INDUSTRY DIVE

AN INFORMA BUSINESS

Serving the client from
brand-to-demand

advertising@industrydive.com →

We connect marketers with engaged audiences across every industry

Content

Strategy

Virtual Events

INDUSTRY DIVE

Research

Digital Media

Content Syndication

Your brand and message

We help B2B marketers like you to build brand awareness, earn trust with your target audience, and capture demand.

Executives you want to reach

With over 16M+ decision-makers across 36 industries, we have the behavioral data and direct access you need to succeed.

Leverage Industry Dive across the funnel from brand-to-demand

Differentiate Thought Leadership

Create content that resonates with your audience and moves the industry forward.

Connect Experiences Across the Customer Journey

Deploy an integrated marketing strategy that moves audiences down the funnel.

Reach and Engage Decision Makers

Drive quality engagement from niche and targeted audiences.

Build a Sustainable Pipeline

De-risk your marketing spend with sustainable demand and long-term growth.

awareness

consideration

decision

Our behavioral data tells you everything you need to know about your buyers

16.9M
READERS

3.3M
SUBSCRIBERS

36+
INDUSTRIES

78%
DECISION MAKERS

Trending topics
Drug Pricing as a topic has risen 39% over the last 90 days for our **BioPharma Dive** audience.

Content formats
Webinars & Virtual Events made up 48% of sponsored content traffic on **Retail Dive**.

Industry insights
Interest in Contractual Work content has grown 1390% from Q4 to Q1 on **HR Dive**.

Engagement metrics
Open rates on **CIO Dive** are significantly higher for Email Blasts that don't mention your product.

Keyword performance
The top keywords for **Healthcare Dive** are: GLP-1, worker burnout, and data breaches.

Reader preferences
Readers of **Supply Chain Dive** stayed 2x longer on articles about manufacturing demand and inventory management.

We shape agendas in 36+ industries

→ **Business Services**
- CX
- HR
- IT & Cybersecurity
- Legal
- Marketing

→ **Retail**
- C-Store
- Fashion
- Retail

→ **Food**
- Agriculture
- Food
- Grocery

→ **Education**
- Higher Ed
- K-12

→ **Industrial**
- Automotive
- Manufacturing
- Packaging
- Supply Chain
- Trucking

→ **Financial**
- Banking
- CFO
- Payments

→ **Building**
- Construction
- Facilities
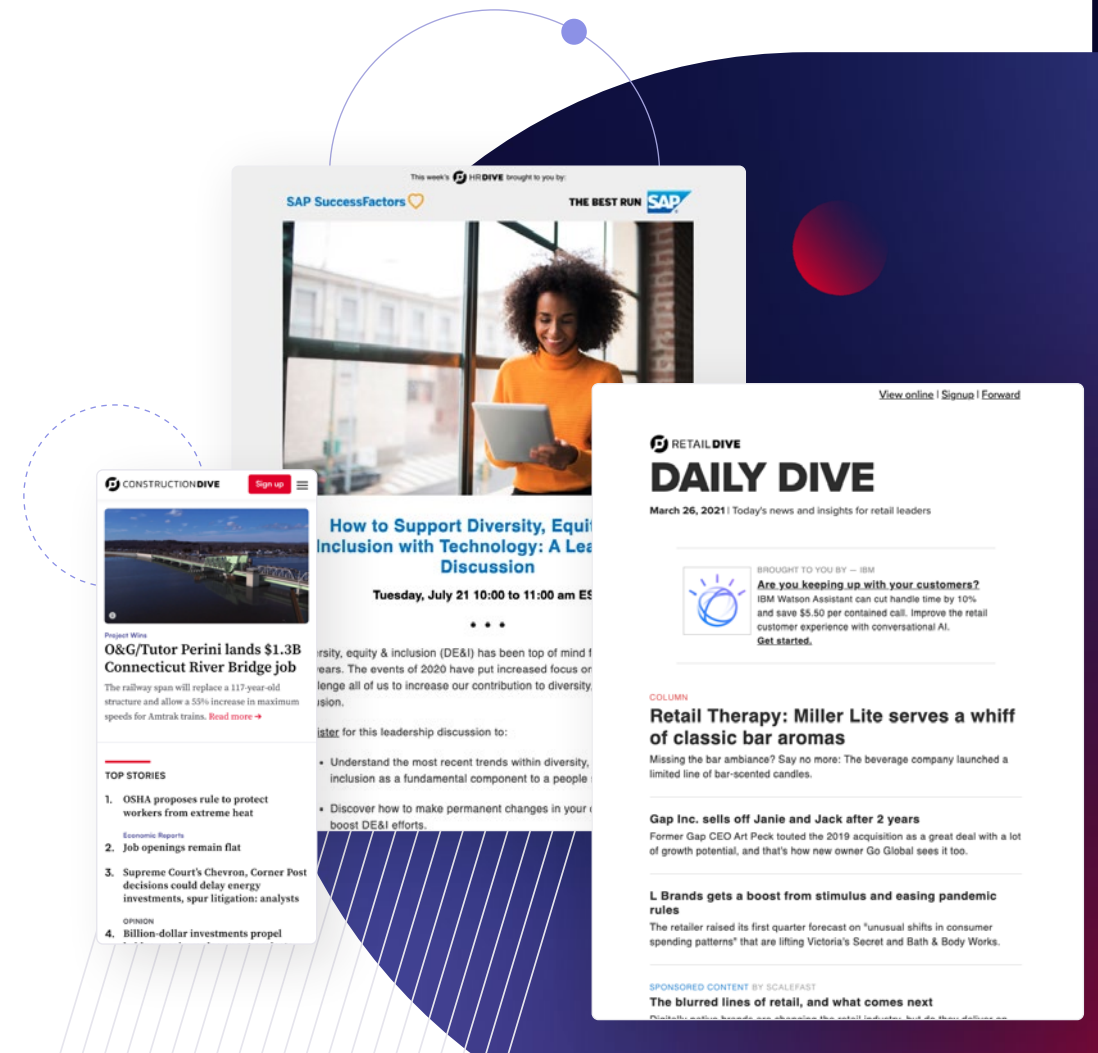- Multifamily

