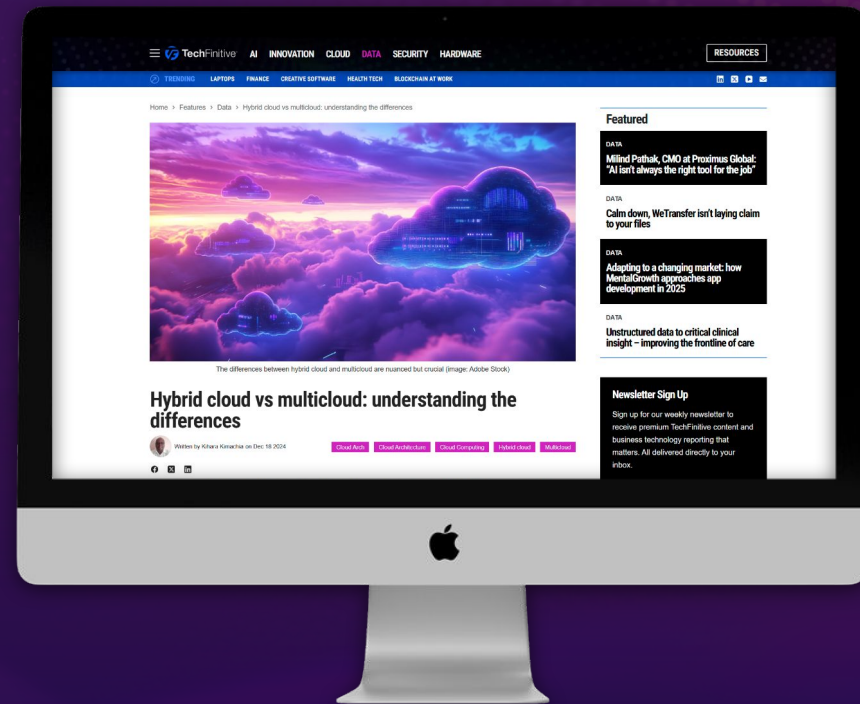




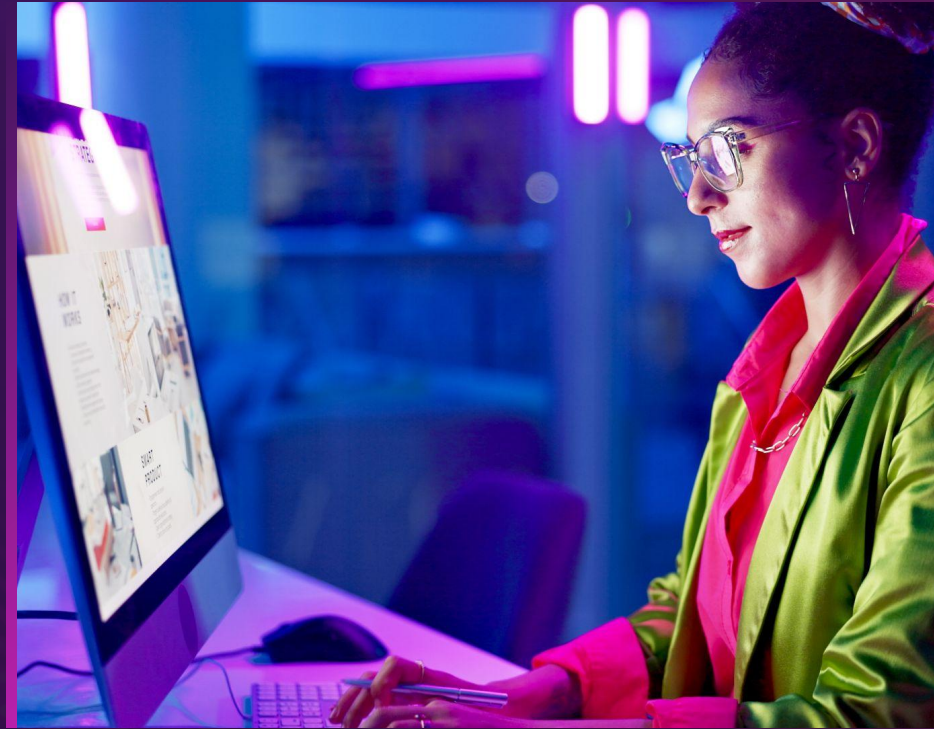
Editorial ABM: How audience insight can drive B2B lead generation revenue

