

# Bring Research to Life with Video

Save time and money by utilizing Ziff Davis' video resources to produce your next video. Whether you need to develop content for your website, advertising, or just add content to your YouTube channel, Ziff Davis offers an easy one-stop video creation solution. We will work with each client to identify and develop research topics that lends itself well to a video format or take existing client content and convert it in to a video to extend the life of the research.

Ziff Davis will handle all facets of production from A to Z, including script development, talent procurement, and publishing. Each video will be approximately 2-3 minutes in length.



## Business Benefits:

1. Create assets to support your video strategy
2. Reach users in a video viewing mindset
3. Ability to refresh existing content
4. Use in lead generation campaigns



### About Ziff Davis B2B

Ziff Davis B2B is a leading provider of research to technology buyers and high-quality leads to IT vendors. As part of the Ziff Davis family, Ziff Davis B2B has access to over 50 million in-market technology buyers every month and supports the company's core mission of enabling technology buyers to make more informed business decisions.

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