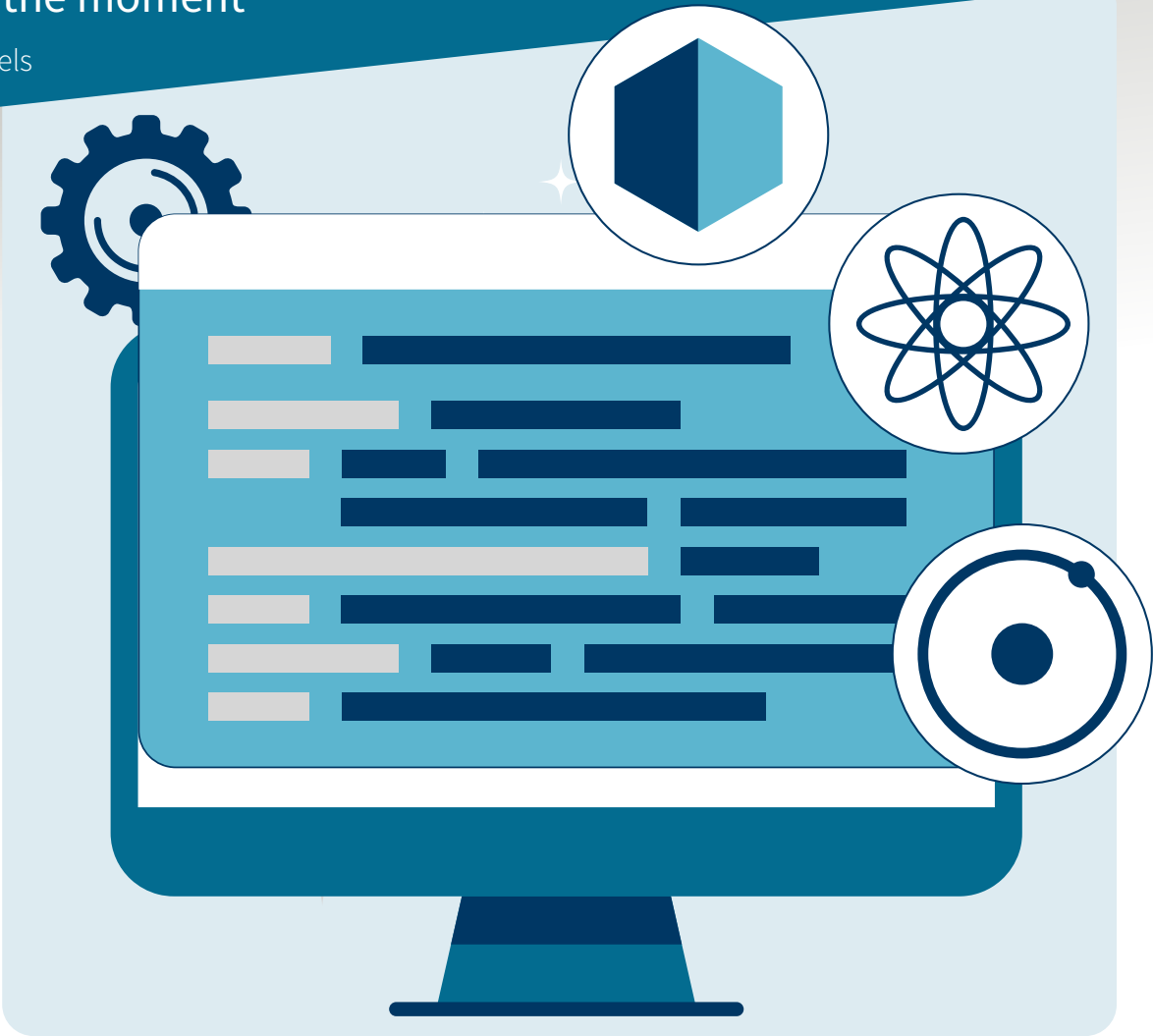
Advertising that reaches decision-makers in the moment

Showcase your brand to highly targeted audiences in popular channels with our portfolio of display and rich media banners.