→ **Hospitality**
- Hotel
- Restaurant

→ **Infrastructure**
- ESG
- Smart Cities
- Utility
- Waste

→ **Life Sciences**
- BioPharma
- Healthcare
- Medtech

Our expert editors, journalists, and designers fuel our exponential growth

Reader growth

16.9M

2.2M

325K

13.9K

2012   2016   2018   2024

The Washington Post
5 Best Place to Work Awards

2020 FOLIO: EDDIE AND OZZIE AWARDS
Design Team of the Year

JESSE H. NEAL AWARDS Est. 1955
34 Neal Awards

A·Z·B·E·E·S ASBPE Awards of Excellence
100+ Azbee Awards

GD USA GRAPHIC DESIGN USA
11 American Graphic Design Awards

SABEW
SABEW Best in Business Award

FAST COMPANY
World's Most Innovative Companies of 2024

"

Utility Dive is the **best online resource that I've come across in years.** The articles provide tremendous insight on strategic, timely topics."

Vice President and Chief Sustainability Officer at Duke Energy

Audience

Audience overview

CX DIVE

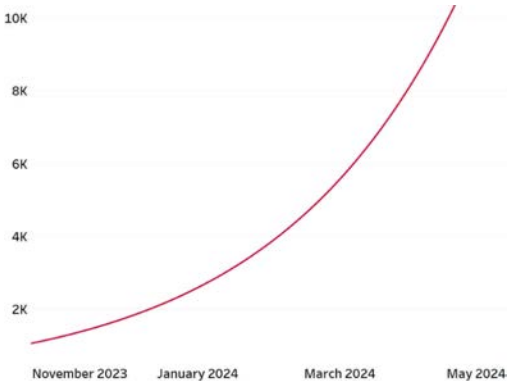**11,500**
Total subscribers

12,500
Unique monthly viewers

75%
are manager level and above

SUBSCRIBER GROWTH

- 10K
- 8K
- 6K
- 4K
- 2K

November 2023 · January 2024 · March 2024 · May 2024

SUBSCRIBER JOB LEVELS

- Executives & Directors — 49%
- Manager — 26%
- Associate — 18%
- Analyst / Consultant — 2%
- Other — 5%
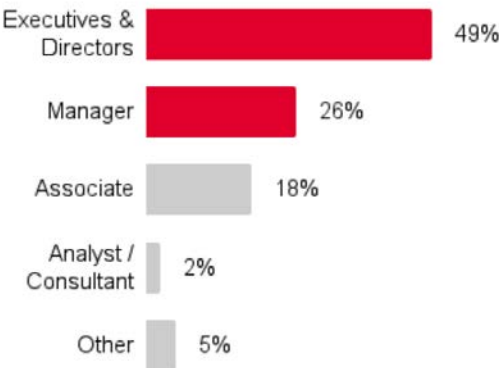
TOPICS WE OWN

