

CXO INSIGHT Middle East



CXO Insight ME reaches the most influential tech buyers in the Middle East with a captive audience of around 10,500 database members.

With real-world insights into technology vendors, products and services, we help the C-suite and thought leaders make prudent IT purchase decisions. Whether promoting a new product, creating brand awareness or generating sales pipeline, CXO Insight Middle East offers a wide array of digital advertising tools to engage with your target audience throughout the buying cycle.

Our Core Audience







Audience by Industry vertical



6%Government



12%BFSI



5%
Hospitality



3% Healthcare



3%
Manufacturing



6% Oil & Gas



4% Education



3% Retail



33%



3%
Travel & tourism

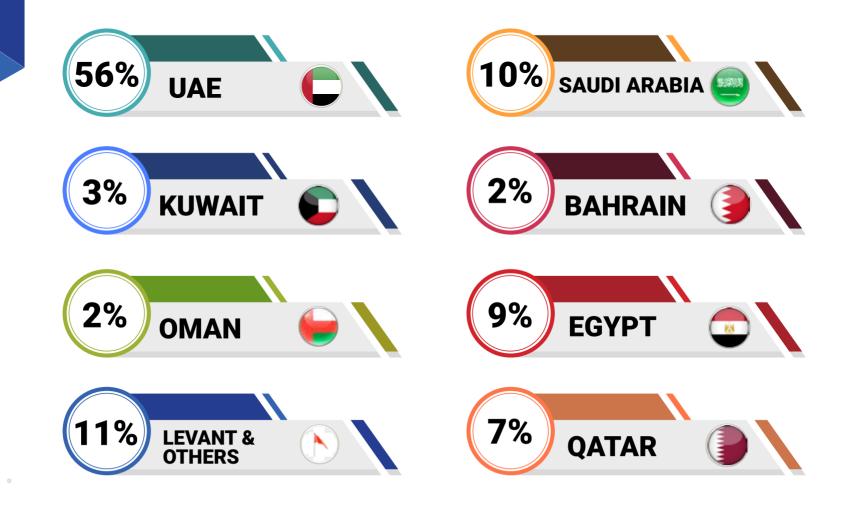


4%
Construction



18%Others

Audience by Region



OUR MARKETING SOLUTIONS

Banner **Advertising**



Build brand equity, and reach and influence your target audience through display ads in www.cxoinsightme.com
Our team can help you build tailormade banner ads to stand out from the competition.

E-newsletter **Sponsorship**

By advertising in our weekly newsletter, you will teach a targeted group of IT decision makers with proven results. Sponsorship packages are available by week and month.

White **Papers**

Looking to attract interest from potential buyers? Leverage our resource centre to host your white papers and use it as the most effective tool for lead generation.

Microsites

Whether launching a new campaign or educating buyers on your products, we offer fully customizable microsites to boost brand awareness, and create sales leads and registrations.

Custom Video

Video is a powerful communication tool to establish personal connection with buyers. Our crew with professional editing capabilities can create custom videos to augment your digital marketing strategy.

If your video is already produced and you are seeking ways to reach the CXO audience, we can post and promote your video on www.cxoinsightme.com



Lead Generation and nurturing

We have an extensive database of IT decision makers in the region that we can engage and nurture on behalf of our clients. We can create custom demand generation programmes that fill your marketing and sales pipeline with leads that fit your target audience.

Whether it is BANT qualified leads or capturing top-of-funnel prospects with opt in content, we can map your potential buyers with timely follow ups and genuine one-to-one marketing as a trusted media resource.

Custom Research

We will help you create a unique questionnaire and identify the target for a topical research study. This co-sponsored study will appear in our print and digital magazine versions, while full details of the research will be shared with your company.

Appointment **Setting**

Looking to reach the right people at the right time?

We can help and act as an extended arm of your sales team.

Our team of experienced telemarketing agents will line up meetings for your sales team with influential decision makers. Whether it is CXOs or middle management we can get you an audience with them to pitch your products and services, and accelerate your sales pipeline.

Executive Roundtables

Tap into our subscriber base to create roundtable discussions designed for CIOs and CISOs as the best way to establish your company as a thought leader and engage in two-way conversations with these small gatherings of powerful tech buyers.

Custom Publishing

Our experience editorial and design team can develop print and online custom publications that will help you achieve your marketing goals. Plus, we can manage the distribution to your target audience and ours.





Contact us

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