Digital Banners

Banners appear on the home page and article pages. Our websites are responsive, and most ads serve on desktop, tablet and mobile.

| AD TYPE | RATE [CPM] |
|------------------------|------------------|
| Leaderboard | \$100 |
| Billboard | \$150 |
| Billboard Video | \$175 |
| Sticky Leaderboard | \$200 |
| Rectangle | \$100 |
| Expanding Rectangle | \$125 |
| In-Banner Video | \$130 |
| Half Page | \$120 |
| Expanding Half page | \$125 |
| Reskin | \$250 |
| Welcome Ad | \$1,500/per week |
| In-Article Video | \$130 |
| In-Article Flex | \$175 |
| In-Article Premium | \$175 |
| Standard banner bundle | \$125 |
| Native Ad | \$40 |



Materials Due: Seven business days prior to publication.

Send Creative To: webtraffic@endeavorb2b.com

Visit Our Website: smartindustry.com

[View our **DIGITAL BANNER AD SPEC**] 

Native Advertising

Promote your high-performing content on our brand site through native ad placements and benefit from your ad matching the design and feel of the sites content. *Native ads are labeled as Sponsored Content.*

Native Article or Video Post

Showcase your content in our channels with a sponsored content native program. Your content replicates our form and function, attracting and engaging audiences. *Native posts are labeled as Sponsored Content.*

NEWSLETTERS

Established frequency, trusted content, and engaged audiences

Share your message within a relevant and responsive environment designed to deliver engagement and traffic.

Materials due: Seven business days prior to publication.
Send creative to: webtraffic@endeavorb2b.com

Smart Industry Update

Smart Industry Update provides an eye-catching combination of informative features, sponsored segments, graphics and alerts of the latest trends.
Weekly on Monday and Thursday

Stats

Subscribers.....8,754
Avg Total Open Rate*39.90%

Net Per Issue

Exclusive Sponsor \$2,000

Top Five

Focusing on trending topics and the most-read Smart Industry pieces in the last 30 days.
Last Friday of the Month

Stats

Subscribers.....8,038
Avg Total Open Rate*42.56%

Net Per Issue

Exclusive Sponsor \$1,000

* Audience Engagement Report 2024

Click to view
**OUR
NEWSLETTERS
AD SPECS**

Click to view
**OUR
NEWSLETTERS**



Quick Manufacturing News

Deliver your message to the broadest and biggest audience built from the files of Endeavor Business Media's Manufacturing Group Network. QMN keeps executives upto-date on the latest manufacturing news, analysis and products. **Daily Monday thru Friday**

Stats

Subscribers..... 27,381
Avg Total Open Rate*37.50%

Net Per Issue

Exclusive Sponsor \$3,750

MARKET COVERAGE NEWSLETTERS

Click to view
**SAMPLE
MARKET MOVES
NEWSLETTERS**

OFFERING LARGER AUDIENCES AND
BROADER PERSPECTIVES FOCUSED
ON GROWING MARKETS.

FEATURED NEWSLETTER

MARKET MOVES **MANUFACTURING**

Deploys:
Twice Monthly on Saturdays

News and analysis from manufacturing and sector experts into the global manufacturing economy, delivering insights on diverse topics including labor relations, advanced manufacturing technologies, regulations and more.

TARGET AUDIENCE: C-Suite and Management titles focused on: Engineering, IT, OT, Distribution, Warehousing, Logistics, Purchasing, Sourcing and R&D. Safety and Occupational Health, Plant Managers, and Engineers focused on: Production Process Control, Design, Assembly, Systems Integration, Manufacturing, Maintenance & Reliability, Regulatory/Compliance, and Quality.