- Personalization
- Customer service
- Technology
- AI and automation
- Customer Success
- Data & Analytics
- Strategy

CX DIVE — Sign up

How to navigate the overlap of CX and marketing responsibilities

As CX grows beyond its marketing roots, the two functions are tasked with figuring out how they can work side by side.

By S.L. Fuller

Responsibilities within CX and marketing can be a Venn diagram, experts told CX Dive. Both functions may interact with personalization, for example, while also carrying out distinct duties. *Jacob Wackerhausen via Getty Images*

Listen to the article 7 min

Some roles are staples within the C-suite — most companies have a CEO, CFO and CMO. But as CX leaders work their way up the chain of command,

Target readers

You'll find **CX Dive's** news and insights in the inbox of customer experience decision makers at smaller startups to the Fortune 500.

Example subscriber job titles

- CEO & CFO
- VP of Customer Experience Marketing
- VP of Global eCommerce
- VP of Loyalty & Revenue Optimization
- VP of Customer Success
- Senior Director of Digital and Consumer Experience
- Head of Account Management
- Director of Global Loyalty Intelligence
- Director of Customer Experience
- Director of Loyalty Programs

Our audience data fuels your marketing programs from *research to conversion*

Insights from Industry Dive's first-party data

16.9M
READERS

3.3M
SUBSCRIBERS

Research
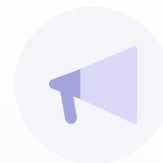Generate original data & first party insights to drive your strategy and content.

Strategy
Set the foundation for your content marketing needs with a scalable framework aligned to your goals.

Content
Leverage expert creators & strategists to execute content at a global scale.

Events
Fully managed, custom virtual thought leadership events & roundtables.

Digital Media
Boost engagement with your brand and drive decision-makers toward conversion.

Content Syndication
Leverage your pre-existing content and extend your reach via our publications, partner channels and lookalike audiences.

We're a **global marketing studio** for the best in B2B and B2C

10+	**370+**	**500+**	**284K**	**36+**
YEARS OF EXPERIENCE	CLIENTS WORLDWIDE	CONTENT CREATORS	LEADS DELIVERED IN 2023	INDUSTRIES WITH EXPERTISE

Serving businesses of all stages and sizes

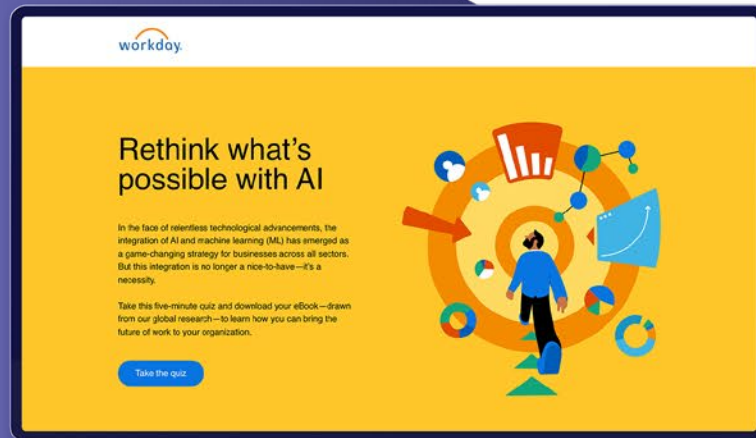Lattice   ALLOY   Walmart   Pfizer   IBM

PAVE   Hinge Health   FedEx   salesforce

From ad-hoc campaigns...

