

SECURITY – Editorial Multi-Sponsored Lead Hub

Central knowledge platform with 360° information on the topic of security

Our intention - we visualise the importance of IT security in all areas and drive development forward. Position yourself in a neutral, editorial content that is tailored to specific information needs of the target group.

What we offer you:

Branding & qualified, guaranteed leads in the target group security

That's what we do for you:

- ✓ We create neutral, credible editorial content.
- ✓ We take care of the complete content creation incl. the outbound marketing activities.
- ✓ We integrate your brands into the lead hub „SECURITY“.
- ✓ We get you in touch with 22,000 IT security experts and decision-makers in an editorial, topic-orientated environment.
- ✓ We deliver guaranteed standard leads for your sales-funnel*.
- ✓ We provide you with a monthly KPI reporting (touchpoints, scoring, reach, engagement)

That's what we need from you:

- ✓ Your company logo in high resolution as JPG, TIFF or PNG
- ✓ A short company description

Our offer:

- ✓ 3 months runtime – 195 leads: **€ 18,525**
 - ✓ 6 months runtime – 400 leads: **€ 32,900**
- Optional:
For a 3-month runtime: 1 customer content, un gated, linking directly to the customer page
For a 6-month runtime: 2 customer contents, un gated, linking directly to the customer page

*Rates less 15% agency commission, no further discounts possible

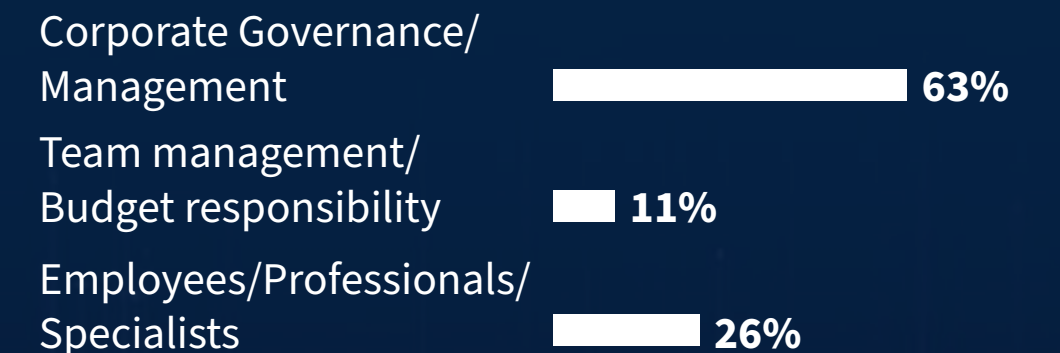
* the leads are not given exclusively to individual sponsors. The lead delivery is done in a 2-weekly rhythm. The standard lead includes first and last name, email address (private/company), job title (pupils, trainees, students, unemployed & pensioners are filtered out free of charge), company name, company size, company sector, industry, zip code & country (DACH), telephone number.

LEAD CHECK

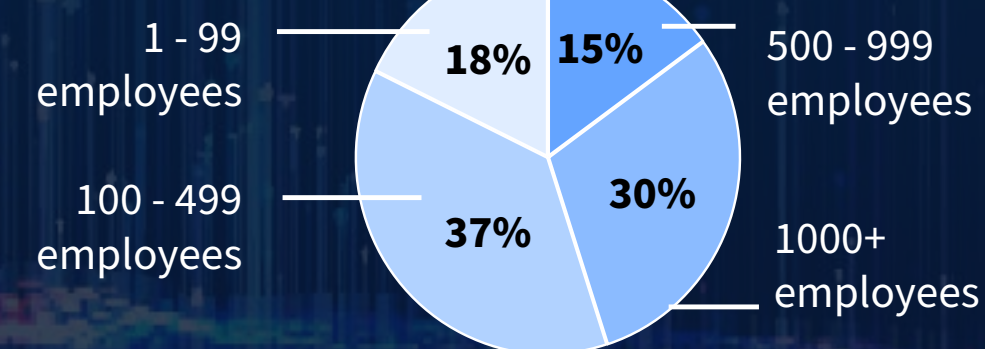
Industries



Job Level



Company size



Source: Leads since March 2023 / start of the hub



Link to the Hub:

it-kenner.heise.de/secure-it-fuer-unternehmen/

Get in touch with us:

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