

# MEDIA PACK



**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**

64%

**CIOs, IT  
Directors/Managers**

23%

**CISOs**

13%

**Business  
decision makers**

## Audience **by Industry vertical**



**6%**

Government



**12%**

BFSI



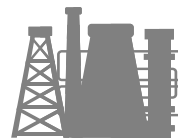
**5%**

Hospitality



**3%**

Healthcare



**3%**

Manufacturing



**6%**

Oil & Gas



**4%**

Education



**3%**

Retail



**33%**

IT & Telecom



**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](http://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 reach 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

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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

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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](http://www.cxoinsightme.com)



## Lead Generation and nurturing

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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.



## **Contact us**

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