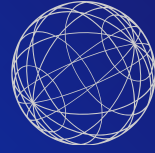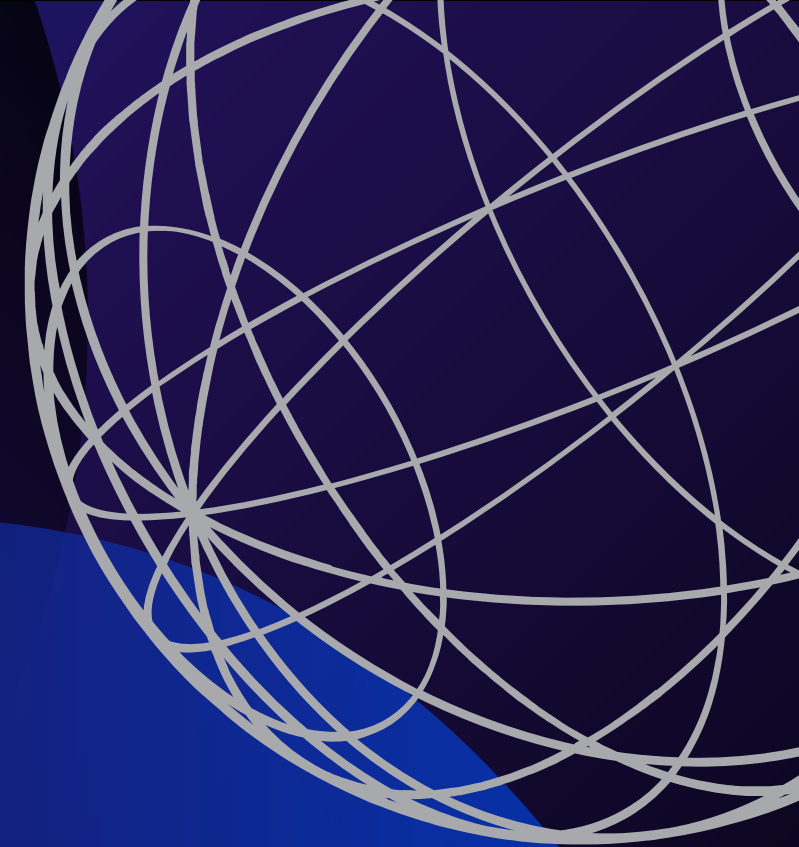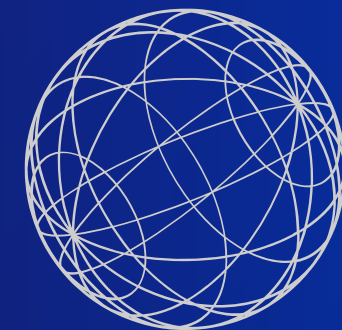# Techstrong

The Power Source for People and Technology

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, AI and digital transformation are the communities we live in.

DevOps.com

Techstrong.ai
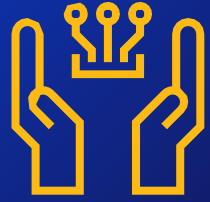
Cloud Native Now

Security Boulevard

Techstrong | Research

Techstrong tv

Digital CxO
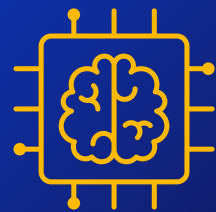
Techstrong ITSM

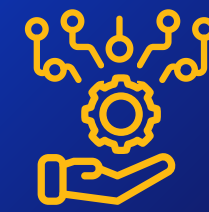# THE MARKETS WE SERVE

Digital Transformation

DevOps

Cloud Native

Artificial Intelligence

Cybersecurity

ITSM
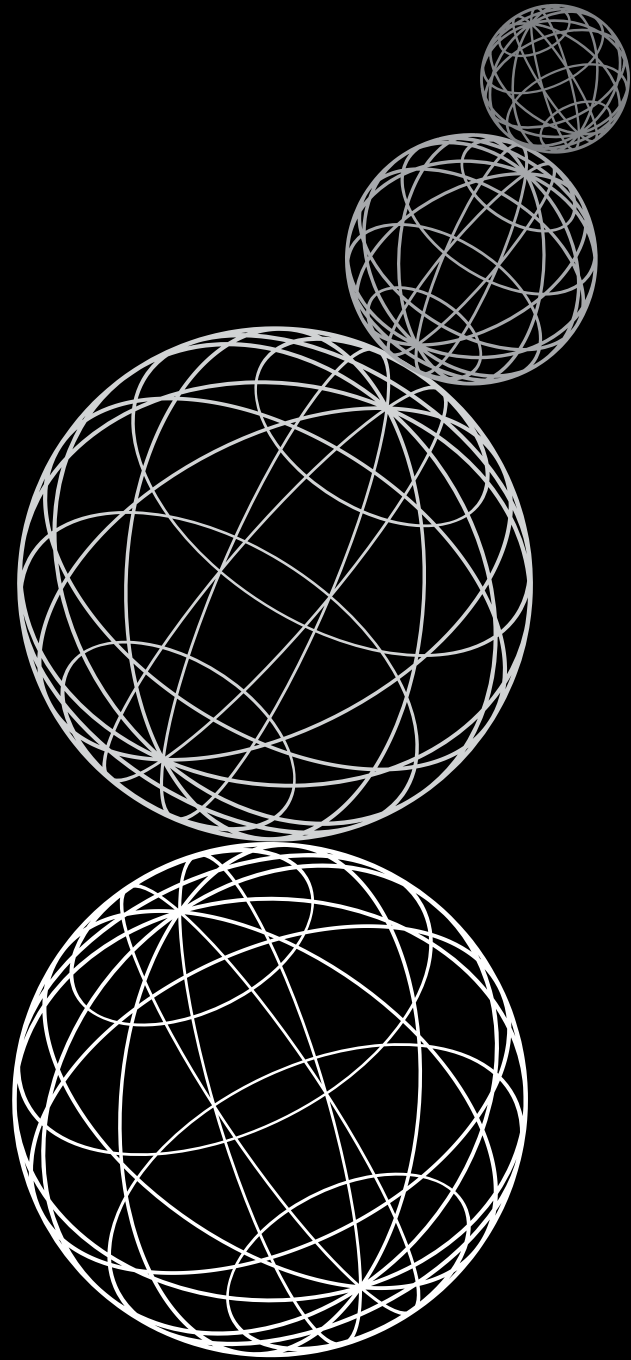
Audience Overview

TSG US Audience Analysis (2023 Year-to-Date)

