



# Techstrong

**Tell Your Story  
the Most  
Powerful Way**

**2023** Media Kit

## Who is Techstrong?

# An Omniversal Tech Media Company

Techstrong is an omniversal tech media company covering IT industries and practices that are re-shaping the world of technology. Specifically, DevOps, cloud-native, cybersecurity and digital transformation are the communities we live in.

 Container Journal

 DevOps.com

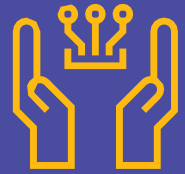
 Security Boulevard

Techstrong | Research

Techstrong tv

 Digital CxO

# The Markets We Serve



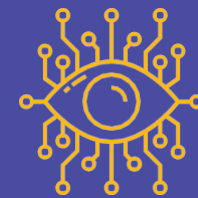
Digital Transformation



DevOps



Cloud-native



Cybersecurity

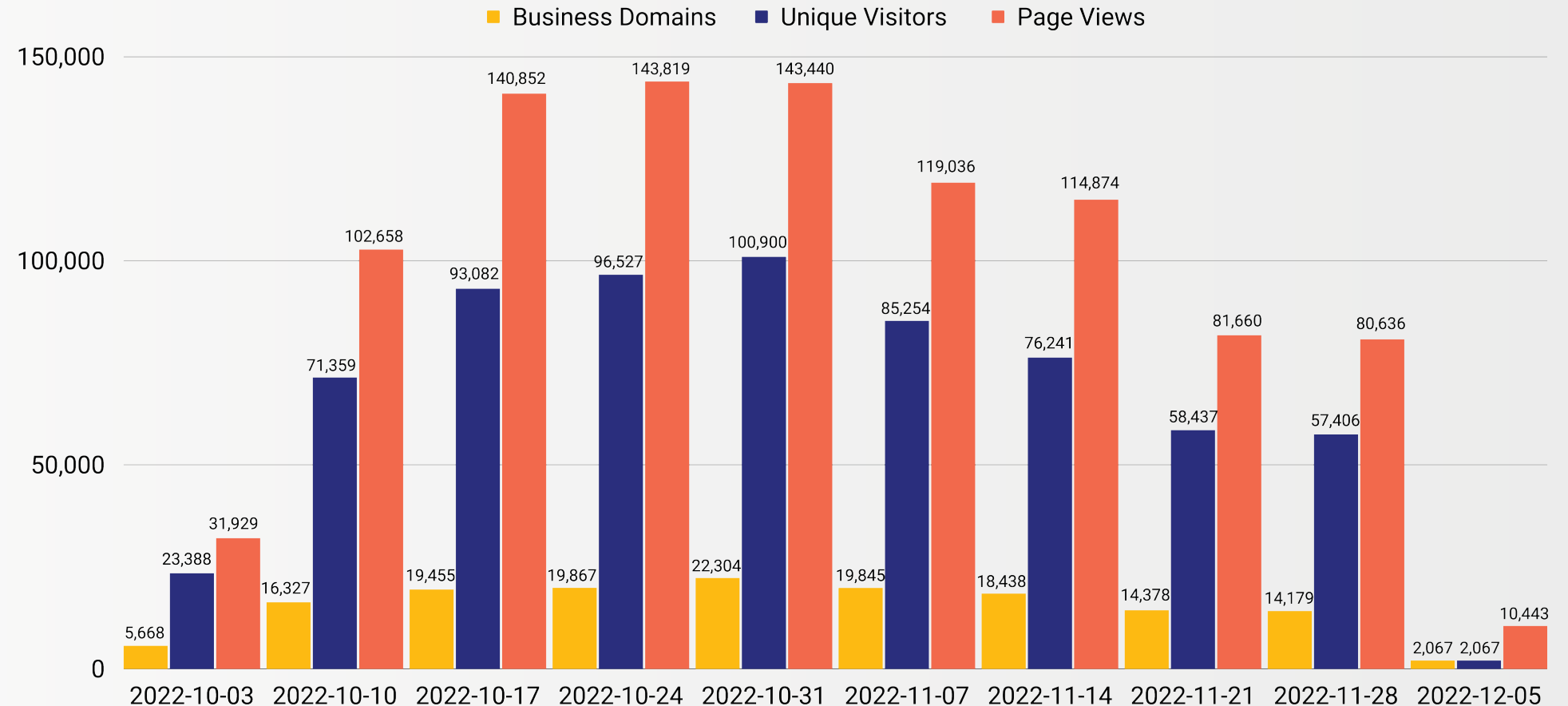
# Audience Overview

# TSG Community Audience

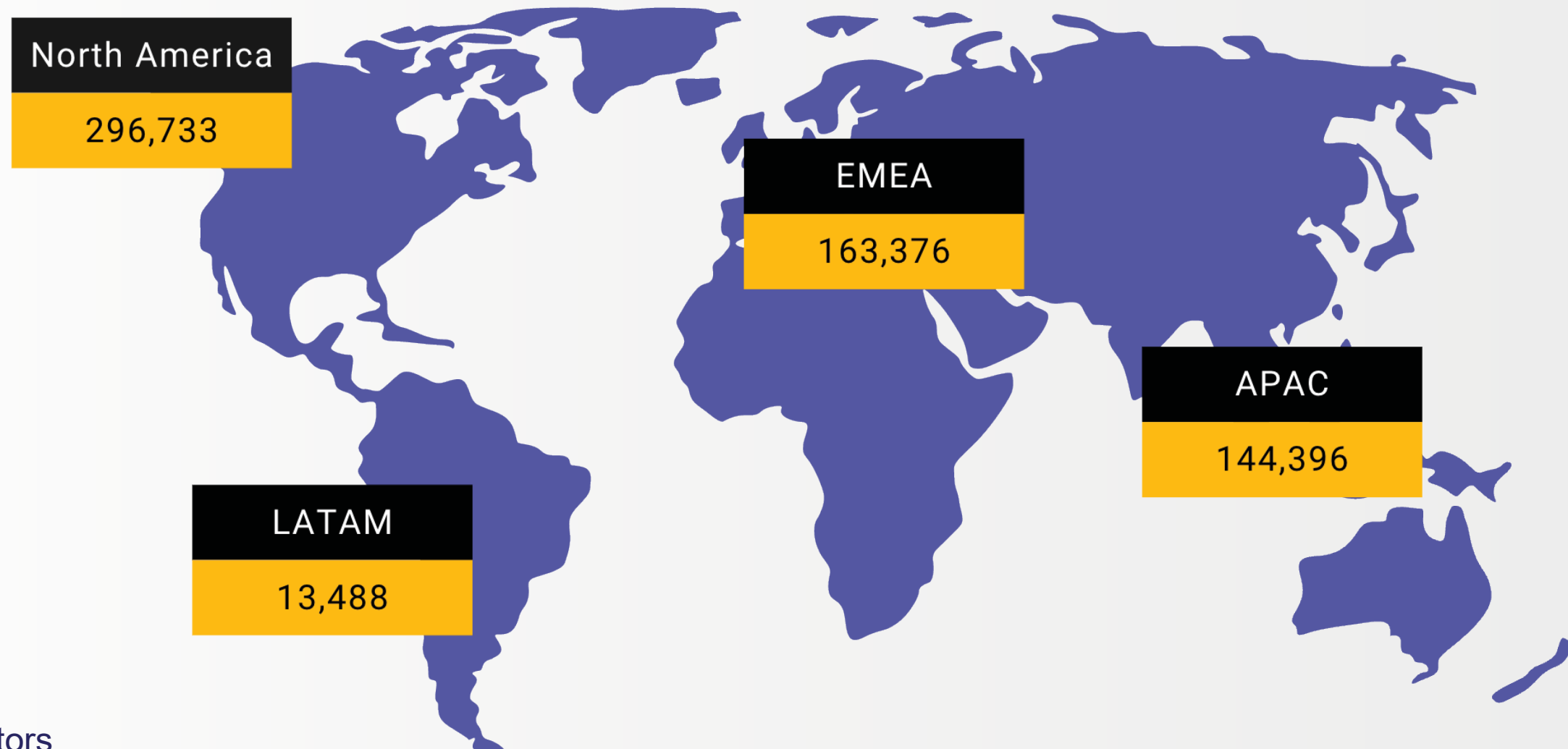
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During the last 90 days,  
activity across all sites included:

- 8,770 unique businesses
- 622,165 unique visitors
- 959,074 page views



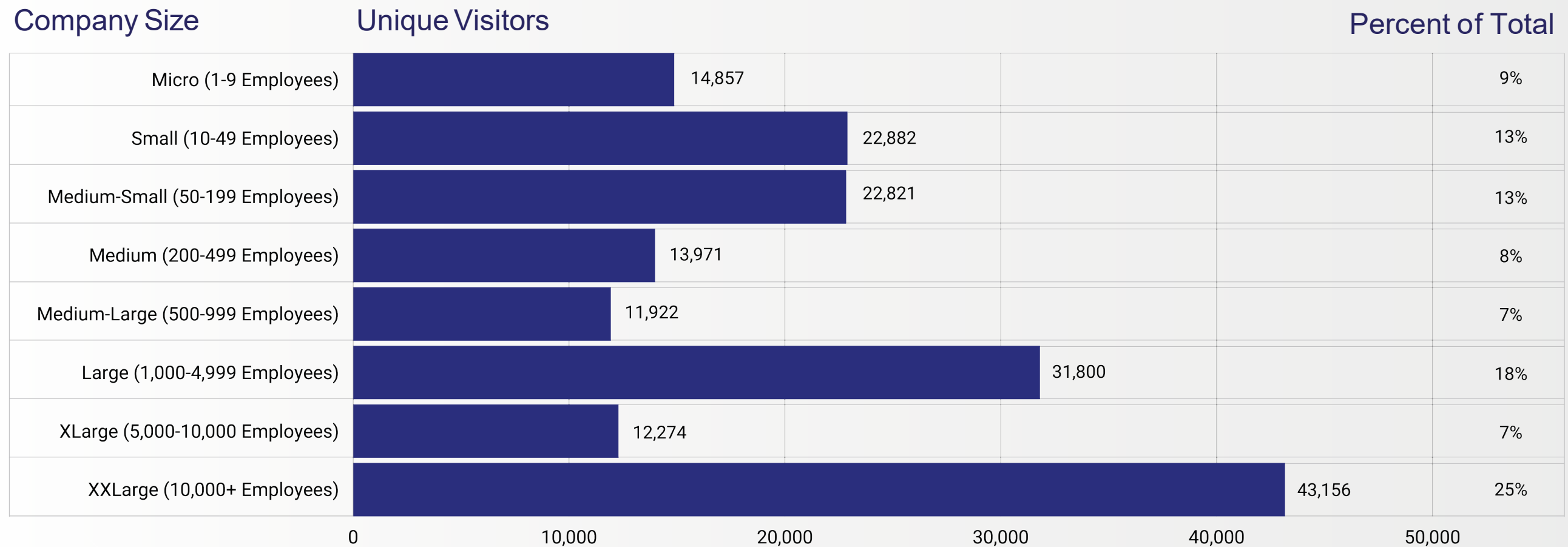
## TSG Attracts a Global Audience



■ Region  
■ Unique Visitors

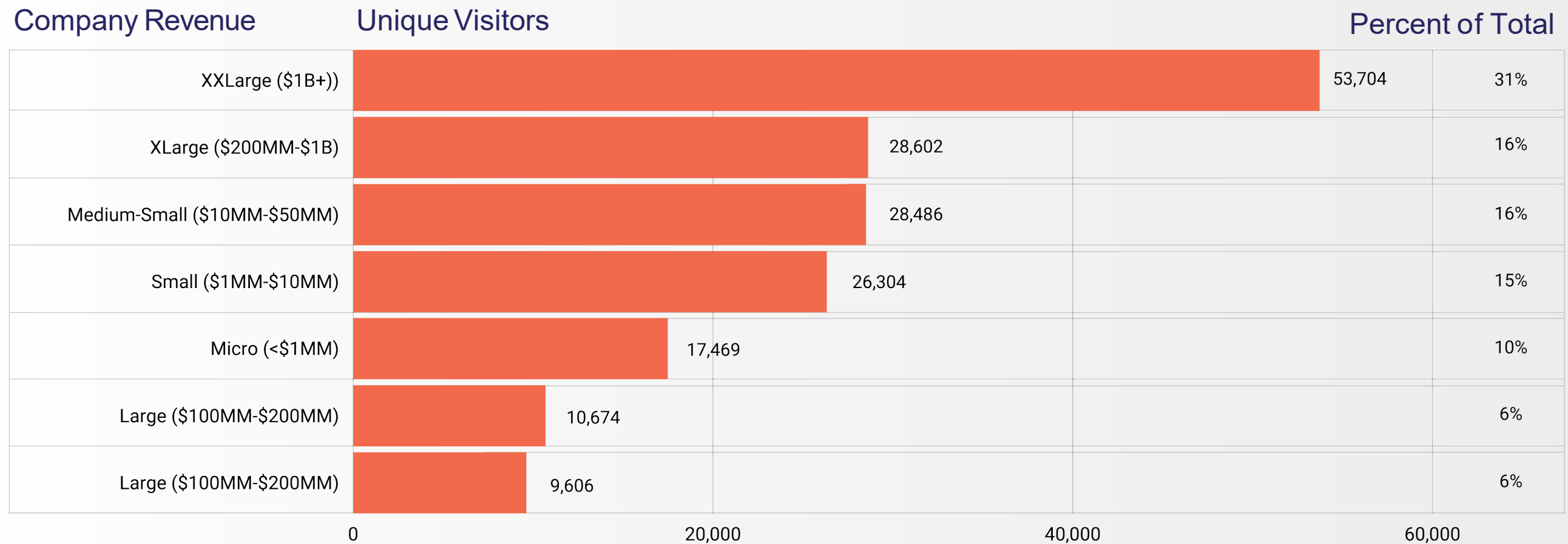