SPONSORSHIP OPPORTUNITIES:
\$4,500 includes up to 4 sponsored content ads

[**View Last Issue**] 



MARKET MOVES **CYBERSECURITY**

Insights and expert perspectives focused on the convergence of risk and resilience for secure network operations and business continuity among enterprise organizations in a broad array of sectors including commercial, corporate, industrial, manufacturing, transportation, public safety, healthcare, schools, and critical infrastructure. [**View Last Issue**] **Twice Monthly on Wednesdays**

MARKET MOVES **ELECTRIC VEHICLES**

Delivering insights and expert perspectives on EV trends, regulations, design & engineering, charging, infrastructure as well as repair and maintenance. [**View Last Issue**] **Twice Monthly on Fridays**

MARKET MOVES **ENERGY**

Delivering insight and perspective on the impact of innovation at the intersection of energy technology, sustainability, and finance. [**View Last Issue**] **Twice Monthly on Fridays**

MARKET MOVES **INDUSTRIAL SUSTAINABILITY**

Providing industrial sector insight for implementing sustainable practices that range from decarbonization to circularity. Focusing on equipping professionals with the necessary tools and strategies to precisely measure, effectively manage, and actively reduce their environmental impact. [**View Last Issue**] **Twice Monthly on Tuesdays**

MARKET MOVES **INFRASTRUCTURE**

Infrastructure news and insights related to key sectors including construction, transportation, water, broadband and energy while covering related topics such as site prep, government funding, project design, and IIJA. [**View Last Issue**] **Twice Monthly on Fridays**

MARKET MOVES **STRATEGY**

Delivering insights on strategy, leadership, investment and more from prominent companies in many of Endeavor Business Media's key markets. [**View Last Issue**] **Twice Monthly on Thursdays**

MARKET MOVES **SUPPLY CHAIN**

Delivering insights and expert perspectives on inventory management, advanced technologies, logistics, news, and trends across every level of the supply chain industry. [**View Last Issue**] **Twice Monthly on Thursdays**

EHSToday
Safety Leadership
CONFERENCE

**The Only Event Focused
On High-Level Safety
Decision-Makers**

October 20th - 22nd
Phoenix, Arizona

The Safety Leadership Conference is designed to share best safety practices with companies wanting to achieve world-class safety. Attendees will hear from industry experts and learn how the 2025 America's Safest Companies provide a safe and healthy working environment for their employees.

[SafetyLeadershipConference.com] 

   @EHS TODAY



Exhibit & Sponsor in 2025

Direct Access to High Level Safety Professionals

Interact with Corporate EHS Directors, VPs of Safety & Health, Safety Engineers, Compliance & Safety Directors, HSE Managers, Safety Managers, Industrial Hygienists, Risk Managers.

Communicate Your Thought Leadership

Share your knowledge and expertise through speaking engagements.

Unveil Safety Innovations

Showcase your leading-edge safety equipment, technologies and solutions in our exhibit hall.

Engage

Intimate and personal interactions set this event apart from other conferences.

Contact our exhibit sales team for pricing for sponsorships and tabletop exhibits.

Joe DiNardo

440-487-8001 | jdinardo@endeavorb2b.com

Jim Philbin

773-332-6870 | jphilbin@endeavorb2b.com

Marketing Solutions Built to Achieve Goals

Rely on our team of engagement specialists, subject matter experts, writers, analysts, content marketers, visual designers, and video producers to help you elevate your marketing efforts and accelerate business growth.

 — Lead Generation



Overview of Our Solutions

Advertising

Target the right audiences in the right channels.

Research & Intelligence

Make data-driven decisions with our expert intel.


Content Development

Drive engagement with high quality content.

Video & Podcasts

Solutions that bring your brand to life.

Lead Generation

Lead generation programs built for your goals. 

Data-Driven Marketing

Leverage our first-party data through direct & targeted marketing.