● 136K unique businesses   ● 1.74M unique visitors   ● 2.7M page views

	2023-01	2023-02	2023-03	2023-04	2023-05	2023-06	2023-07	2023-08	2023-09	2023-10	2023-11	2023-12
Page views	213,246	187,149	241,665	232,812	291,672	283,247	264,456	331,698	212,363	166,356	197,855	42,811
Unique visitors	130,879	125,673	163,931	168,384	186,043	195,796	195,369	260,587	142,114	100,926	139,014	5,749
Unique businesses	24,615	24,496	26,709	25,615	25,414	24,423	22,002	23,442	22,305	20,908	18,513	

TSG Attracts a Global Audience

North America
1,297,816

EMEA
750,120

APAC
514,395

LATAM
57,285

● Region
● Unique Visitors
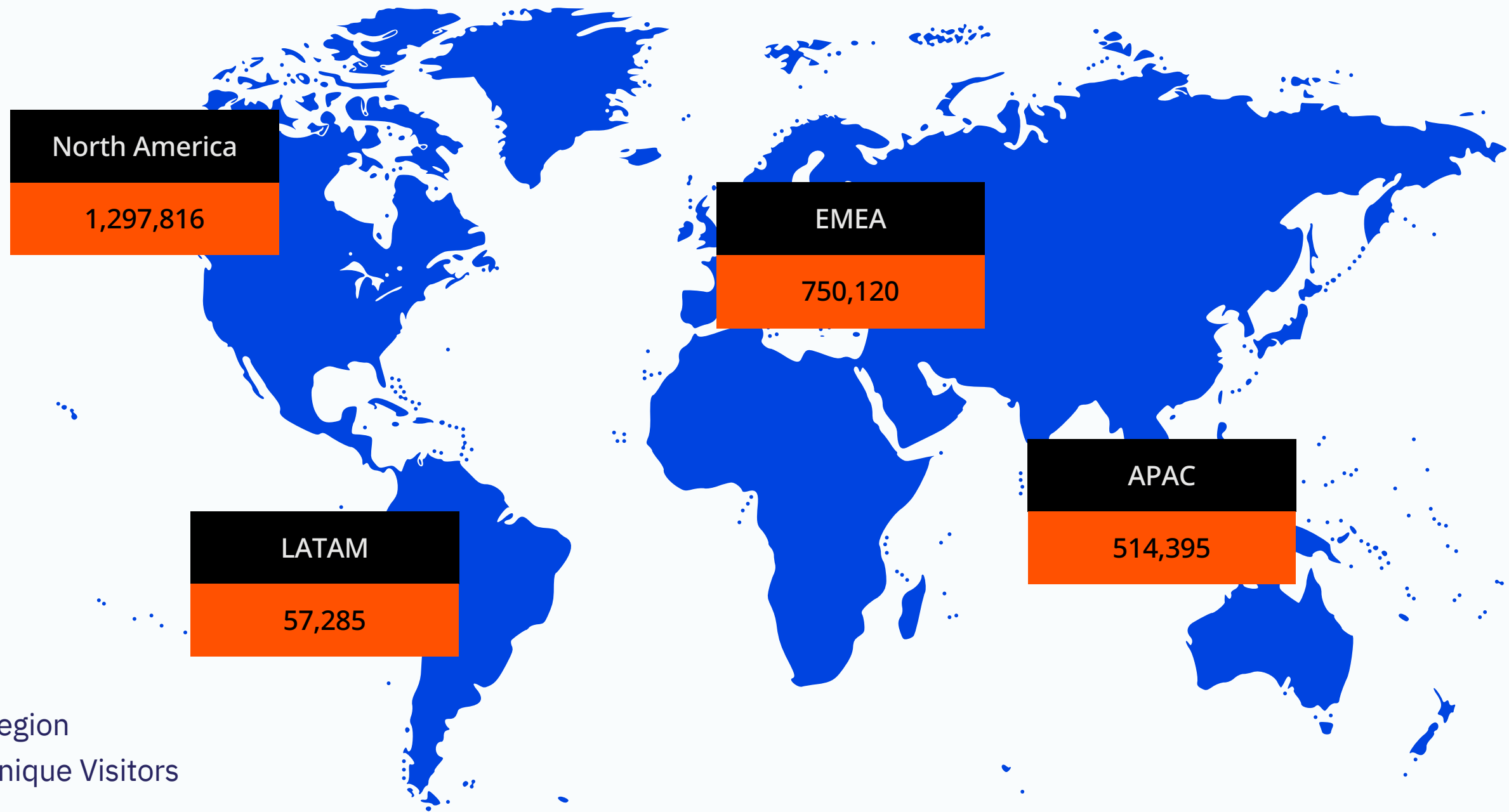
50% of the Businesses are L-XXL (by Employees)