→ Email Blasts   → Ebooks

→ Infographics   → Syndications

→ Newsletter Ads   → Promoted Stories

→ Webinars   → Playbooks

...to full-funnel solutions that cover every corner of the market

Your company's point of view

Gated Content

Trendline

Infographic

In-Line Ad

Virtual Event

Web Display Ad

Presitial

Social Graphics

Research Report

Newsletter Ad

Interactive

Email Blast

We're experts at creating content in over **40+ formats**

Visual

- Static Infographics
- Animated Infographics
- Social Graphics
- Custom Illustrations
- Animated Gifs
- Data Visualizations
- Micro-Graphics
- Photoshoots

Written

- Short Form Articles
- Long Form Articles
- Ghostwritten Articles
- Licensed Content
- Listicles/Guides
- Q&As
- Promoted Stories

Interactive

- Interactive Landing Pages
- Decision Trees
- Assessments
- Checklists
- Quizzes
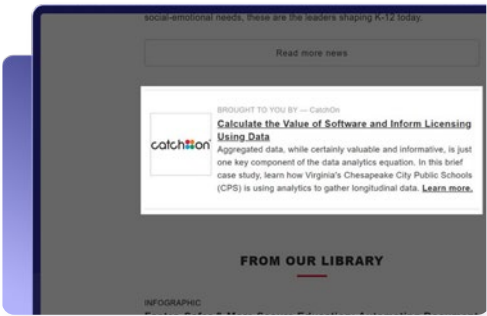- Calculators
- Microsites

Video

- Webinars
- Social Videos
- Explainer Videos
- Interview/On-location Videos
- 2D/3D Animated Gifs

Long Form

- Playbooks
- White Papers/E-Books
- Original Research
- Industry Outlook Reports
- Case Studies

Dialogues

- Webinars
- Podcasts
- Virtual Events

Optimizing content for engagement across **multiple channels**
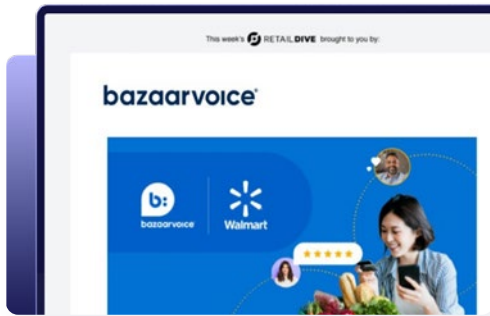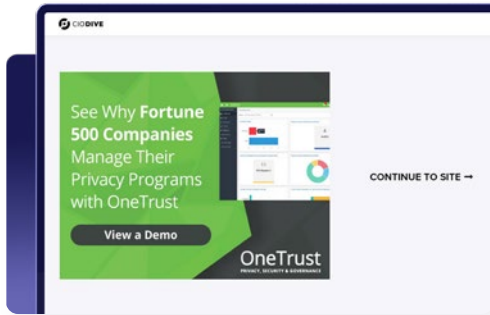

Email Blasts
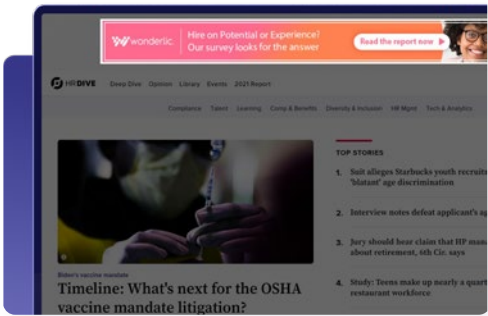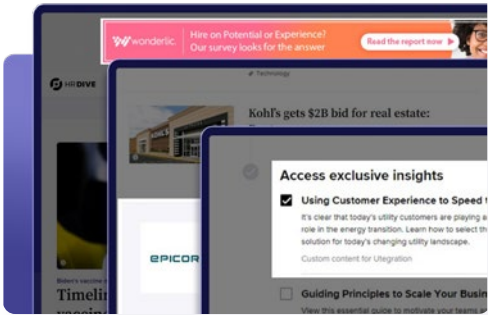