## 50% of the Businesses are L - XXL (by Employees)

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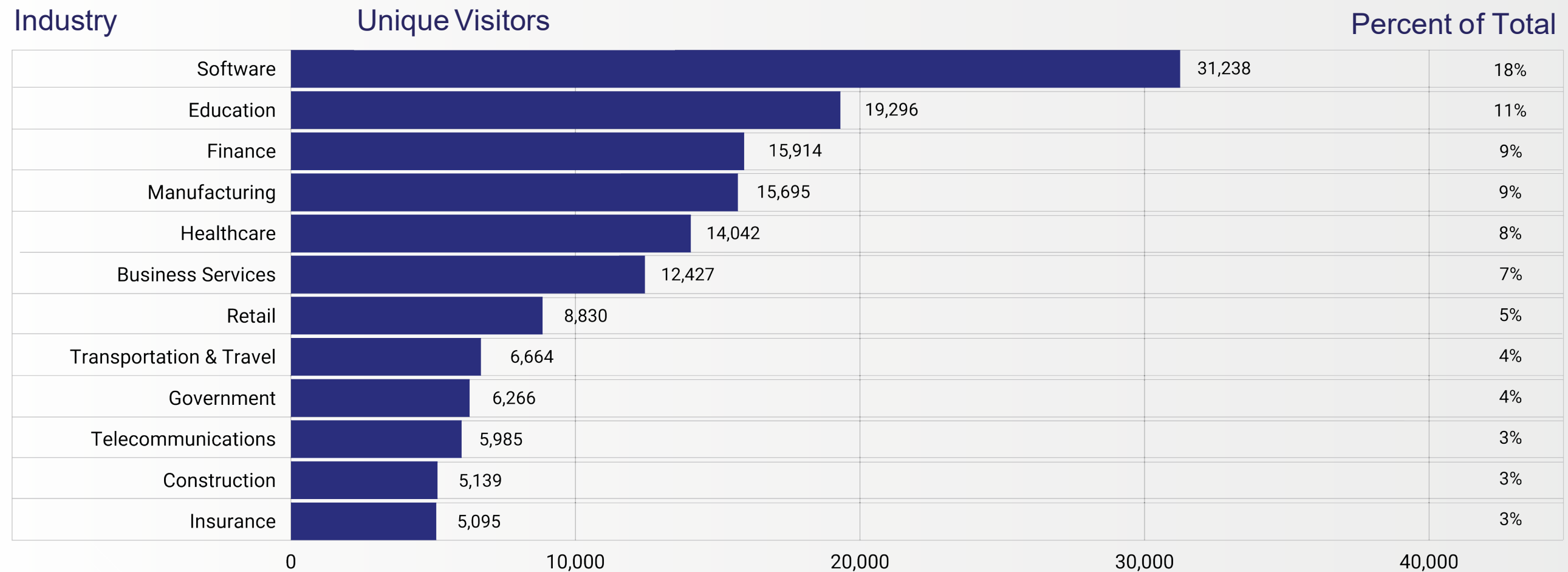
## 47% of Businesses have \$1B+ in Revenue

