

IT-SUMMIT by heise – Editorial Multi-Sponsored Lead-Hub

Central knowledge platform with 360° information | Start: 15 Jan 2025 |

Our intention: to make the importance and challenge for IT departments in all areas visible and to drive development forward
Position yourselves in a neutral, editorial environment that is tailored to the specific information needs of the target group.

What we offer you:

Branding & qualifizierte, garantierte Leads in der Zielgruppe dIT manager and administrators

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

✓ **We put you in touch with IT managers and administrators in an editorial environment with a high level of relevance to the topic.**

- ✓ 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 PNGG
- ✓ A short company description

Our offer:

- ✓ 3 months runtime – 200 leads: **€ 19,000**
- ✓ 6 months runtime – 500 Leads: **€ 41,125**
- ✓ for sponsors of the IT-Summit by heise:
6 months runtime: **€ 30,900**

Preise abzgl. 15% AE-Provision, keine weiteren Rabatte möglich

*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.r.



Link to the Hub:

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



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