Intelligence That Empowers Smart Business Decision Making

Rely on our research development and data analysis expertise to help you make informed decisions, develop effective strategies, and maximize the impact of your marketing efforts.

Research & Intelligence



**DELIVERING ALL
THE KEY INGREDIENTS**



60+ Years of
Research Experience



150 In-House Subject
Matter Experts



Engaged B2B
Audience Database

Custom Research

Partner with our experts to gain intelligence from tailored research programs designed to meet unique objectives.

Brand Perception/ Health

Gain insight into how brands are perceived, opportunities for improvement, and increase customer loyalty.

New Product Development

Reduce risk, optimize design, and better align products with customer needs to increase the likelihood of success.

Customer Experience

Understand customer needs and satisfaction levels, and identify pain points to improve customer loyalty and advocacy.

Industry Insights

Deliver data-supported intelligence around trending topics to your target audience and leverage research for lead generation. 📶

State of the Market

Create an impactful market-oriented research report to generate high-quality leads and provide valuable insights to your target audience. 📶

Focus Groups

Gain awareness of customer thoughts, emotions, and behaviors with in-depth exploration, discussion and feedback, whether in-person or virtual.

In-Depth Interviews

Uncover customer perspectives, motivations, and behaviors, gathering qualitative data to complement quantitative research.



Content Marketing That **Drives Engagement and Generates Leads**

Partner with us to create a strategy that strikes a perfect balance of short-form, long-form, and visual content to achieve your goals.

Short-Form Content

Ask the Expert

Showcase your topic expertise and establish thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert. 📡

Top Tips

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic and guide them toward a purchase decision. 📡

FAQs

Proactively address questions about a topic, issue, or trend and build stronger customer relationships with this efficient content marketing asset. 📡

Long-Form Content

White Papers

Leverage our SME network to create authoritative and in-depth reports that provide valuable information and insights, accelerating the decision making process. 📡

Case Studies

Collaborate with our network of experts to create a compelling content asset that showcases your real-world success stories through customer interviews. 📡

EBooks

Collaborate with a SME to select topical, evergreen content from our brand and we'll produce a fully designed co-branded eBook that prominently features your brand's messaging and advertising alongside our content. 📡

WHY SHORT FORM?

Quick and Digestible
Increased Engagement
Shareability
Cost Efficient
Mobile Friendly



Visual Storytelling That Creates Meaningful Connection

Our team of subject matter experts, writers, analysts, content marketers, visual designers, and video producers will join forces with you to bring your story to life.

Visual Storytelling

StoryDesign: Interactive White Paper

Upgrade your white paper by creating a fully interactive experience with graphics and video to deliver deep engagement.

StoryDesign: Interactive Guide

The definitive solution to engaging and effective visual storytelling built in a fully branded environment with custom created content and powerful multimedia options.

Infographics

Data visualization, increased shareability, improved content marketing and effective storytelling, infographics should be a part of your content marketing strategy.

Video Solutions

Consult with our team of engagement and topic experts on how to best tell your brand story leveraging a combination of multimedia content.

[[MORE VIDEO](#)] 

WHY VISUAL STORYTELLING?

RETENTION

Marketers that use visual storytelling techniques, increase the likelihood of their message being remembered and understood.

ENHANCED BRAND RECALL

Storytelling combined with compelling visuals creates a powerful impact on the viewer's memory, increasing brand recall and recognition.

INCREASED ENGAGEMENT

Visual storytelling captures attention, evokes emotions, and encourages viewers to interact with the content, resulting in higher engagement levels.

SIMPLIFY THE COMPLEX

Visual storytelling allows marketers to simplify complex ideas or concepts by presenting them in a visual and narrative format, helping to break down barriers and make information more accessible and easily digestible.



Unique & Sponsored Content Solutions **For Impact**

Leverage our trusted content, respected brands, and well established channels to create turnkey marketing solutions that deliver results.