Company Size	Unique Visitors	Percent of Total
Micro (1-9 Employees)	32,166	9%
Small (10-49 Employees)	49,906	14%
Medium-Small (50-199 Employees)	45,928	13%
Medium (200-499 Employees)	28,873	8%
Medium-Large (500-999 Employees)	24,348	7%
Large (1,000-4,999 Employees)	56,519	16%
Large (5,000-10,000 Employees)	25,884	7%
XXLarge (10,000+Employees)	87,647	25%
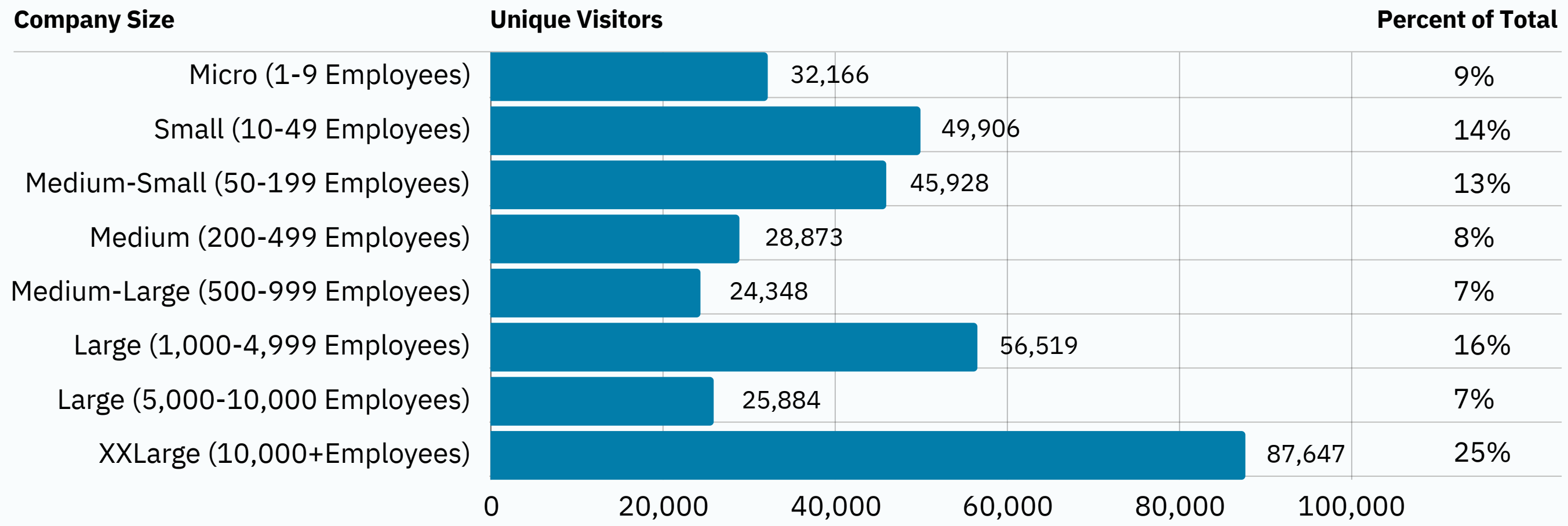
46% of Businesses have $1B+ in Revenue

Company Size	Unique Visitors	Percent of Total
Micro (<$1MM)	41,127	12%
Small ($1MM-$10MM))	58,122	17%
Medium-Small ($10MM-$50MM)	54,612	16%
Medium-Large ($50MM-$100MM)	20,779	6%
Large ($100MM-$200MM)	22,162	6%
XLarge ($200-$1B)	47,120	14%
XXLarge ($1B+)	110,448	32%
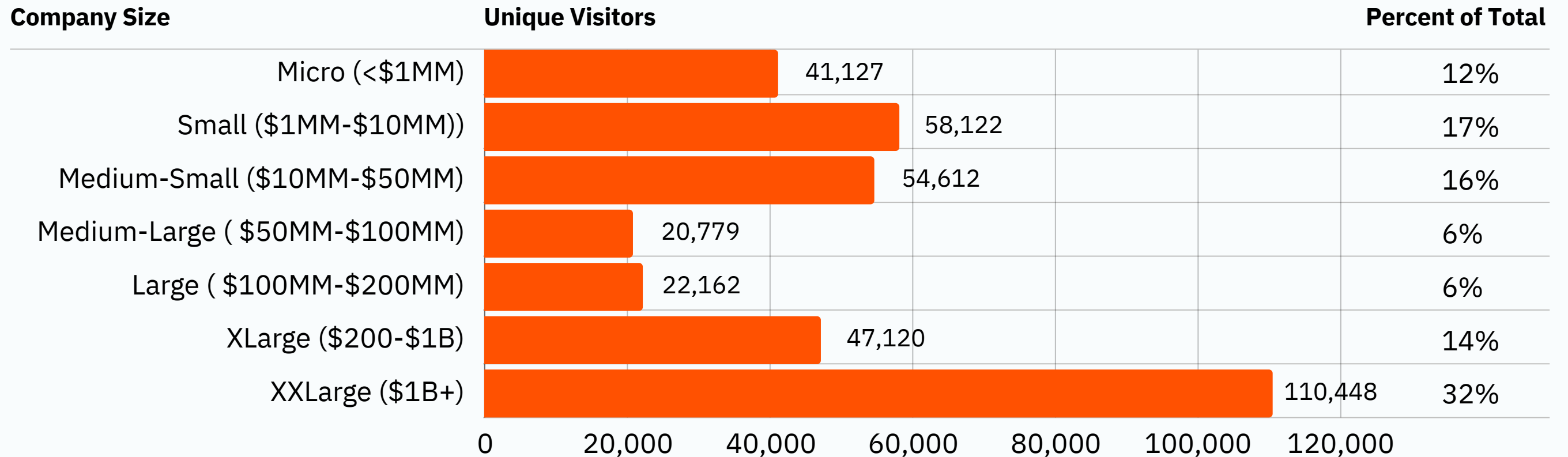
Representation Across Key Industries

Industry	Unique Visitors	Percent of Total
Software	50,933	14%
Education	35,115	10%
Finance	33,888	10%
Manufacturing	33,323	9%
Healthcare	30,583	9%
Business Service	28,777	8%
Retail	17,723	5%
Government	16,167	5%
Insurance	12,670	4%
Construction	10,913	3%
Transportation & Travel	10,229	3%
Media & Internet	9,732	3%
Real Estate	8,386	2%
Teelcommunications	7,338	2%
Non-Profit	7,270	2%
Legal	6,839	2%

