



Your Partner To Demand Acceleration

**ENTERPRISE
TALK** 

**TALK
CMO** 

**ITSECURITY
WIRE** 

Why Ondot?

Your partners to demand acceleration



AUDIENCE



MEDIA
BRANDS



DEMAND
SOLUTIONS



TECHNOLOGY



PEOPLE

Your Audience Interest Our Responsibility

*Our practitioner-driven **editorial content** enables our global audience to make informed **technology purchase decisions.***

*Our media properties empower leaders to **learn and adopt best practices.***

Learn More

Why Choose Us?

Planned Success Delivered

As your extended sales team, we power-line your marketing programs.
Over the years, we have reached out to **52M** prospects and generated **11M leads**



APPROACH

We lead the industry by delivering innovative campaigns that reflect our unique and broad multi-channel capabilities



VOLUME

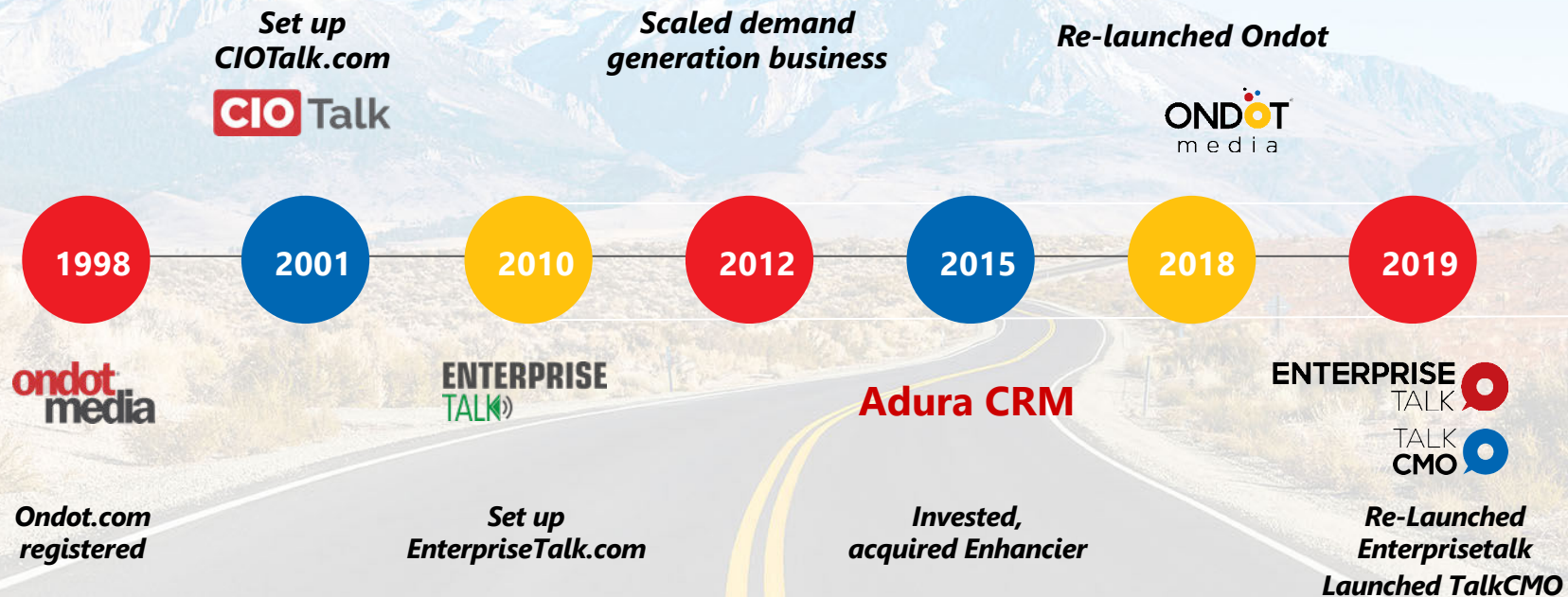
We drive volume to keep your funnel full



PERFORMANCE

We serve clients with quality and distinction, making a measurable and attributable impact on every program we execute

Our Journey



Unprecedented Impact. Unparalleled Scale.

Our global media properties provide business technologists and marketers, unparalleled opportunities for engagement.