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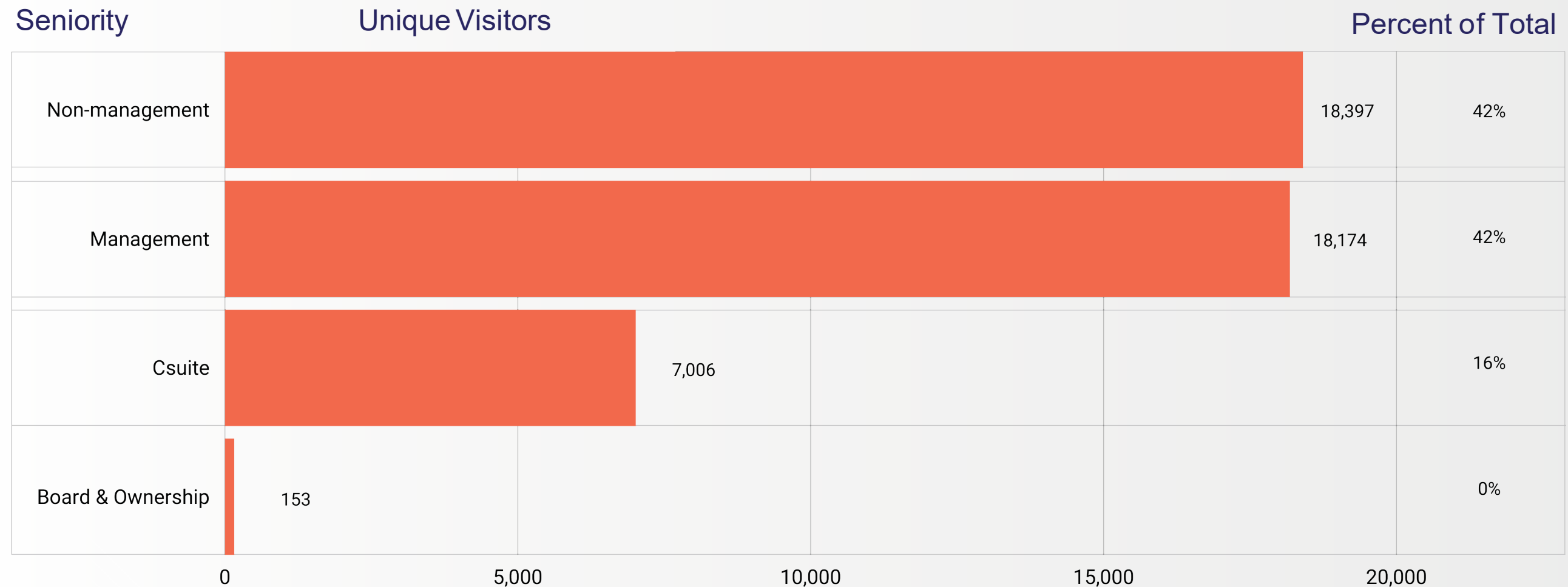