Sponsored Content

EHandbooks

Build awareness and reputation as a trusted partner by surrounding your brand with high-quality, relevant content from Smart Industry. These cost effective, multisponsor eHandbooks curate content on key topics and offer sponsors the opportunity to contribute sponsored content (editorial approval required), full page advertisements, as well as delivering leads from engaged readers*

*NOTE: eHandbooks are designed to support multiple sponsors. In the event an issue is under-enrolled, the issue can be maintained with exclusive leads for a single sponsor at an increased rate.



[\[View a Sample \]](#) 

Podcasts

Sponsor the Great Question: A Manufacturing Podcast and build affinity for your brand alongside *Plant Services*. Hosted on PlantServices.com and distributed to subscribers via all major podcast-delivery services.

[\[OUR PODCAST \]](#) 



▯▯ Audiences tend to seek out companies aligned with thought leadership, keen business strategies, and insights into solutions to their key concerns. ▯▯



Video Marketing That **Increases Engagement and Conversions**

Benefit from the latest technology platforms, proven techniques, and design skills to create video and podcasts that are sure to resonate with target audiences in highly trafficked channels.

Video

Event Video

Optimize your event marketing investments by capturing video that will create awareness, build booth traffic, and support post-event follow up to prospects and leads.

Explainer Video

Guide decision making and boost awareness with cost effective, animated videos that break down complex topics and highlight approaches to problem solving.

QuickChat

Get personal with your target audience and demonstrate your expertise, all while building credibility with this engaging, short-take video interview format.

Product Video

Showcase key product features and the ability to tackle challenges while demonstrating products or services in action, utilizing voice-overs or on-camera talent.

Video Promotion

Drive visibility and exposure of your existing video content with promotions across a variety of online, email, and social platforms.

Custom Production

Take control of your video content strategy and partner with our team of storytellers, video producers, and engagement experts to create powerful video assets.

THE POWER OF VIDEO IS UNDENIABLE.

86% of video marketers reported that video increased traffic to their website, and 83% said video helps increase time spent on a page.



Podcasts



Sponsor the Great Question: A Manufacturing Podcast and build affinity for your brand. Engage target audiences with this popular media format and make them feel a part of the conversation, building trust and loyalty. Contact your sales rep to learn more about our podcast marketing solutions.

Custom Built Programs That Deliver the Leads You Need

Our engagement experts have a gift for tailoring strategies to specific audiences and optimizing resources that will help you generate leads that are more likely to convert into loyal customers and drive long-term success.

Lead Generation Programs

Content Syndication

Syndicate your content across our brand channels and reach target audiences that are looking for solutions to their challenges. Registration is required to view the content and campaign report metrics are provided with full contact information for each lead. 📶

Content Creation

Partner with our team of SMEs, designers, and engagement specialists to develop a custom program that includes content creation, promotional campaigns, and lead generation. Our content development services include all the best short-form, long-form, and visual content types. 📶

[\[MORE CONTENT CREATION\]](#) 🖱️

Content Engagement Center

Your brand, your content, your solutions, and your target audience. Aggregate your premium content into a digital hub and guide prospects through a self-led buyer's journey that will accelerate decision making. Program incorporates multimedia assets, engagement scoring, and scheduled lead delivery. 📶