54% of Visitors are Decision Makers

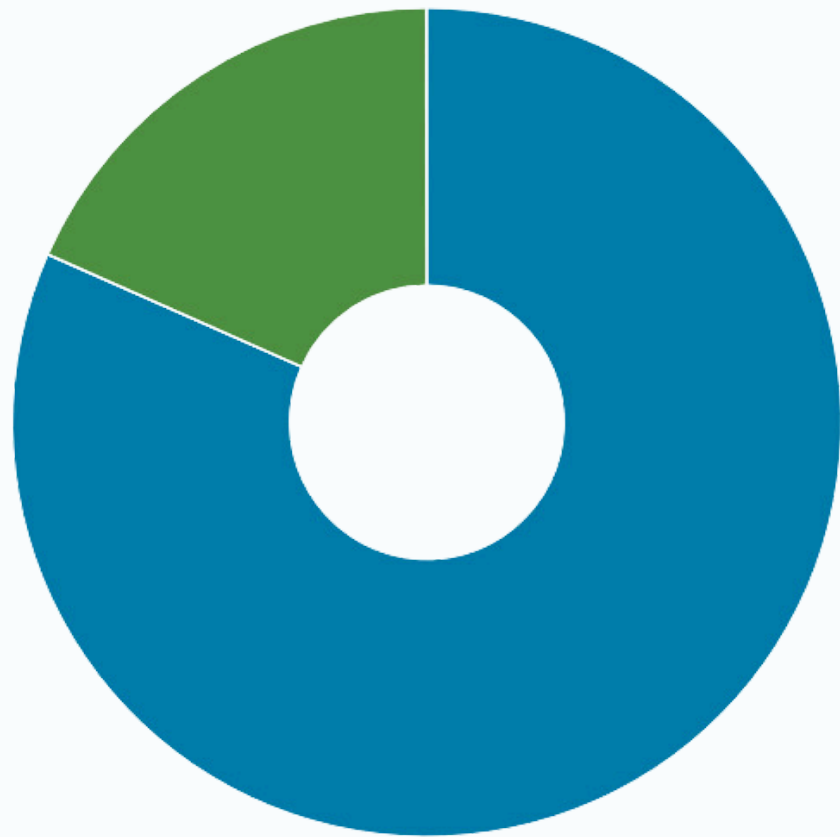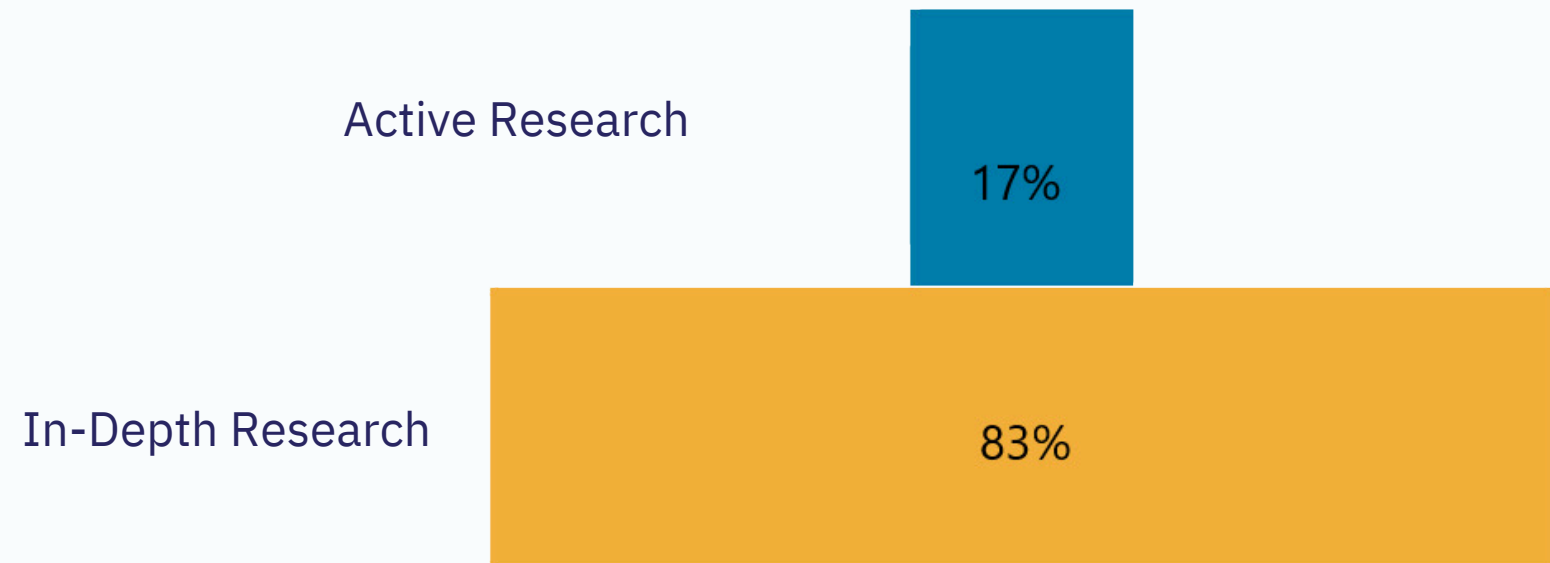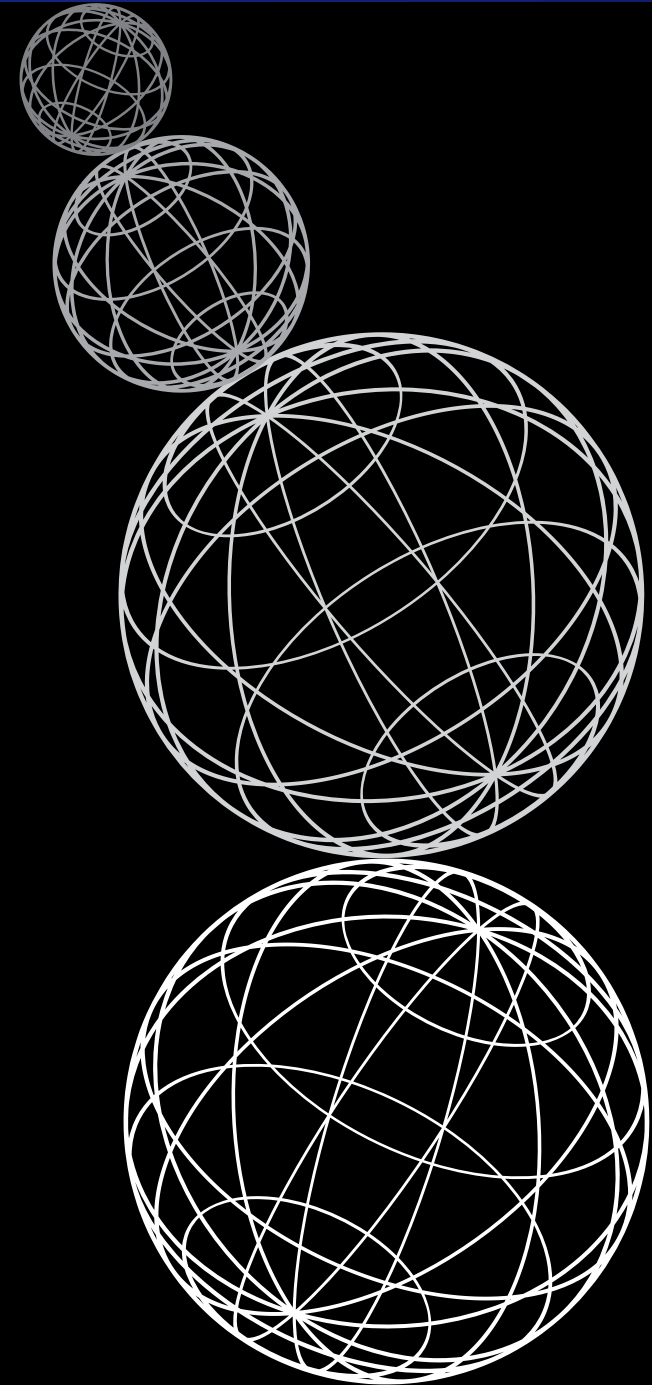| Seniority	Unique Visitors	Percent of Total
Non-management	84,193	45%
Management	74,913	40%
Csuite	25,569	14%
Board & Ownership	802	0%
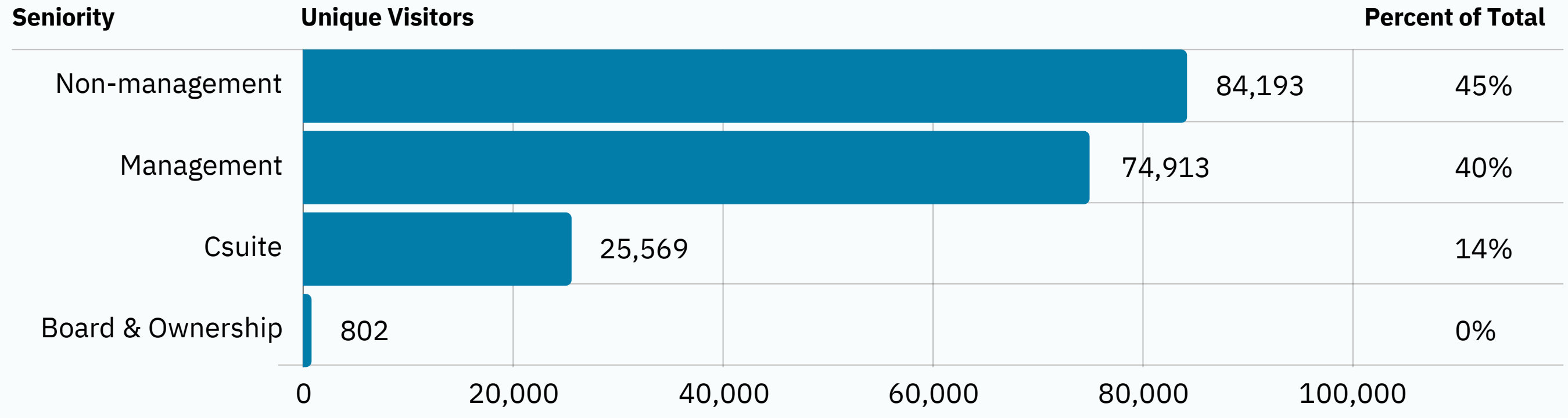
Reaching an Audience with Buying Intent