## Representation Across Key Industries



## 58% of Visitors are Decision Makers

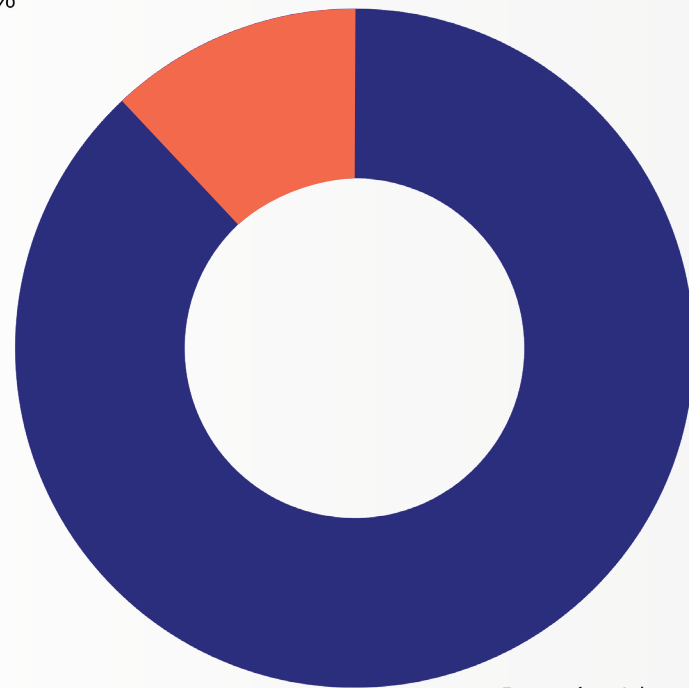


# Reaching an Audience with Buying Intent

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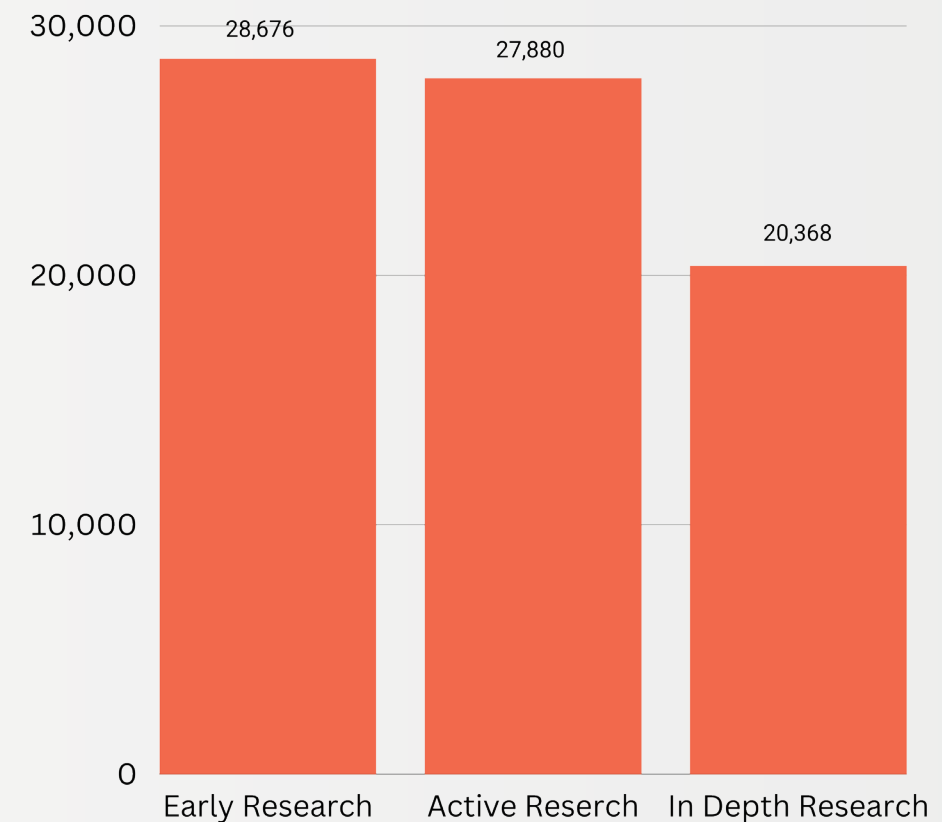
88% of visiting businesses have Buying Intent

Domains Identified without Intent  
12%



Domains Identified with Intent  
88%

60% of visiting domains are in Active or In-Depth Buying Stage



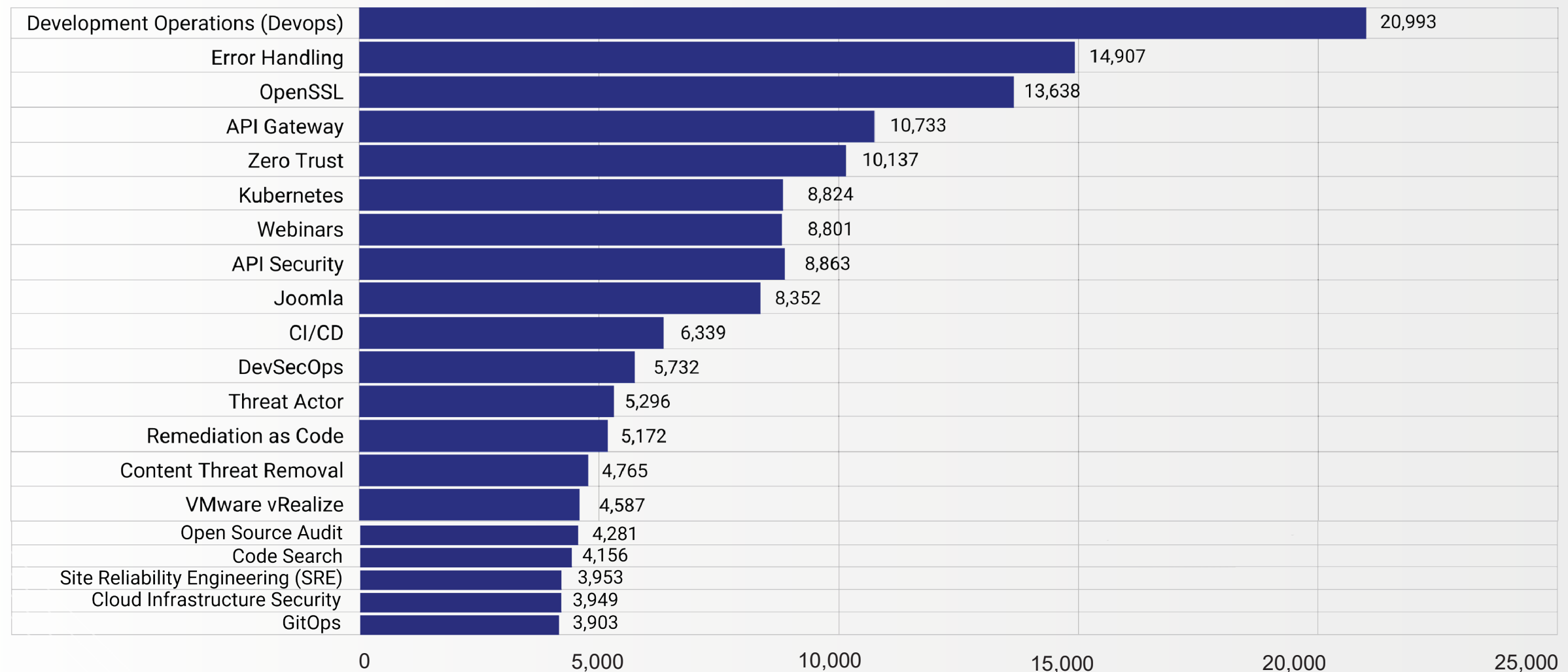
# Editorial Overview

# Visitor Topics of Interest

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## B2B Interest

## Unique Visitors



# Share of Voice by Topic

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14x's more likely to reach an audience on SW Deployment

