



 TechFinitive.com
Definitive Business Technology

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| Engage Media Group

- Engage Media Group Ltd formed in November, 2022
- First brand launch, TechFinitive.com scheduled for February, 2023
- TechFinitive is the brainchild of ex-Dennis Publishing and Future PLC executives, Chris Cannon and Julian Lloyd Evans
- Seed investment raised privately from a UK based Media Executive collective
- Founding team includes Claire Fairbrother, Sales Director (previously Future/Dennis, IDG/Foundry, CBS Interactive) and Ricardo Oliveira, Senior Operation Director (previously Technology Advice, Red Ventures, CBS Interactive)
- The brand and company embrace the advantages of cloud-based technology, much like TechFinitive's target audience. The launch team is largely hybrid, based in the UK and Australia



Chris Cannon,
Managing
Director and
Founder



Julian Lloyd
Evans
Chairman and
Founder



Claire
Fairbrother
Sales Director



Ricardo
Oliveira
Senior
Operations
Director

| The business world has changed

- 47% of US workers prefer to work in a hybrid model ([Stanford](#))
- Forecasts Worldwide Public Cloud End-User Spending to Reach Nearly \$500 Billion in 2022 ([Gartner](#))
- The pandemic has accelerated cloud demand, with 59% of enterprises expecting cloud use to exceed plans due to COVID-19. Deloitte predicts that cloud revenue growth will be greater than 30% from 2021 through 2025 ([Deloitte](#))
- 56% of CEOs say digital improvements have led to increased revenue ([Gartner](#))
- Digitally mature companies are 23% more profitable than their less mature peers ([MIT](#))



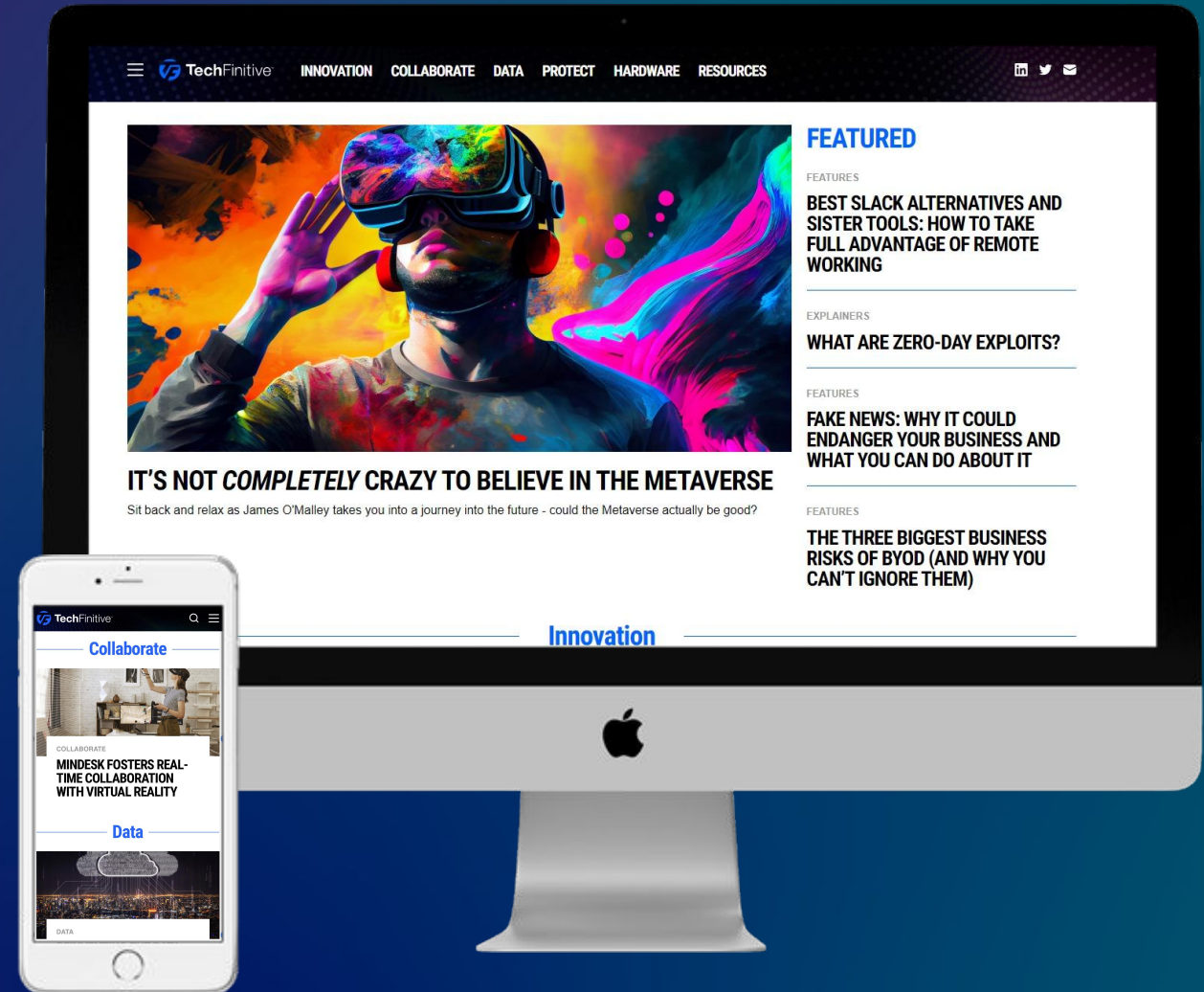
| Technology Marketers need to adapt to changing customer needs