Chris Cannon | Managing Director, TechFinitive



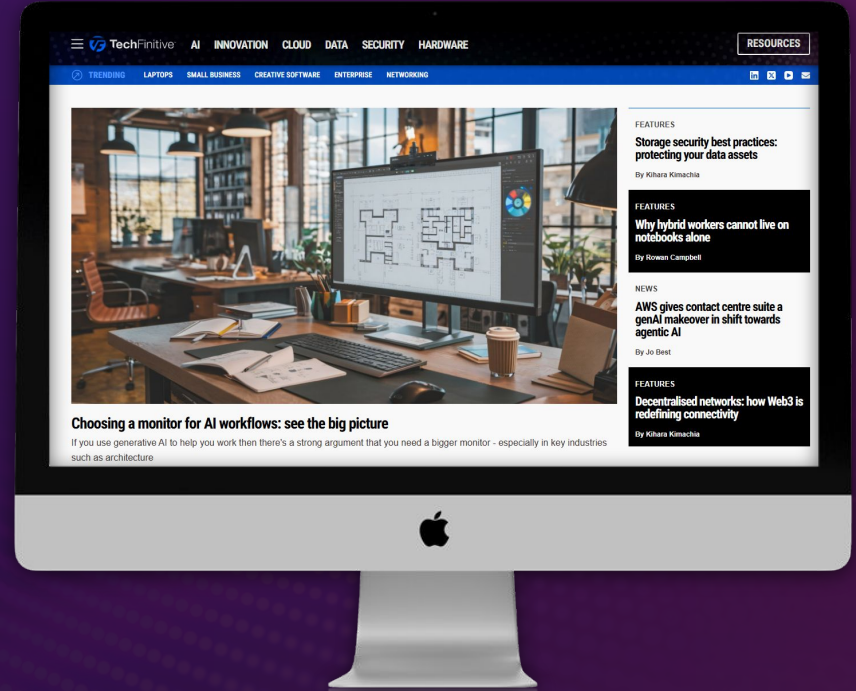
| Increase in Digital Research for B2B Buyers

- **53%** of technology buyers spend a significant amount of their research time on independent publisher sites - more than any other media type (TechTarget)
- Buyers are seeking impartial information. **54%** feel that content is not objective/too much of a sales pitch (Demand Gen Report 2024)
- In a world of AI content, **people value publishers with authentic human voices and experience** (Bynder 2024 - 52% disengage from content they suspect is AI-generated)