Likelihood to reach an audience in market on this topic

TSG Share of Voice

Topic Name	Website Visitors Domains	Spiking Domains	Intent Index	Market Penetration
Agile Tools	26,253	72,956	1,344	36,0%
Software Deployment	26,200	67,284	1,454	38,9%
Zero-Day Attack	25,825	93,498	1,032	27,6%
Check Point Software	25,477	76,547	1,243	33,3%
Defect Tracking	25,469	95,347	998	26,7%
Saas Security Posture	25,415	72,223	1,314	35,2%
Application Delivery	25,242	62,910	1,499	40,1%
Azure AD Entitlement	25,237	59,534	1,583	42,4%
Identity Managment	25,137	61,259	1,533	41,0%
Red Hat OpenShift	25,047	59,274	1,578	42,3%
Argo Project	24,734	59,627	1,549	41,5%
Version Control	24,715	67,501	1,368	36,6%
Software Development	24,664	56,982	1,617	43,3%
CALDERA	24,626	61,485	1,496	40,1%
Secure Access Service	24,561	76,952	1,192	31,9%

## Editorial guidelines:

- Articles must be original and not previously published elsewhere - THIS INCLUDES CORPORATE BLOGS.
- Articles must be exclusive to Techstrong Group properties (DevOps.com, Security Boulevard, Container Journal, Digital CxO).
- Articles must speak to our main audience, which is practitioners (or wannabes).
- Articles must be vendor-neutral and vendor-agnostic and NOT promotional in any way (this includes links).
- Articles should be 600-1,000 words in length

Once the article is complete, please use the following link to submit it:

<https://article-submission-form.paperform.co/>

Please note that because of the large volume of content we receive, we are not able to respond individually to each contributor. We will contact you when the piece has been edited and scheduled to post, which may take anywhere from one to six weeks, depending on the amount of content we have in the queue. In the meantime, if we have feedback regarding the article or need anything further, we will reach out to you.

# Programs and Tactics



## Industry Solution Series: Webinars

- DevOps Solutioning Session
- Security Solutioning Session
- Cloud Native Solutioning Session

**Description:** A live presentation focused on solving an industry business and technology challenge. A sponsor presents an industry challenge, solution and benefit highlighting the unique features of the solution. The session will typically cover industry challenge, approaches to solving the issue, solution features and benefits.

**Marketing Value:** Top of Funnel Leads, Branding, Sponsor Messaging.

**Delivery Platform:** Webinar platform with live interactive chat and Q&A.

**Format:** Presentation with registration required



# Editorial Roundtables

# Techstrong

**Description:** Examines vital trends and information in the areas of DevOps, Cybersecurity, Cloud Native and digital transformation. Editors will provide key information from their most recent news and research to help IT leaders unlock the essential elements of success.

**Marketing Value:** Thought Leadership, Branding, Top of Funnel Leads.

**Delivery Platform:** Webinar with interactive chat and Q&A Session.

**Format:** Presentation and Panel Discussion

**Sponsors:** 1-6

**Delivered by:** Editorial team led with industry and sponsor panelists.

**Content:** Created by our editorial team based on relevant and engaging trends.



## Client Workshop/Demo Series

**Description:** The Workshop is designed to provide Client with an opportunity to engage with members of the Techstrong community in a deeper and more interactive way.

After prospects become aware of the problem your product solves, they are then interested in learning how it solves their problem. The Workshop is designed specifically to address the informational needs of middle-of-funnel consideration stage prospects.