12B+

IN-MAILS
PER YEAR

60M+

TELE-CONNECTS
PER YEAR

10M+

WHITEPAPERS
PER YEAR

52M+

DATABASE
CONTACTS

150K

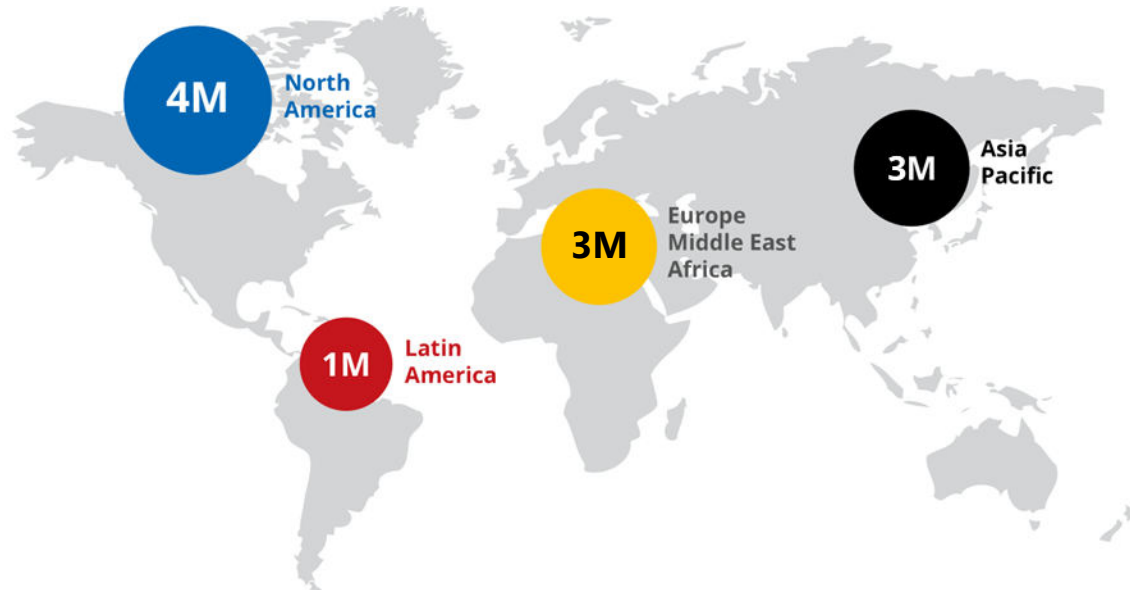
CAMPAIGNS
DELIVERED

2K+

EVENT
REGISTRATIONS
EACH MONTH

Our Reach

Since 2011, we have generated **11 million leads**, helping global organizations realize their cross-vertical marketing objectives.



Relentless Dependability

Senior professionals from mid to large size enterprises count on us for **practitioner-driven thought leadership**

31%

BUSINESS
LEADERS

22%

TECHNOLOGY
INFLUENCERS

31%

IT DECISION
MAKERS

16%

TECHNOLOGY
AUDIENCE

Learn More >>>

Industries Served

Our content, digital and technology marketing services are tailored to **maximize customer engagement opportunities** across your preferred target markets