- IT decision makers only spending 17% of their buying journey talking to vendors which makes digital and social content essential for researching suppliers and purchases ([Gartner](#))
- 44% of millennials prefer no sales rep interaction at all in a B2B setting ([Gartner](#))
- In the US alone, millennials make up the largest cohort of employees, coming in at 92 million ([Goldman Sachs](#))
- The typical buying group for a complex B2B solution involves six to 10 decision makers, each armed with four or five pieces of information they have gathered independently ([Gartner](#))
- No new B2B website launches in this sector for over 10 years

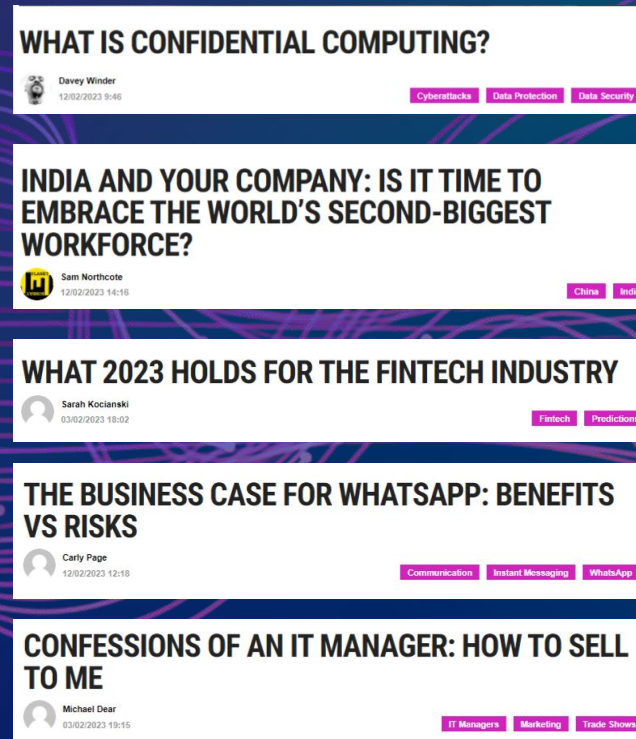
| Introducing TechFinitive.com

- Content and editorial voice is tailored for current and future IT and business decision makers; millennial professionals and those with similar values and motivations, who are excited by the innovation B2B technology delivers.
- Provides trusted, unbiased content, reviews and opinion on B2B technology vendors. This is delivered across digital channels including newsletters and social.
- Recommends the best and most relevant vendor content on each IT topic for readers and newsletter subscribers.
- Marketers can utilise full brand-to-demand solutions with TechFinitive, including, Awareness (display media), Consideration (custom content) and Demand (content syndication).
- Definitive Demand (tech stack) utilises 1st and 3rd party data sources to provide advertisers with account based marketing, intent data and opted-in, marketing qualified leads.