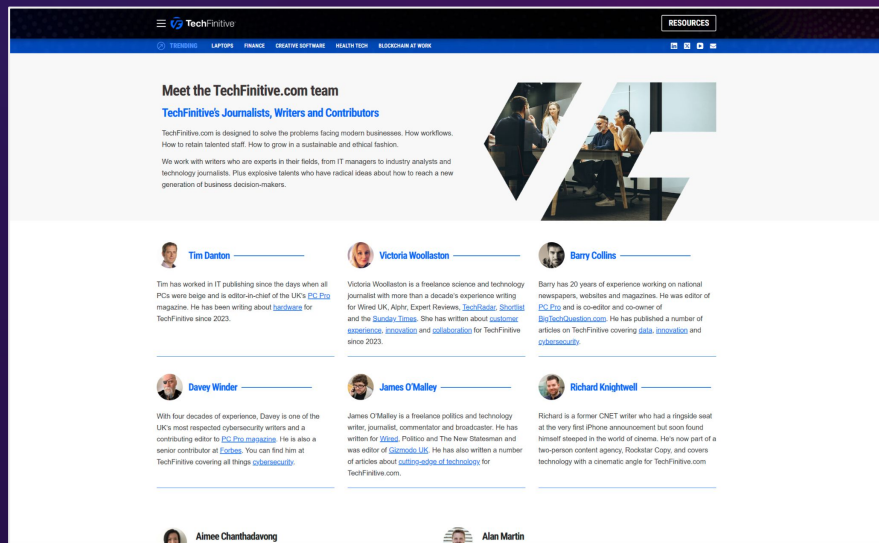


| TechFinitive.com

- TechFinitive.com delivers practical and insightful content to help IT and business professionals around the globe navigate technology purchasing decisions.
- Captures rich first-party intent data from engaged, high-value decision-makers through targeted, relevant content.
- Built to support Account-Based Marketing (ABM) strategies by aligning content creation with the needs and priorities of target accounts.

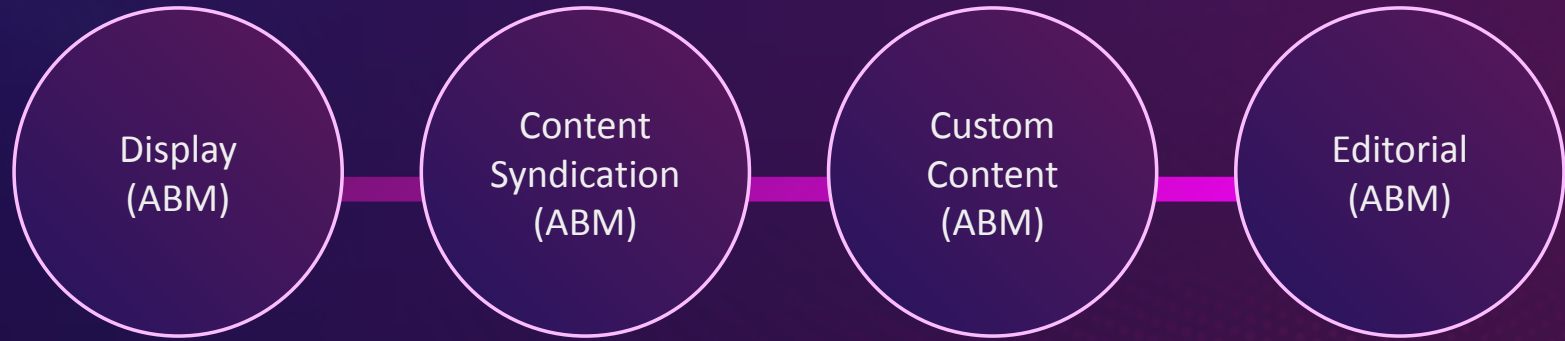


TechFinitive: powered by over 40 subject matter experts



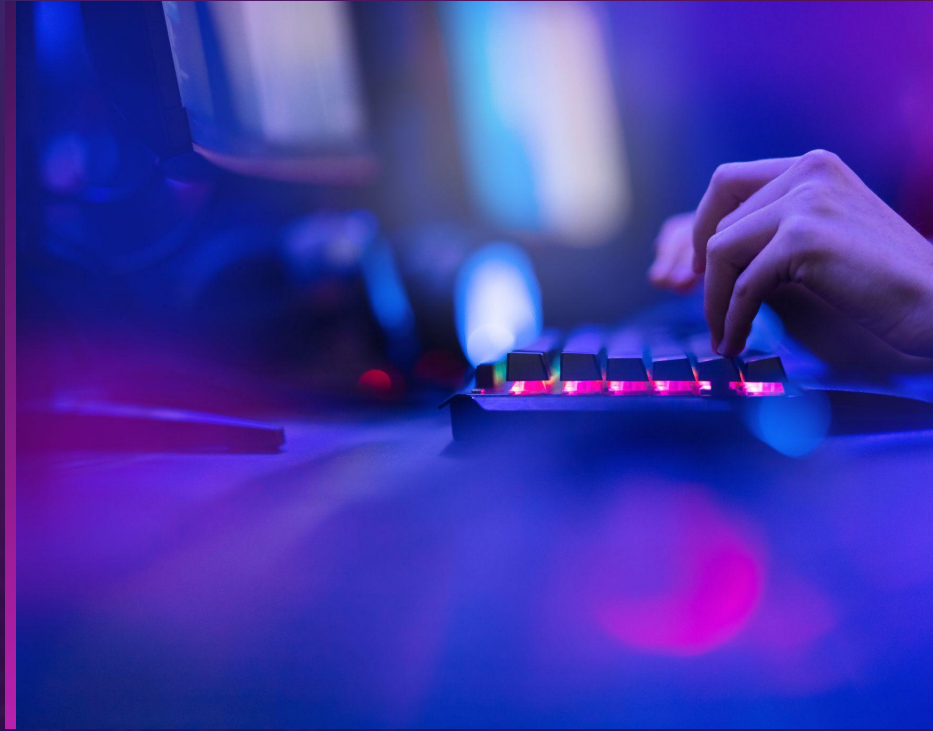
TechFinitive content is created according to Google search ranking guidelines (E-EAT). This means that article authors possess **Experience, Expertise, Authority, and Trustworthiness**.