81% of visiting businesses have Buying Intent

83% of visiting domains are in Active or In-Depth Buying Stage

Active Research

In-Depth Research

17%

83%

Editorial Overview

Visitor Topics of Interest

Hot Topics in the Industry   **Techstrong Group Advantage**

Topic Name	Website Visitor Domains	Spiking Domains	Intent Index	Market Penetration
DevSecOps	27,645	36,114	1,766	76.5%
Security as Code	26,864	34,998	1,771	76.8%
CI/CD	22,929	29,923	1,768	76.6%
Infrastructure as code (Ia...	20,388	26,231	1,793	77.7%
Shift-Left Security	19,400	24,791	1,805	78.3%
GitOps	17,895	22,389	1,844	79.9%
Static Application Securit...	15,358	19,798	1,790	77.6%
Source Code Analysis	12,767	16,558	1,779	77.1%
Functional Testing	12,639	16,417	1,776	77.0%
Security Architecture	11,733	14,886	1,818	78.8%
SecOps	11,389	13,747	1,911	82.8%
Open Web Application Se...	10,453	13,413	1,798	77.9%
Application Services	10,168	13,105	1,790	77.6%
Infrastructure as a Servic...	9,730	12,361	1,816	78.7%
Security Orchestration	9,080	10,895	1,923	83.3%
Information Governance	8,537	10,586	1,860	80.6%
Chaos Engineering	8,253	10,044	1,896	82.2%
Serverless Architecture	8,152	10,030	1,875	81.3%
Software as a Service (Sa...	7,294	8,818	1,908	82.7%
Site Reliability Engineerin...	6,079	7,210	1,945	84.3%

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, Cloud Native Now, Techstrong.AI, DigitalCxO).