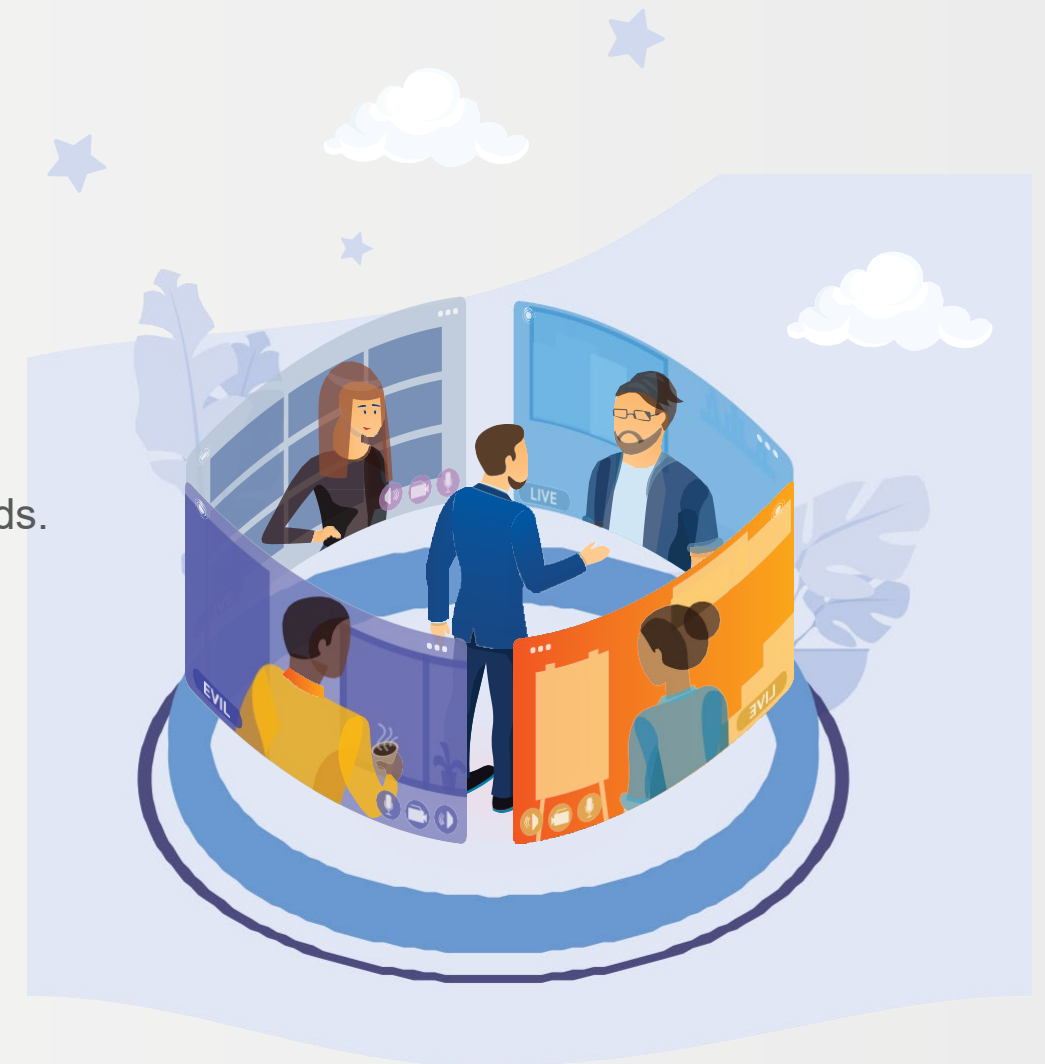
**Marketing Value:** Thought Leadership, Branding, Middle of Funnel Leads qualified leads. This is based on the individual's willingness to invest time to learn about and engage in Client solution to understand its relevance in solving their technical or business pains/challenges.

**Delivery Platform:** Webinar with interactive chat and Q&A Session duration one hour.

**Format:** Presentation and Panel Discussion

**Sponsors:** 1

**Content:** Client provided Demo or preferably interactive sandbox.



## The TSTV Thought Leadership Series

**Description:** Provides the content from the most watched video in the disciplines of DevOps, Cybersecurity, Cloud Native and Digital Transformation. The most watched and respected content from a discipline will be aired as webinar content and our Techstrong analysts will interact in the chat and Q&A.

**Marketing Value:** Thought Leadership, Branding, Top of Funnel Leads

**Delivery Platform:** Webinar with interactive chat and Q&A Session

**Format:** Presentation and Panel Discussion

**Sponsors:** 1- 4

**Delivered by:** TSR led with industry and sponsor panelists

**Content:** TSR Created with input from sponsors



# Account-Based Marketing

# Techstrong

Incorporate ABM into practices

- Align marketing and sales on your target accounts
- Engage and reach your best prospects effectively
- Create opportunities faster

Build your Framework!

- Identify target list: When a target Company list has been identified; Techstrong account matching algorithms determine how many verified connections are in our database compared to yours to find similarities in the accounts.
- Identify Target Roles and Titles: Verify number of targeted individuals are available
- Contact and Interested detail by account: Determine target individual interested based upon their engagement with echstrong
- Campaign Build: Build a solid and successful integrated campaign to reach this audience and generate revenue!