| How we help b2b brands reach IT buyers



| What is **Editorial ABM**

- Editorial ABM is the inclusion of high-quality journalism as part of an advertiser's account based marketing strategy.
- It enables advertisers to be present during the research phase of an IT buyer's journey as they consume relevant content and articles online.



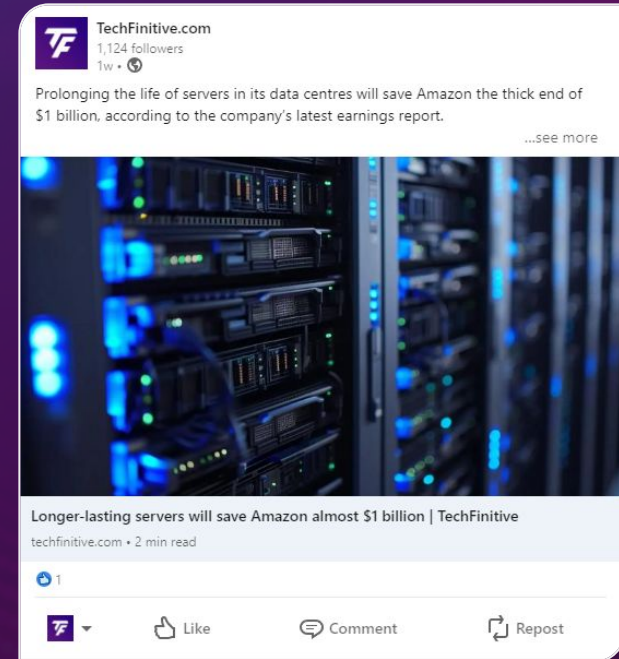
Step One: Content Creation

- TechFinitive commission the editorial team to write a series of articles around that topic area:
 - Articles are about the topic, **not** the advertiser
 - Editorial is impartial and independent
 - Articles may or may not mention the advertiser
 - Articles are published on TechFinitive.com
- White papers or ABM campaign assets are promoted within articles, clearly marked as 'promotions' and not part of the article itself.