| Depth of editorial content

- TechFinitive runs a 'hive mind' approach to its editorial content and takes advantage of commissioning the best subject matter experts to cover each core topic. Its editorial contributors are made up of a diverse Global mix of experienced journalists, hands-on IT professionals and technology experts, giving readers multiple perspectives to inform their research
- In the age of AI powered journalism we believe high-quality reporting, analysis and opinion from actual writers with unique voices is going to be invaluable for our audience
- Five priority technology categories house 40+ topics that matter to business and IT professionals
- Content types include: News, Features, Tech Definitions, Checklists and Resources



| Editorial content types

- Our strategy is to help business professionals make the right decisions, in tandem with the IT decision makers, with specific editorial content and research white papers
- Five priority technology categories house 40+ topics that matter to business and IT professionals
- Content types include:
 - News
 - Features
 - Tech Definitions
 - Checklists
 - Resources
- In commissioning the very best subject matter experts, TechFinitive ensures both high-quality writing and hard-earned authority for each core topic

01	Innovation	• NeuralNet, AI, AR, VR, Metaverse • Space, Energy, Green Business • Policy, Investment, Startups • Digital Transformation, 6G
02	Collaboration	• Video conferencing, Customer Experience • Omnichannel customer engagement • VR collaboration, Cloud calling • Modern workplace, Remote working
03	Data (Cloud)	• SaaS, PaaS, IaaS, Multi-Cloud, Developer, • Virtualisation, Backup, Regulation • Data Analytics, Data warehousing,
04	Protect (Security)	• CyberSecurity, Threat Management • Risk Management, Password Protection • Malware, Ransomware • Antivirus, Firewalls
05	Hardware	• Servers, Storage, Networking • PCs, Laptops, Tablets, Thin Clients, Monitors • Phones, VOIP • Printers

| Website Marketing & Audience Growth

- **PR**
 - Press release to b2b trade publications
- **Content Marketing**
 - Launch video
 - Organic social media - Twitter, LinkedIn
 - Paid social media - Twitter, LinkedIn, Facebook
 - Content recommendation tools - Taboola, Outbrain
- **TechFinitive Communities**
 - Building LinkedIn community for TechFinitive
 - Forum participation
 - Writers & journalists promoting articles to networks/followers
- **Email marketing**
 - Promotion of TechFinitive content via email databases (by intent topic)
 - Promotion of newsletters via email databases + newsletters
- **Content Optimisation**
 - SEO tools applied to published content
 - Article updates regularly
 - Search trend analysis

