

# Provide Engaging and Educational Content to your Target Market

Ziff Davis B2B removes the challenges of web event management with our Custom Webinars. We allow you to be involved as much or as little as your time and resources permit. This flexibility is an ideal approach as we are fully capable of handling end-to-end event production and promotion for your webinar.

You can drive the direction and topic of the webinar and have the option to provide the webinar content or source a speaker from our network of subject experts to develop content for you. Ziff Davis B2B will leverage our expertise in social media, email and other online marketing channels to drive attendance. We will guarantee a minimum number of leads to clearly set your ROI expectations.

The result of our approach is a customized, high quality event that saves you the money, time, and resources that you'd otherwise spend producing a webinar in-house.

## Business Benefits

- Full editorial control to direct content
- Educate potential buyers
- Build prospect pipeline



## 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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