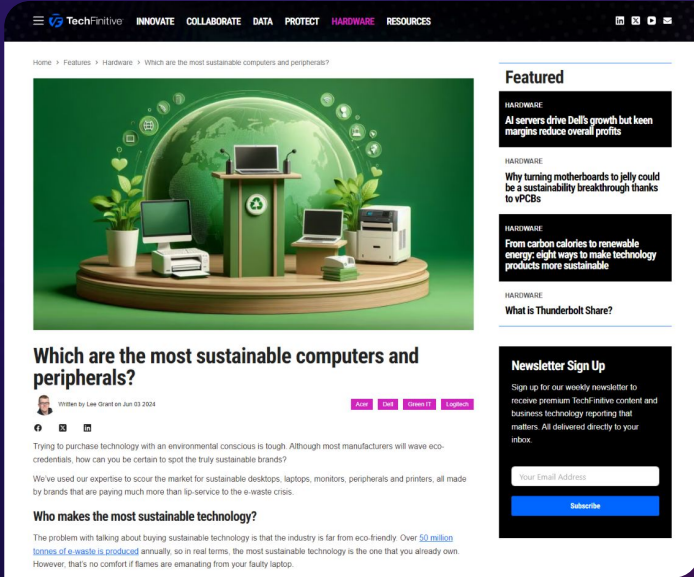
| Step Two: Content Promotion

- TechFinitive create editorial and social promotions to run across the site, direct email and social channels (*paid and organic*)
- Social and email promotions are targeted to the advertiser's **target account list** by company name and desired persona.
- Target prospects click on the promotions and arrive at impartial articles and content hosted on TechFinitive.com
- Advertiser white papers are promoted within the articles leading the target prospect to further reading, as well as associating their brand with the topic.



Editorial ABM: Dell Technologies Example

Integration of Dell's 'Sustainability Services' white paper promotion into contextually relevant editorial:



TechFinitive INNOVATE COLLABORATE DATA PROTECT **HARDWARE** RESOURCES

Home > Features > Hardware > Which are the most sustainable computers and peripherals?

Which are the most sustainable computers and peripherals?

Written by Lee Grant on Jan 03, 2024

Active Link Green IT English

Trying to purchase technology with an environmental conscious is tough. Although most manufacturers will wave eco-credentials, how can you be certain to spot the truly sustainable brands?

We've used our expertise to scour the market for sustainable desktops, laptops, monitors, peripherals and printers, all made by brands that are paying much more than lip service to the e-waste crisis.

Who makes the most sustainable technology?

The problem with talking about buying sustainable technology is that the industry is far from eco-friendly. Over [50 million tonnes of e-waste is produced](#) annually, so in real terms, the most sustainable technology is the one that you already own. However, that's no comfort if flames are emanating from your faulty laptop.

Featured

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AI servers drive Dell's growth but keen margins reduce overall profits

HARDWARE
Why turning motherboards to jelly could be a sustainability breakthrough thanks to vPCBs

HARDWARE
From carbon calories to renewable energy: eight ways to make technology products more sustainable

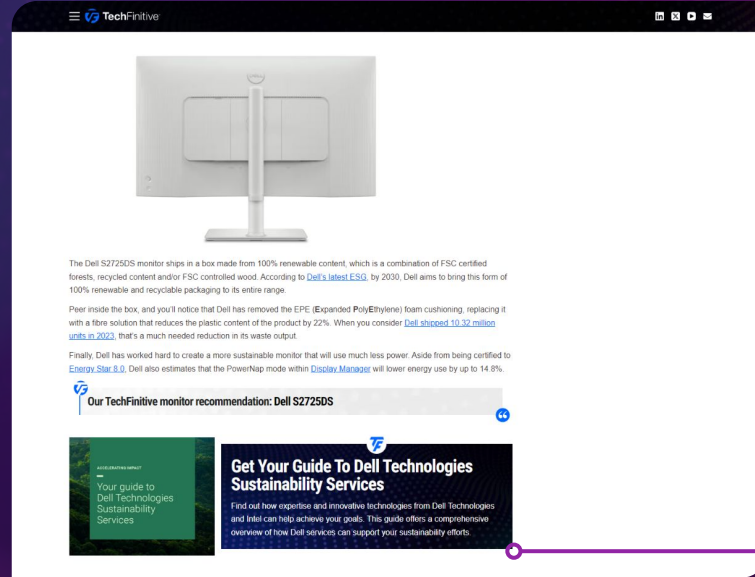
HARDWARE
What is Thunderbolt Share?

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The Dell S2725DS monitor ships in a box made from 100% renewable content, which is a combination of FSC certified forests, recycled content and/or FSC controlled wood. According to [Dell's latest ESO](#), by 2030, Dell aims to bring this form of 100% renewable and recyclable packaging to its entire range.