- 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.
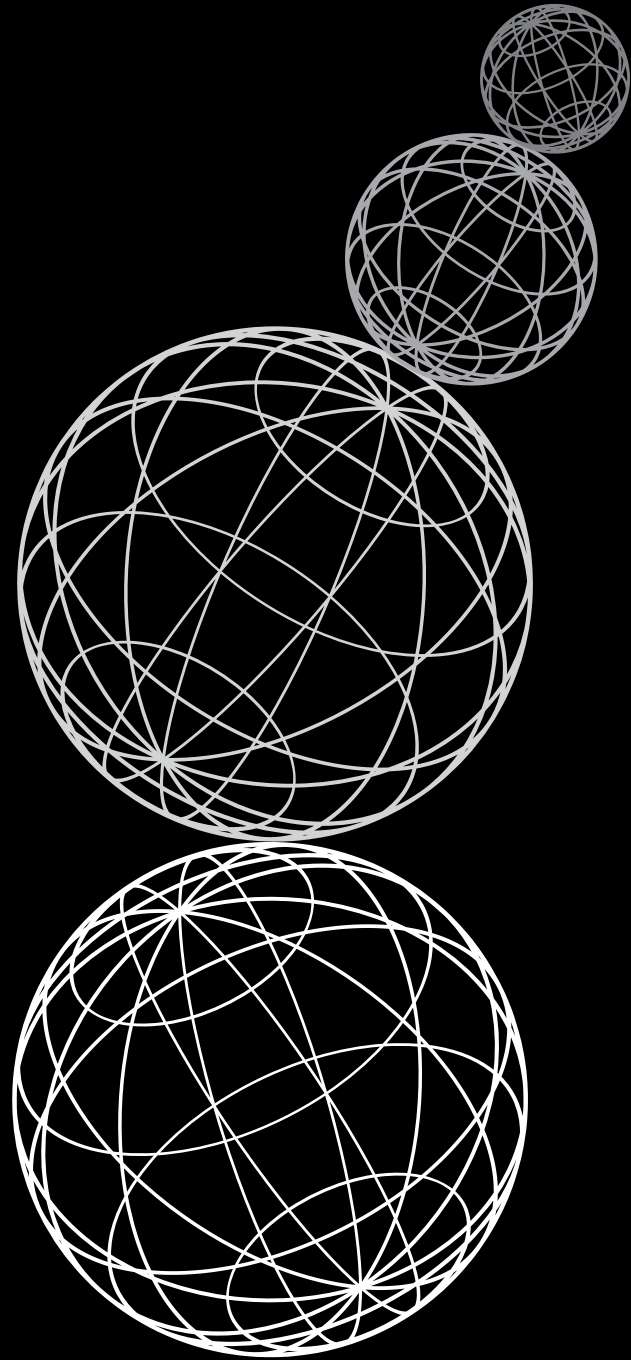
Programs and Tactics

Industry Solution Series: Webinars

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

Description: Alive 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**

Description: Examines vital trends and information in the areas ofDevOps, 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.

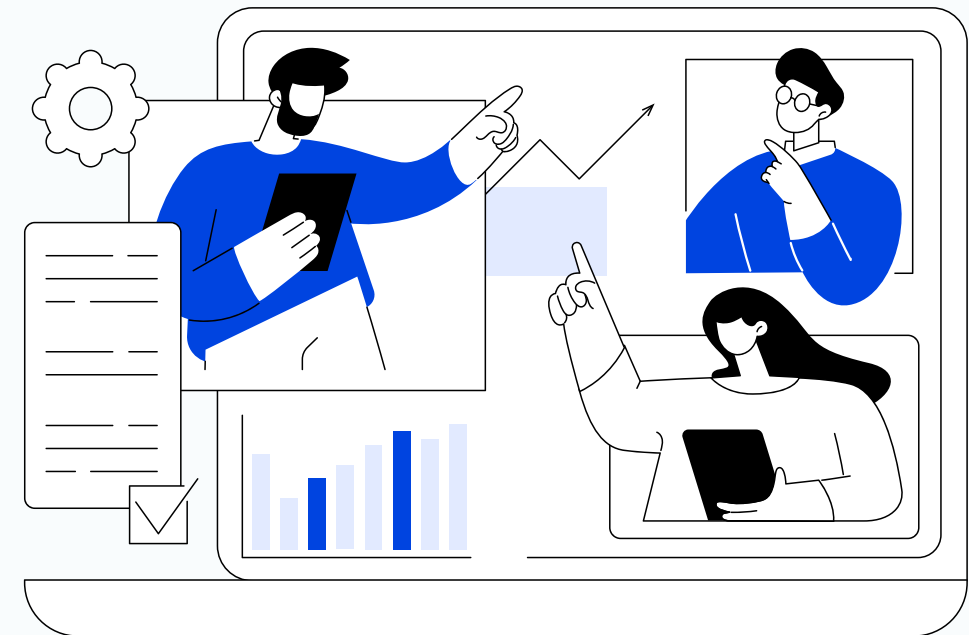**Marketing Value:** Thought Leadership, Branding, Top of Funnel Leads.

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.