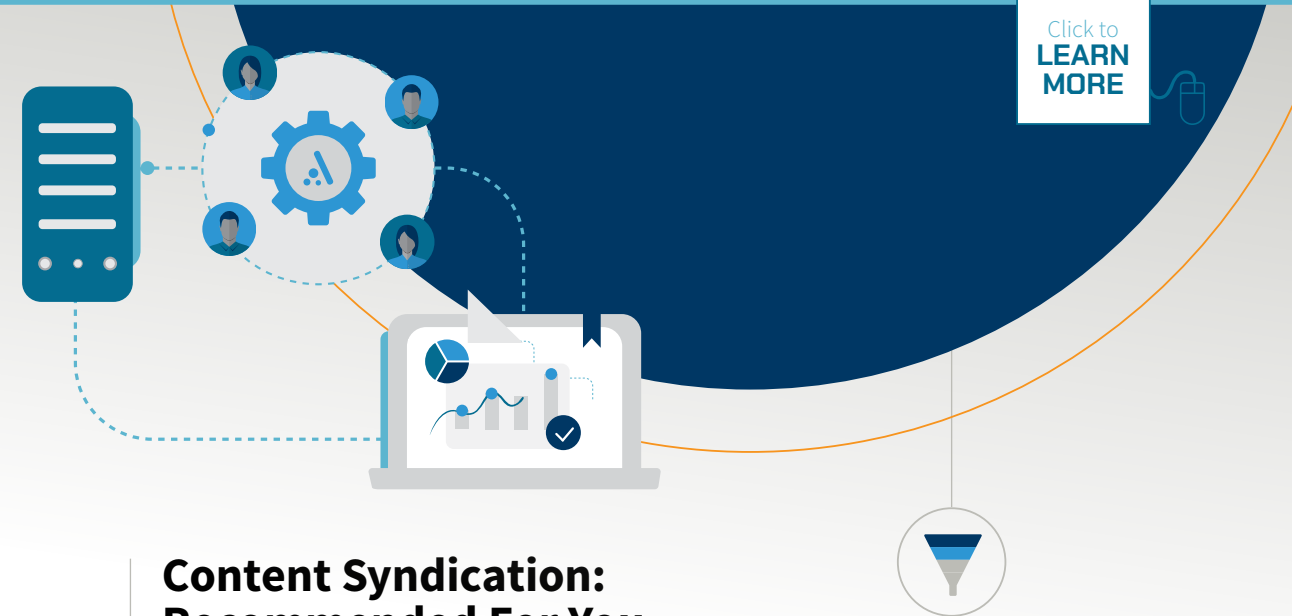
Content Syndication: Recommended For You

Syndicate your best content with co-branded email marketing that exclusively features your assets and drives users to your site. Our co-branded templates are easily recognized by audiences as trusted and reliable content from a known sender.

What's included:

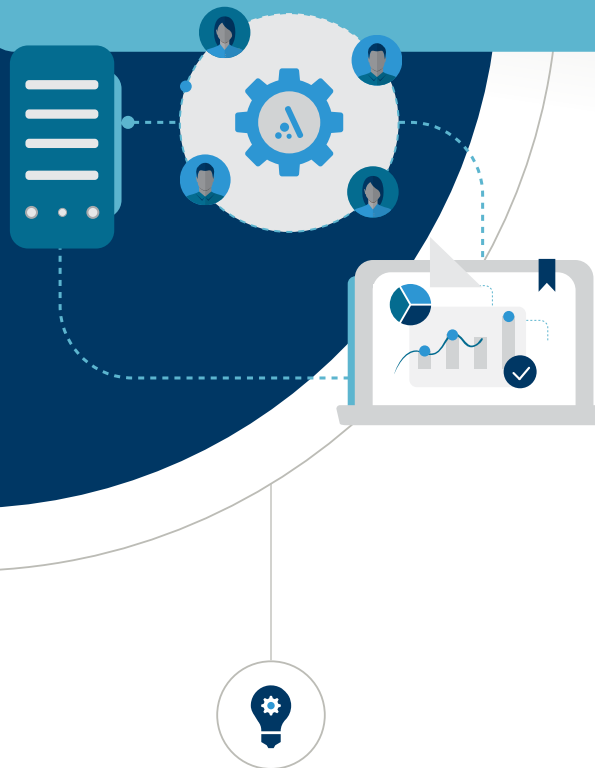
- Co-branded email that includes up to 4 assets designed to drive traffic to your website. Assets can be gated or ungated.
- Promotional message development and deployment.
- Two eblasts deploy 1st to full targeted list, 2nd to all who opened the first email but didn't click on any links. 📶

Click to
**LEARN
MORE**



WHY PARTNER WITH US?