Peer inside the box, and you'll notice that Dell has removed the EPE (Expanded PolyEthylene) foam cushioning, replacing it with a fibre solution that reduces the plastic content of the product by 22%. When you consider [Dell shipped 10.32 million units in 2023](#), that's a much needed reduction in its waste output.

Finally, Dell has worked hard to create a more sustainable monitor that will use much less power. Aside from being certified to [Energy Star 8.0](#), Dell also estimates that the PowerNap mode within [Display Manager](#) will lower energy use by up to 14.8%.

Our TechFinitive monitor recommendation: Dell S2725DS

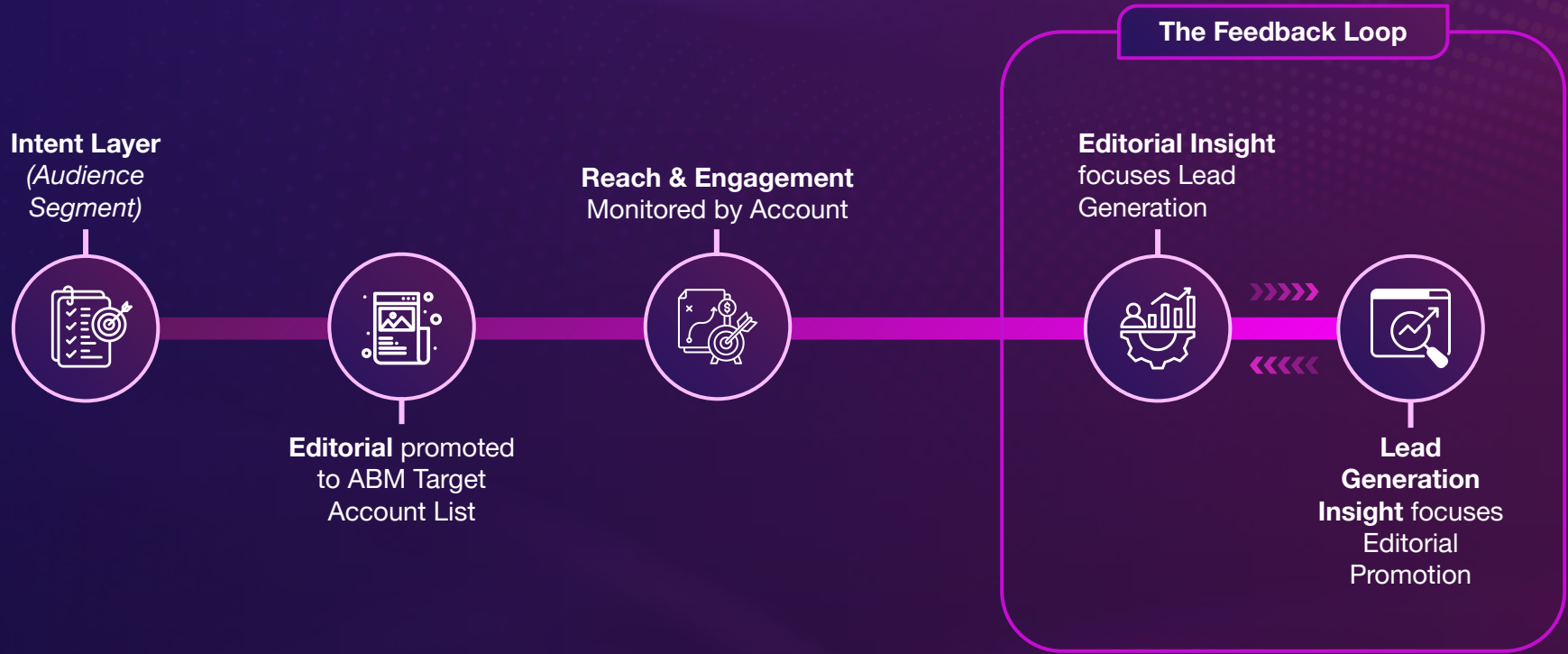


Get Your Guide To Dell Technologies Sustainability Services

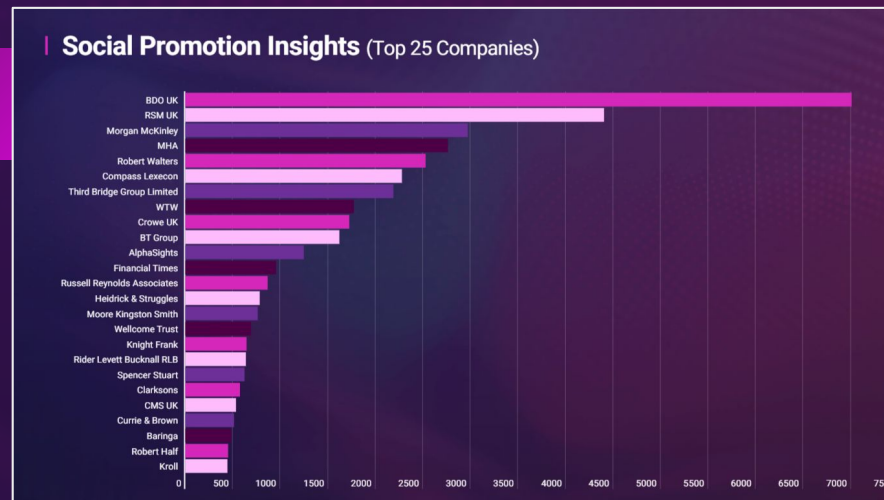
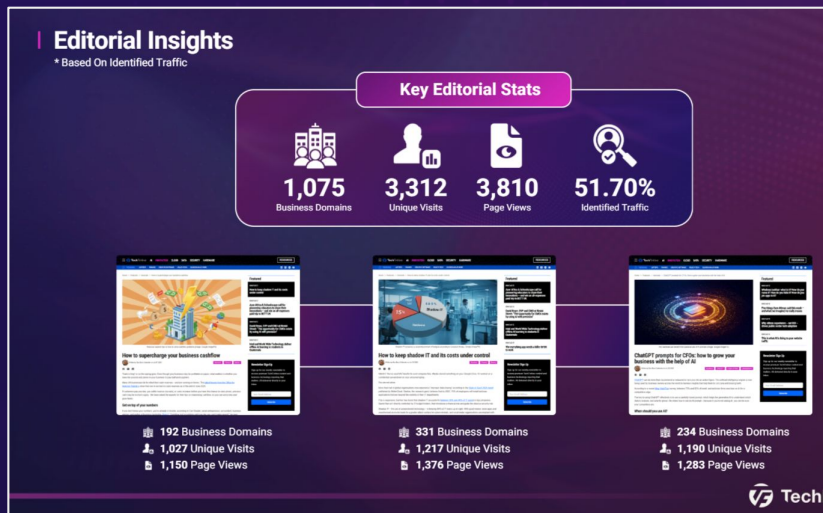
Find out how expertise and innovative technologies from Dell Technologies and Intel can help achieve your goals. This guide offers a comprehensive overview of how Dell services can support your sustainability efforts.

Dell Asset
embedded
into the
article on
TechFinitive

| Editorial ABM: Feedback Loop



Editorial ABM Reporting Dashboard



| Benefits of **Editorial ABM**

Maximising conversion potential and customer value

More Informed Prospects

Equip Client's potential customers with the knowledge they need to make informed decisions.

Better Brand Recall

Foster memorable interactions that keep the advertiser's brand top of mind throughout the buyer's journey.

Deeper Account Insights

TechFinitive provide a full ABM dashboard giving account level reach and engagement across tactics.

| Publisher Success

- Deeper account engagement delivers **measurable impact** for ABM advertisers.
- Integrates editorial and audience into driving a **unique revenue stream**.
- Rich engagement data **brings us closer to client content teams**, uniting storytelling with strategy.
- Advertisers gain influence and trust; TechFinitive grows through **stronger partnerships and increased editorial output**.
- Helps to support a network of **40+ freelance journalists** & subject matter experts



Thank You

chris.cannon@techfinitive.com