DeliveryPlatform: 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.
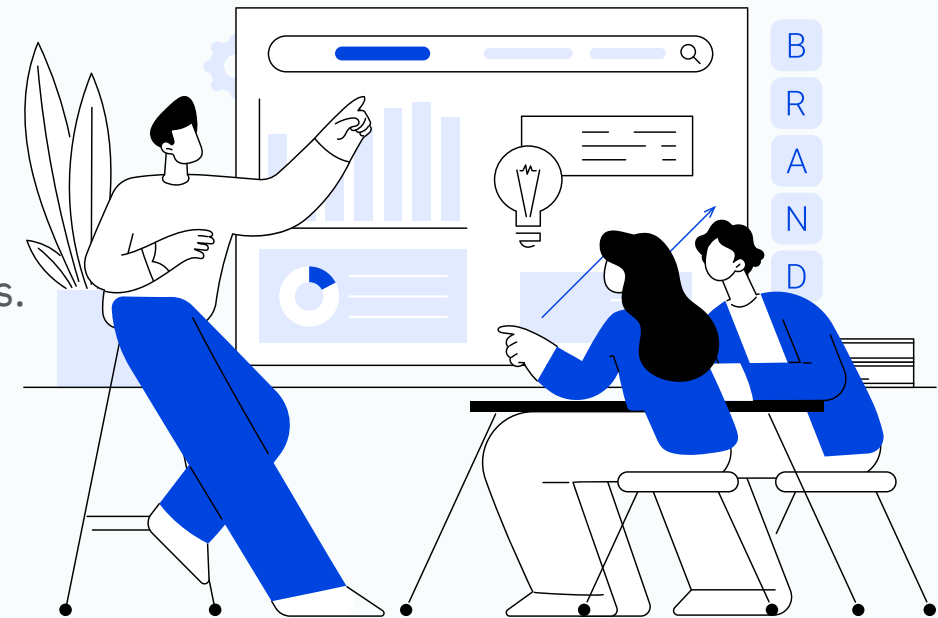
The TSTV Thought Leadership Series

Description: Provides the content from the most watched video in the disciplines of DevOps, Cybersecurity, Cloud Native, AI 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.

MarketingValue: 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**

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 Techstrong.

- CampaignBuild: Build a solid and successful integrated campaign to reach this audience and generate revenue!

Broadcast

Broadcast

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

10,000+ Daily Viewers
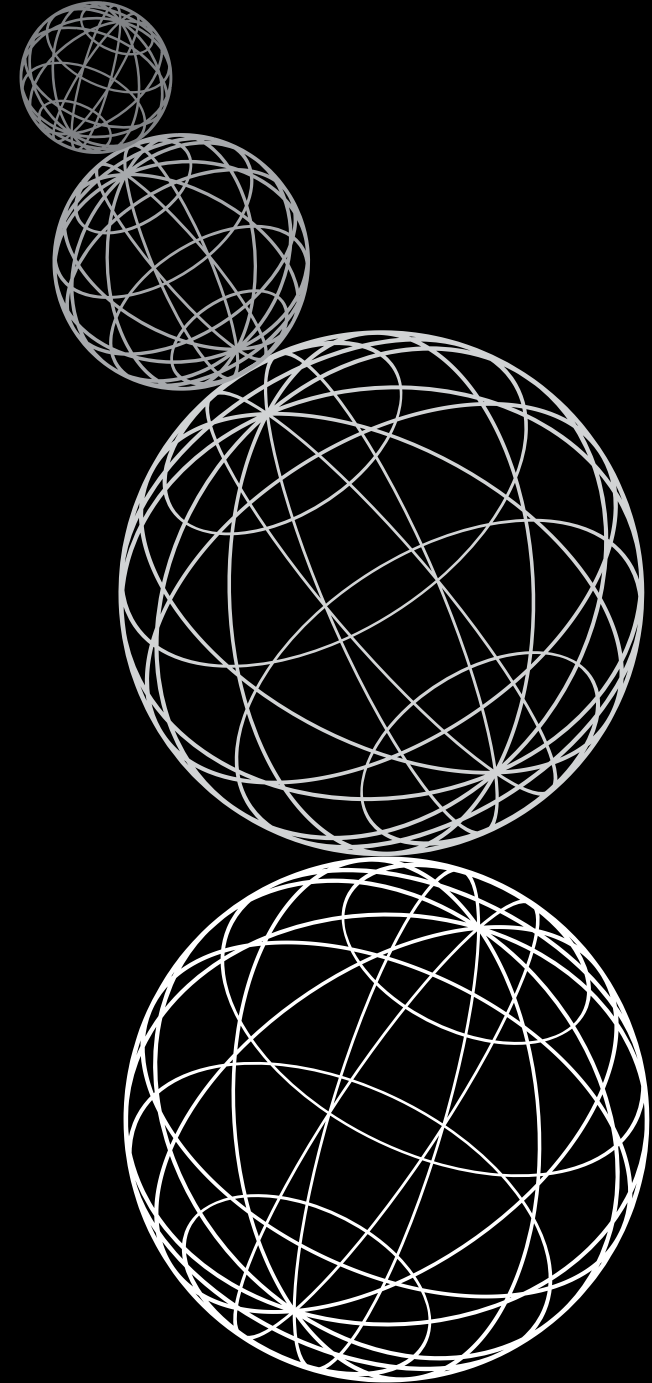
Complete Production and Content

Video Production + Distribution + Sponsorships

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

Multiple Formats

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

Conversations with Tech Experts

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

In-Depth Coverage

Leading-edgecompanies and technologies.