## Additional Deliverables

- Takeover Days

- Conference Interviews

- Sponsored Content

- TSTV Advertising

- Custom Events/Content

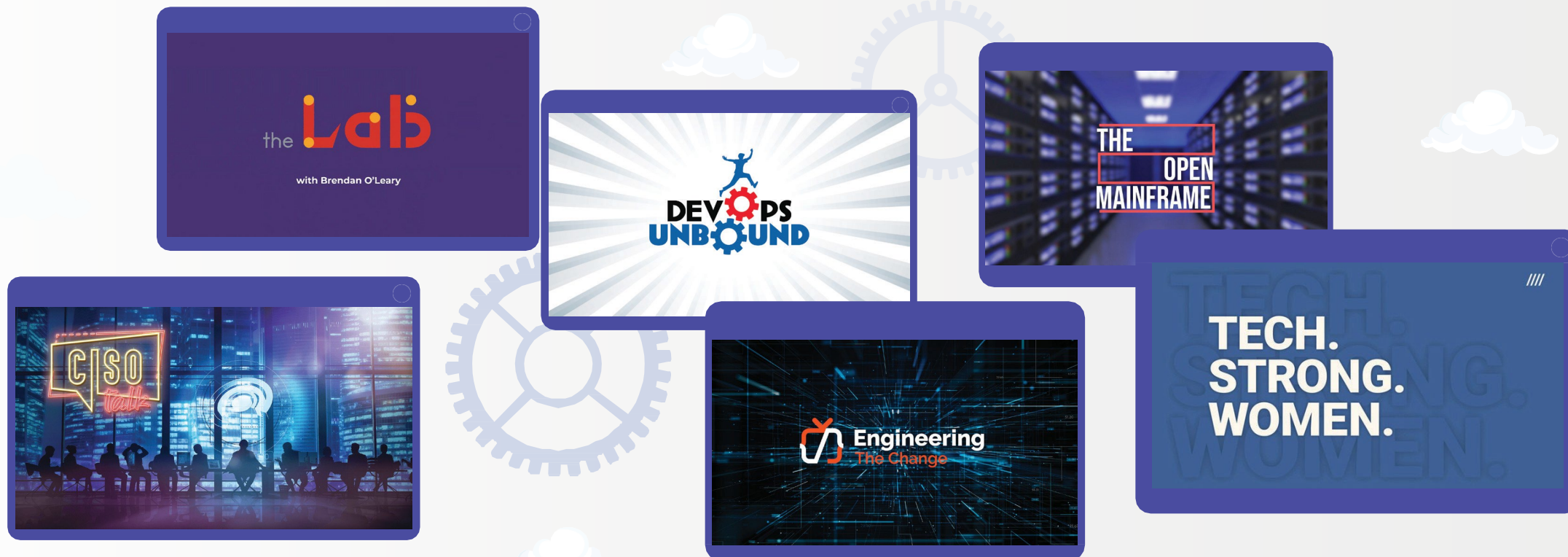


# Broadcast

## TechStrong TV Series

# Techstrong

The Techstrong TV Series program offers a unique way to converse with our audience, build brand and generate leads. The program includes custom Techstrong TV interviews with a roundtable webinar.



[Click here for more information on current TV shows.](#)



# Broadcast

# Techstrong

A groundbreaking broadcast platform featuring high-quality, engaging content related to all things IT and technology.

## Complete Production and Content

Video Production + Distribution + Sponsorships

Sponsors can produce and/or distribute content for both Thought leadership/branding and lead generation campaigns.

10,000+ Daily Viewers

### Multiple Formats

Custom apps for smartphones and tablets.  
Channels on popular streaming platforms/hardware and, of course, via web browser.

### Conversations with Tech Experts

Transformational leaders, innovators and experts sharing their insights and best practices.

### In-depth Coverage

Leading-edge companies and technologies.

# Virtual Events

## Virtual Events

We offer the most powerful virtual conference platform for thought leadership and lead generation.

## Did you know?

Techstrong is the producer of DevOps Experience, the industry's first, true virtual conference. Techstrong creates experiences with meaningful and engaging content. The event also contains fun and interesting activities. Sponsor your own dedicated event.



### Attendees

Virtual summits offer the best networking and learning experience in a fun and engaging way.

### Sponsors

Virtual summits offer a cost-effective way to generate more leads, improve lead quality and build brand awareness through the sales cycle.

Sponsor a Techstrong Event or One will be Produced Dedicated to your company

## Virtual Events

# Techstrong



# Research



# Techstrong | Research

## Custom Research

- Engage with our analyst team to research a topic of your choosing.

## Scheduled Research

- Research is based on relevant and timely topics determined by our editorial staff.

## Editorial Surveys

- Every quarter, we run a vendor-neutral survey to focus on important trends within the IT community.

The Techstrong Research team will deliver research results in a format of your choosing - video, webinar, eBook, standard report and/or event presentation.

Techstrong Research accelerates the adoption of disruptive technologies that drive business outcomes and provide actionable strategies in rapidly changing markets. We are the only organization serving the needs of IT leaders, practitioners and the industry ecosystem with research, analysis, content, events and education.

We bring deep knowledge about today's leading technologies such as DevOps, cloud, data and AI/ML, security/governance initiatives and supporting infrastructure. We offer our customers a holistic business perspective essential to adapt and thrive in the digital economy. The Techstrong Research team has the knowledge, experience and credibility earned by working with hundreds of businesses across many industries to provide consulting, thought leadership and research services.

### Flash Poll with Infographic Report

#### Flash Poll and Report

- Survey with 5-6 questions topic-specific questions.
- 1–2-page survey report with infographic.
- 140 character limit per question.

#### Panel Roundtable Webinar

- Video roundtable panel discussion with client leadership as well as key leaders in your organization.
- Panel webinar requires registration ensuring lead generation.



## Surveys and Reports

Performing research and gathering survey information is an excellent way to gather great data on information acquired. However, the raw data itself only becomes valuable with analysis. Messaging and graphics are a critical component to success, Techstrong Research have the report graphical expertise and messaging experience.

Engage and educate in a multimedia format, long-form Survey Analysis Report is in a graphical format. Research will design and prepare a co-branded report on the results and analysis of the survey responses complete with graphics, results and conclusion with the input of DELL. The process for the research is as follows:

1. Formulate the research surveys and reports overall substantive and analytical needs.
2. Determine specifically what mode of collecting and/or researching the data will be employed.
3. Determine an appropriate sampling and/or research plan
4. Develop the questions/questionnaire (the survey instrument)
5. An early pretest of the survey or report will be conducted.
6. Survey or report executed in the field, making corrections and modifications as required
7. Edit and process the data
8. Analyze the data
9. Create Report
10. Publish Report w/graphics
11. Roundtable requiring registration





# Techstrong | Research

## Analyst Panel Roundtable

**Description:** The Research team will facilitate lively debate and discourse among webinar panelists, featuring practitioners and topics. Attendees will be emailed the survey report in PDF report with summary highlights after the show. Client(s) will be mentioned during the show and have the opportunity for branding within the PDF. The authenticity of this vendor-neutral approach offers a unique branding opportunity for Client(s) to contribute to the community and increase their reputation among community.

**Marketing Value:** Thought Leadership, Branding, Top of Funnel Leads

**Delivery Platform:** Webinar with interactive chat and Q&A Session

**Format:** Presentation and Panel Discussion with registration required

**Sponsors:** 1- 4

**Delivered by:** TSR led with industry and sponsor panelists

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## Thank You

For more information, contact [sales@techstronggroup.com](mailto:sales@techstronggroup.com)

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