Display Ads

Newsletter Sponsorships
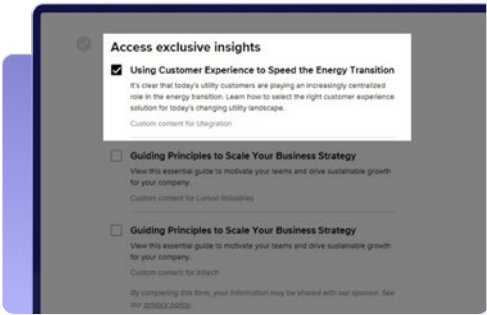

In-Line Ads

Promoted Stories

Prestitials

Syndication

Co-Registration
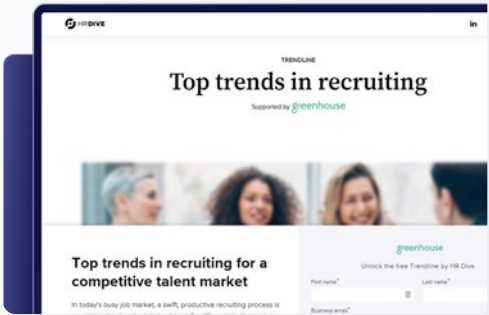
Trendlines

From strategy to execution, we can be an extension of your team

Creative Strategists
Content strategists with industry expertise to help you tailor each program to your company goals

Ad Operations
Marketing specialists that can optimize your design and messaging to maximize engagement

Content Marketers
Digital marketers to help you develop expert POVs and fully manage content creation

Industry Experts
Subject matter content creators to develop meaningful, expert content

Dedicated Program Manager
Strategic advisor to align our services with your business objectives. Develops and delivers content marketing best practices

Your Team

Providing a flexible **Enterprise Framework** for our most strategic clients

Build a strategic roadmap

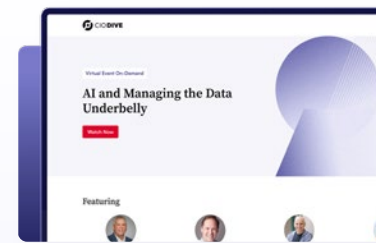**Design and scale your campaigns**

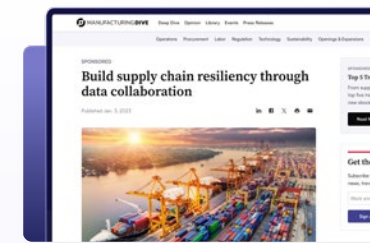**Distribute to targeted audiences**
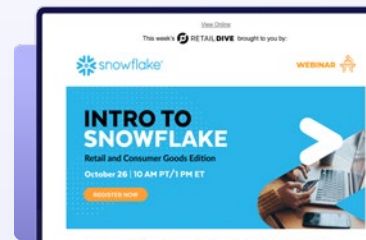
Measure, optimize, and repeat

Case study

An enterprise cloud service provider leveraged our solutions to create industry-specific content that moved prospects toward conversion in a full-funnel approach.

Editorial Events
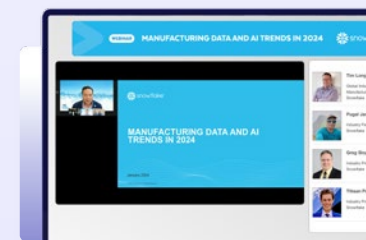
Promoted Stories

Email Blasts

Playbooks

Webinars

Build brand and earn trust

with industry-specific messaging and content.

Target decision makers

with content they are most likely to engage with.

Generate leads for sales

with consistent nurture and distribution.

ORIGINAL RESEARCH

Cost of a Data
Breach Report
2022

WEBINAR

IBM Events
Webinar: 2022 IBM Security
Cost of a Data Breach
Report

08/03/2022 to 08/03/2022

11:00:00 AM - 11:45:00 AM EST

If you have any questions regarding the event please send an e-mail
to selina.wuttke@ibm.com

PODCAST

Into
the
Breach

Case study

A Fortune 500 tech
company used our
solutions to build an
integrated and targeted
marketing program that
drove traffic toward their
big-rock annual report.

PROMOTED STORIES

ARTICLES

INFOGRAPHICS

CYBERSECURITY

IBM's latest "Cost of a
Data Breach" report
reveals alarming
increases

Data breaches cost an average
$9.44m in the US last year

IBM Cost of a Data Breach 2022 –
Highlights for Cloud Security
Professionals

The Needs of a Modernized SOC for
Hybrid Cloud

Let's talk

Have questions or looking for pricing?
Send us an email and we'll get back to you
in less than 24 hours.

advertising@industrydive.com

We can help you

→ Identify which audiences will engage with your brand

→ Leverage experts to build insights for your marketing

→ Build a full-funnel strategy for creating and distributing content

→ Drive leads with targeted placements that convert

Interested in learning more? Check out our digital ad specs and our portfolio (Password: studioID123)