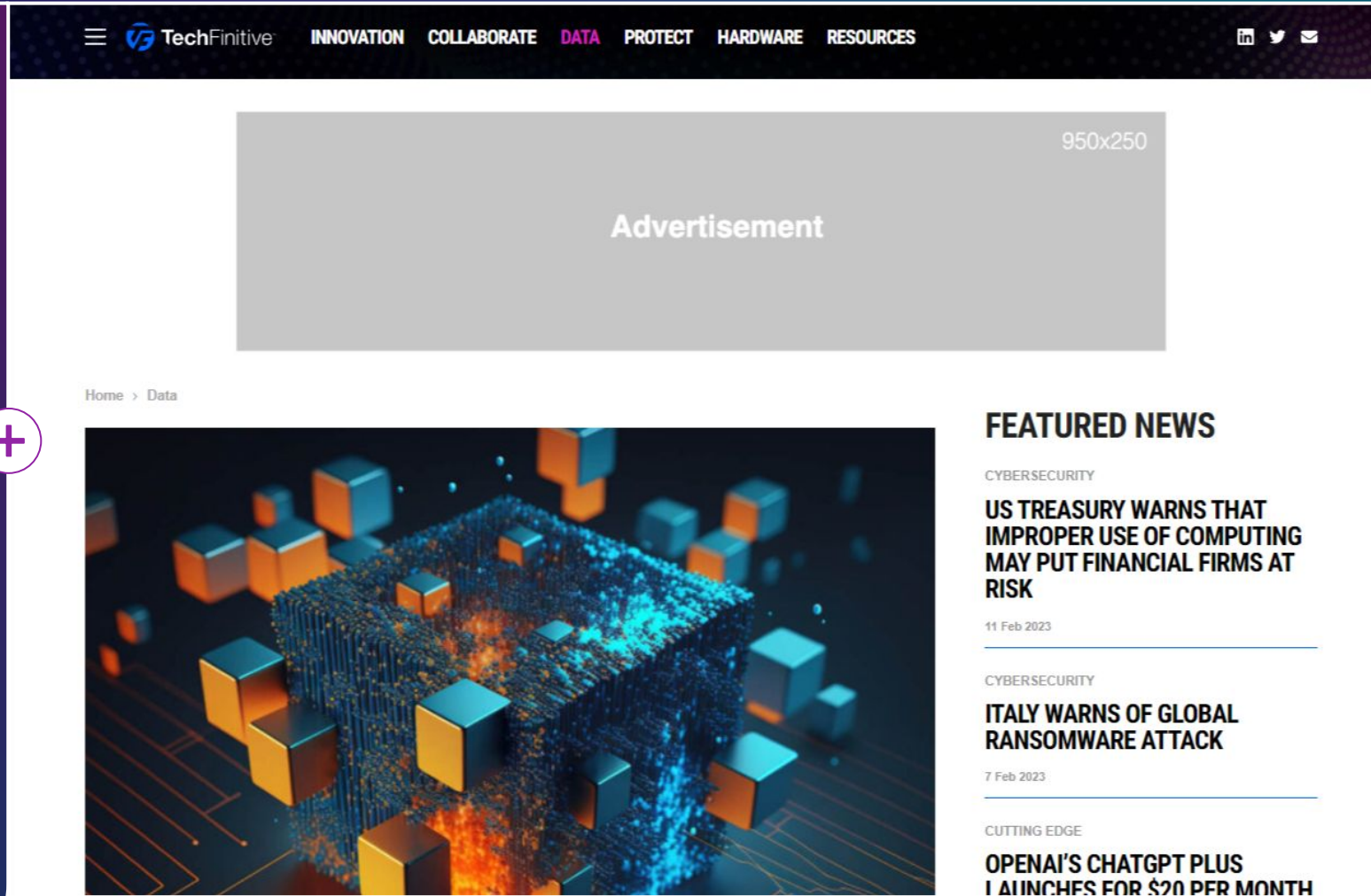


| Brand-to-Demand Advertiser Solutions



Display Advertising. Brands can target specific sections and topics on TechFinitive.com with banner advertising to raise awareness of their brand and solutions.

Custom Content. TechFinitive's editorial team will work in partnership with an advertiser to create commercial content (articles, videos, whitepapers) that can be used on and off the website. Content builds consideration for the advertiser's brand and solutions.



| Brand-to-Demand Advertiser Solutions

The screenshot shows the TechFinitive Resource Library website. The header includes the TechFinitive logo and navigation links: INNOVATION, COLLABORATE, DATA, PROTECT, HARDWARE, and RESOURCES. The main heading is "WELCOME TO THE RESOURCE LIBRARY" with a subtext: "We are bringing together the best white papers and resources from the biggest technology companies in the world." Below this is a search bar with the placeholder "What are you looking for?" and buttons for "SEARCH", "VIEW ALL RESOURCES", and "SUBMIT A RESOURCE". A section titled "Latest Research" features four featured articles:

- HOW SNOWFLAKES CLOUD ARCHITECTURE SCALES MODERN DATA ANALYTICS**
- REINVENTING THE DATA WAREHOUSE**
- THE RETURN OF RETAIL: IMPROVING SAFETY AND ROI WITH DIGITAL SIGNAGE**
- SALESFORCE STATE OF SERVICE 5TH EDITION**



Definitive Demand is a lead generation techstack that is powered via content syndication on TechFinitive's 'Resources' section. This is the hosting and promotion of an IT vendor's content (typically a whitepaper). Bespoke editorial, links, newsletters, social channels and email databases drive IT and business decision makers to the hosted content.

Leads are opted-in, validated and verified using 1st and 3rd party data sources to deliver optimal accuracy and fidelity.

| Summary

- IT spending continues to increase. IT buyers are now technical *and* business professionals, in ever larger decision making units.
- Most buyers don't want to speak to vendors directly (especially millennials), they prefer to conduct their own research.
- Although established IT websites and business websites exist, there are none bridging the new buying teams, made up of both audiences, and no new website brands have launched in over ten years.
- TechFinitive is dedicated to bringing IT and business professionals inspirational, insightful and informative content to help make definitive technology purchasing decisions.
- The Engage Media Group team are experienced b2b executives, publishers, sales professionals and technical specialists, with previous experience within the industries largest, most respected business and IT brands.
- The team are based in the UK and Sydney with journalists and contributors around the world.





Thank you

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