

Transcript: Informa TechTarget video, Informa annual review 2024

What excites me the most about the formation of Informa TechTarget is that we have created the largest B2B media operation that serves the technology industry.

I just think of Informa TechTarget as the information marketplace for B2B tech. There's so much information out there. Now in the age of AI can you trust it?

So our content and our research is all about helping enterprise tech buyers through our trusted credibility that they are getting this information from a good source.

Informa TechTarget has a network of over 220 publications. It's really about trust, credibility, insights, news. We have over 350 editors and journalists. People who have spent decades covering their industries.

As a publisher, we are continuously attracting audiences as they go through their pre-purchase research process. That means we have a very firm understanding of where accounts are at in the buy-cycle, as well as where prospects are at as they are specifically researching for solutions.

Using that data to then target your marketing outreach as well as the insights that come from that data to inform your sellers and how they can approach those prospects with personalized and relevant information. That's intent data.

We're also looking at intent to help to help better inform marketers of "how do I write better content?" "How do I, ultimately, hone my message?" We help them get their products and services in front of their customers at the right time, with the right messages. It's something that no other company can do.

We build our business upon our audience data from the buy side of the marketplace. And our market data which our intelligence and our advisory business create every single day.

For the industry analyst business for Omdia. Typically, we are working with divisions that are corporate strategy product development. We're early on in the stages of understanding, sizing new markets, new products. So we can really help from the earliest stages of R&D all the way through to when they launch the product and make it successful in the market.

Marketers today need to do more with the dollars that they have. And we're going to really help marketing accelerate over the next 12 months to 5 years. That's going to allow you to accomplish your growth objectives faster. It allows

us to help move businesses forward. And I think that's very meaningful for all of us who are working at Informa TechTarget today.