Expert Content | Infographic



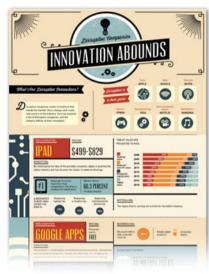
Accessible and Informative Content

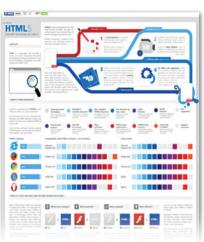
Provide potential sales leads with informative and quick hitting information in a visual format. Supply your prospects with easily consumable and valuable information to reach the decision maker on the go. Partner with Ziff Davis B2B to come up with a topic that lends itself well to this data heavy format. The goal is to provide information valuable enough for a user to keep close by, so your brand stays top of mind. The infographic can be integrated in to a media buy as creative, teased in a site skin, used as an offer or distributed across social media to drive earned media.

Integrate the Infographic in to your media campaign as in-banner creative or page takeovers, or distribute through social channel's to drive earned media. Ziff Davis can also host and put a promotional package around the infogarphic to build awareness.

Business Benefits:

- Provide customers with information for quick consumption
- 2. Built-In share functionality
- 3. Greater potential for multiple pass-alongs
- 4. Fun and innovative way to show information
- 5. Use as sales collatera









About Ziff Davis B2E

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.