Techstrong TV Series

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.
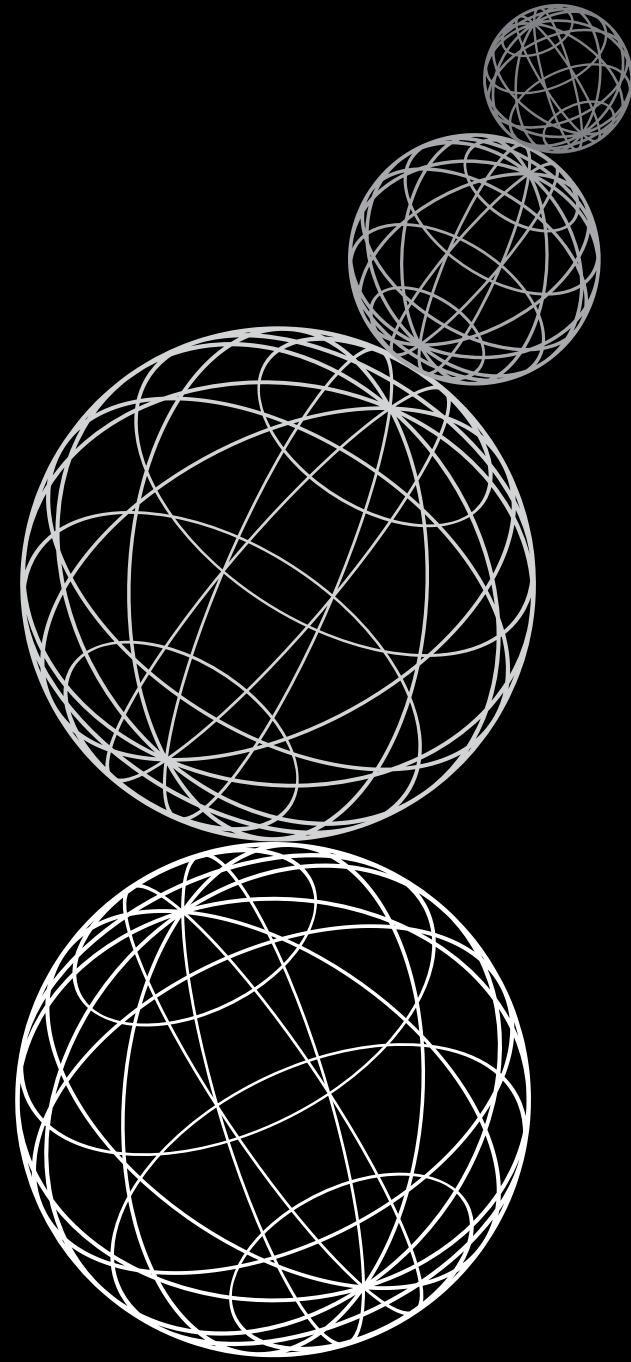
Virtual Events

Virtual Events

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.

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

30,917
Total registrations in 2023

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

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.

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.

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

PulseMeter

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.

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

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.

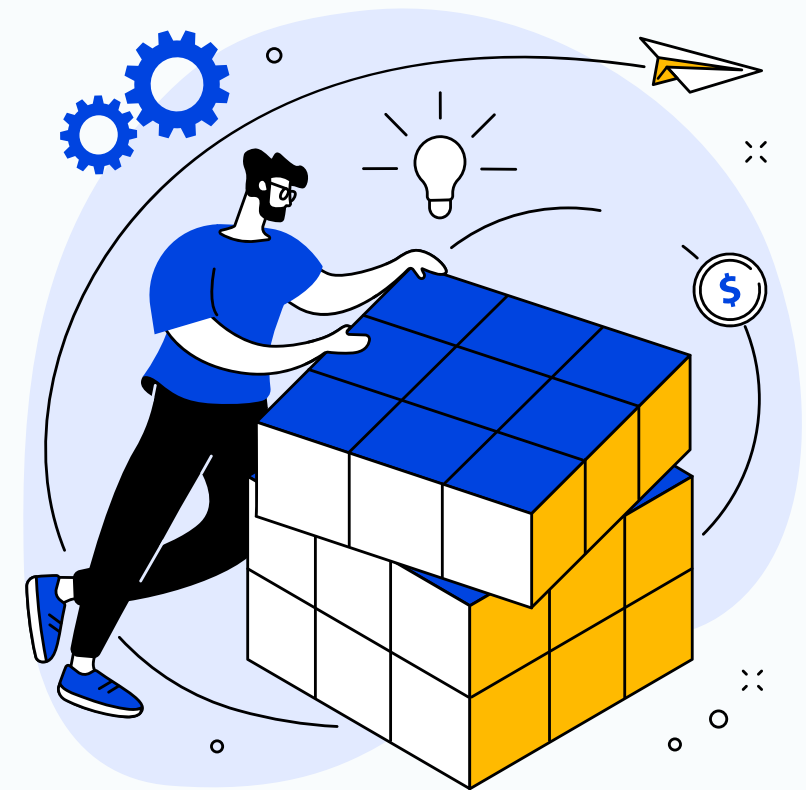**Marketing Value:** Thought Leadership, Branding, Top of Funnel Leads.

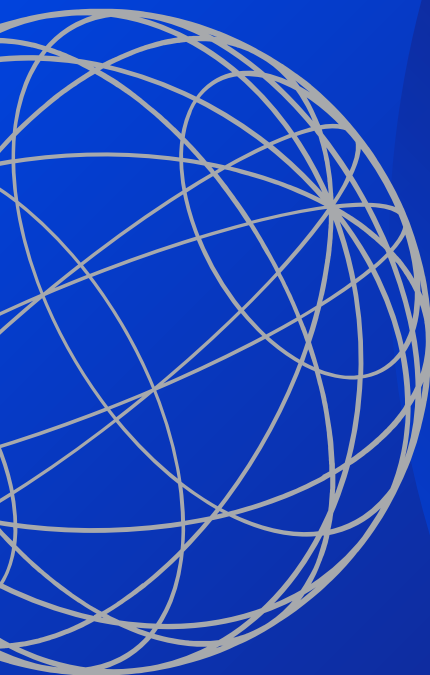**Delivery Platform:** Webinar with interactive chat and Q&A Session.

Format: Presentation and Panel Discussion with registration required.
Sponsors: 1- 4.
Delivered by: TSR led with industry and sponsor panelists.
Content: TSR Created with input from sponsors.

Techstrong

THANK YOU

For more information, contact
sales@techstronggroup.com

2024 Media Kit