- Strategy
- Topic Expertise
- Content Creation
- Turnkey Program Management
- Design Services
- Lead Collection & Automation
- Privacy Compliance
- Engaged Audiences



Unique Webinar Formats That **Deliver Qualified Leads**

We have all the key ingredients for delivering a successful event and the ROI you want – engaged decision makers, subject matter experts, technology platforms, project management, and fully compliant lead delivery.

Webinar Formats

Webinars

Position your brand as a subject matter expert and connect with prospects who are seeking education on a topic or a solution to their challenge. Webinars are proven performers, generating powerful, engaging content that delivers lead generation and thought leadership. 📶

Webchats

Take a more personal approach to webinars with this interview-style format that allows you to better build a narrative around your solution and create a personal connection with prospects. Shortened format for a fully interactive 30-minute experience that will generate leads and build affinity for your brand. 📶

Virtual Round Table

Solving large, complex challenges requires perspective, input, and collaboration from a variety of key stakeholders. Bring together a powerful team of influencers for a real conversation around thought leadership topics and attract decision makers who are looking for answers, converting them to leads. 📶

Webinar Lead Touch

Engage webinar registrants leads post-event and move them toward a follow-up action with this program that includes a series of three emails to registrants for driving on-demand views and introducing related content.

A POWERFUL TOOL

Use webinars to engage audiences, demonstrate expertise, generate leads, gather insights, and enhance brand visibility.



Click to
**LEARN
MORE**

Precision Marketing That Delivers Maximum Impact

Partner with our team of data, marketing, and subject matter experts to build strategies for personalization, enhanced experiences, optimized campaigns, and continuous improvement.

Data-Driven Marketing

Audience Extension

Leverage our 1st party data and create campaigns targeting the business decision-makers who match your criteria across thousands of sites on the web. Select from any combination of display ads, in-feed native, or video pre-roll ads on professional websites to reach your key audiences.

Audience Extension: Social

Drive higher CTR% and conversions using Meta (Facebook) and LinkedIn. We'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

Micro-Proximity

Target company locations, geographic targets, or attendees at a tradeshow or conference through micro-proximity or geofencing. Increase your brand awareness and drive traffic to your booth by placing display ads on mobile apps within the defined area.

Third-Party Emails

Using our 1st party data and insights, we reach your target audience through personalized emails. Our team of direct marketing experts will set up and deploy privacy-compliant HTML emails and provide full reporting metrics.

Connected TV (CTV)

Promote your brand where people are already engaged on streaming apps through a 15- or 30-second video placement. Your content can be featured before, in the middle, or after programming and targeting can be done by business/industry, NAICS codes, or company name/domain.

The Power of AI personif.ai™

Effectively reach specific personas by delivering personalized content recommendations using our extensive 1st party data, proprietary AI technology, and machine learning capabilities. Personif.ai, our AI-powered content marketing solution, leverages behavioral insights to provide on-site content recommendations that are aligned with editorial content, resulting in a highly impactful campaign that drives traffic back to your website.

[[LEARN MORE](#)] 

CONTACTS

Contact our sales representatives to discuss your marketing plans.

Smartindustry
MANUFACTURING IT, OT & THE DIGITAL FUTURE

Smartindustry

Website



Marketing Website



X



Facebook



LinkedIn

Brand Resources

Sales



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Sales Development Representative
LEARN MORE

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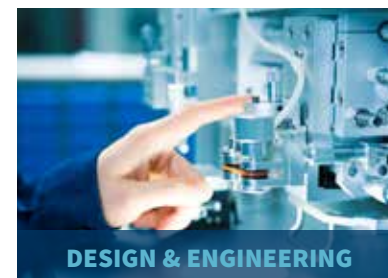
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