ENTERPRISE
TALK 

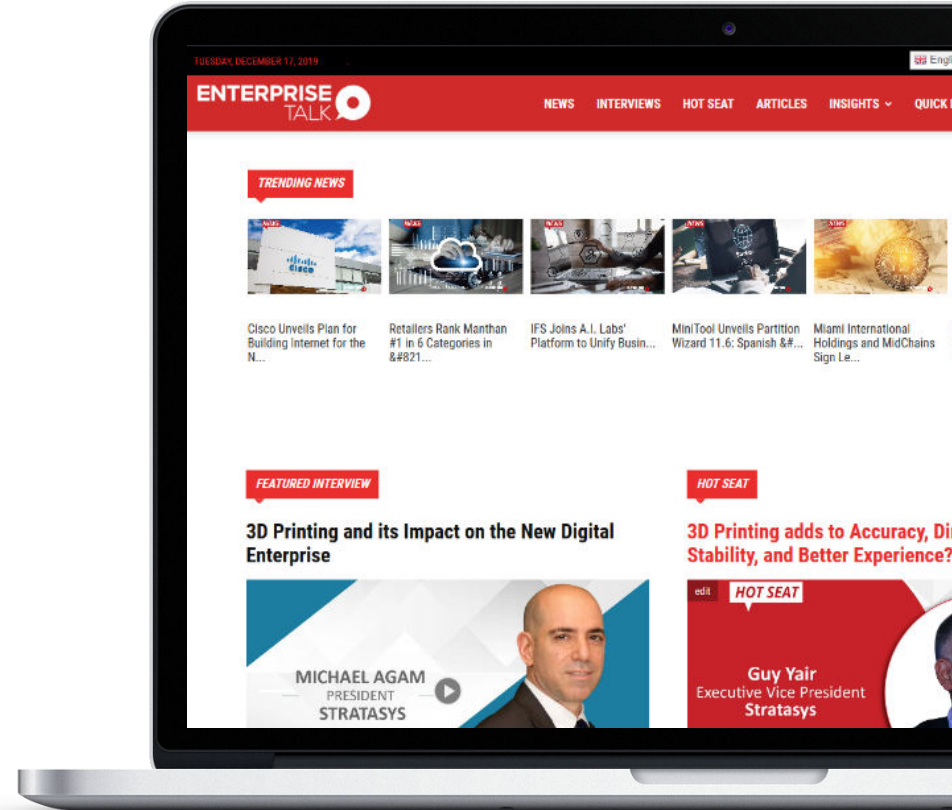
TALK
CMO 

ITSECURITY
WIRE 

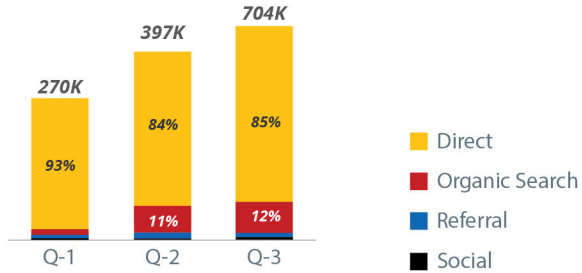
ENTERPRISE TALK

***A peer knowledge resource
by the CXO, for the CXO***

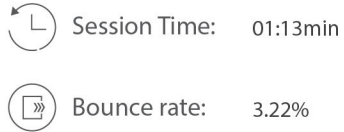
*A thought leadership resource for
strategic enterprise IT and business
decision makers. Fostering
conversations on the adoption,
challenges, and triumphs.*



Quarterly Visitors 2020



Session Time & Bounce rate



Page Views



ondot.com

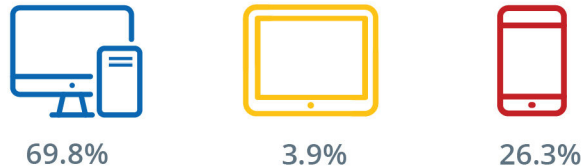
Page Views
1M
Unique Page Views
494K

Audience Traffic Distribution



52.9% AMERICA **30.5%** EUROPE **16.6%** ASIA

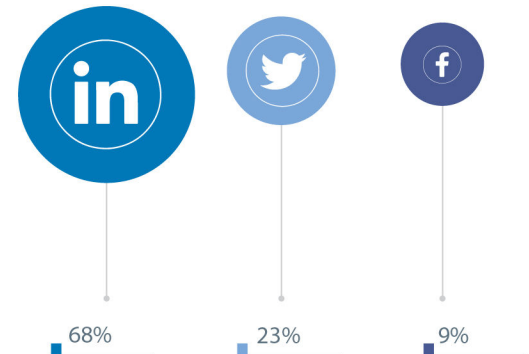
Sessions by Device



Traffic Source 2020



Social Media Traffic Distribution





Demographic Details

AGE → 35-54 (34%)

Affinity Category

Business Travelers • Media & Entertainment
Technology • Healthcare • Banking & Finance Investors
Fitness & Sports • Education

Top Topics:

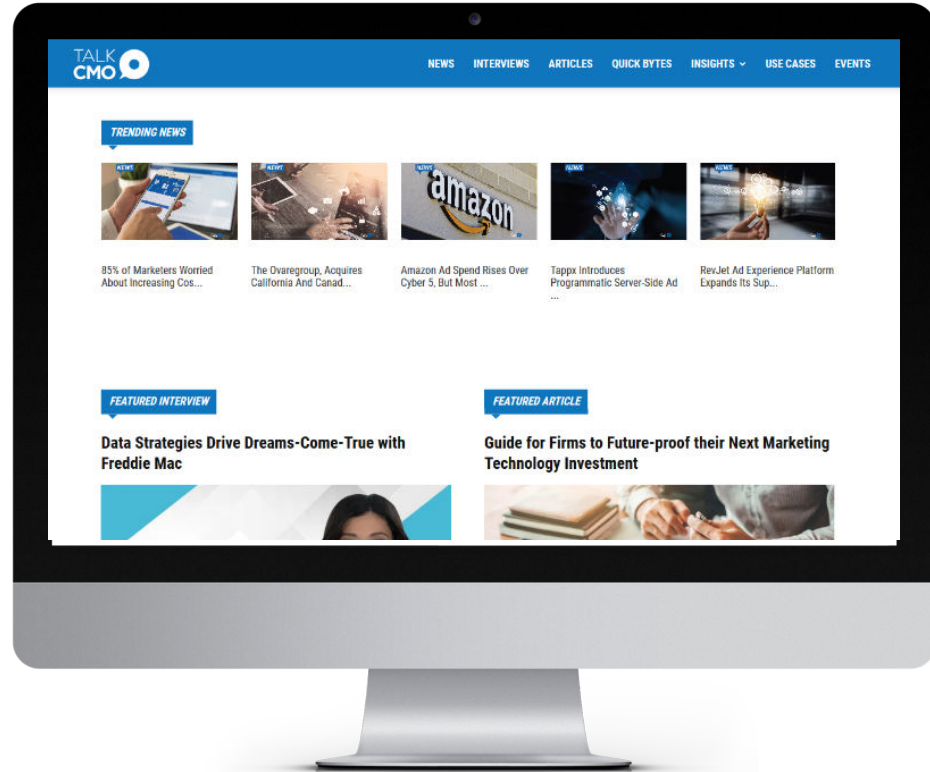
- AI
- Cloud Services
- Hybrid Cloud
- Machine Learning
- Post Pandemic Strategies
- Digital Transformation
- New normal virtual meeting
- Blockchain
- Absolutdata
- Automation
- Human Intelligence
- Virtual Meeting



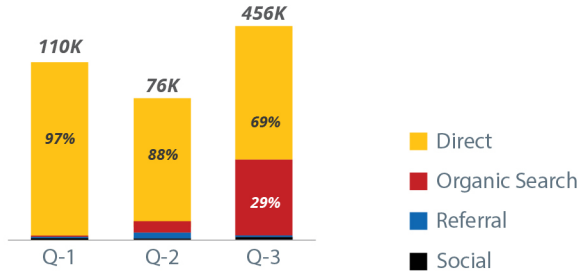


Expertise and insights from marketing leaders for marketing leaders

Acing the science of marketing technologies. Fostering conversations on marketing technology and digital transformation – paving a path for smarter marketing decisions.



Monthly Visitors 2020



Session Time & Bounce rate

Session Time: 00:29min

Bounce rate: 28.82%

Page Views



ondot.com

Page Views
2M
Unique Page Views
1M

Audience Traffic Distribution



52%
AMERICA

28.4%
EUROPE

19.6%
ASIA

Sessions by Device



91.4%



2.4%



6.2%

Traffic Source 2020



Direct

Organic Search

Social Media Traffic Distribution



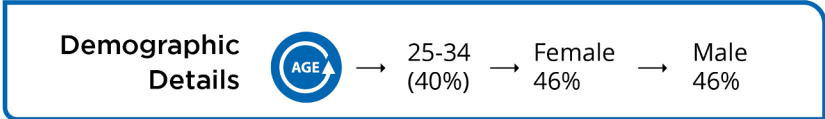
75%



20%



5%



Affinity Category

Media & Entertainment • Technology • Lifestyles
Beauty & Wellness • Sports & Fitness
Shoppers & Luxury Shoppers

Top Topics:

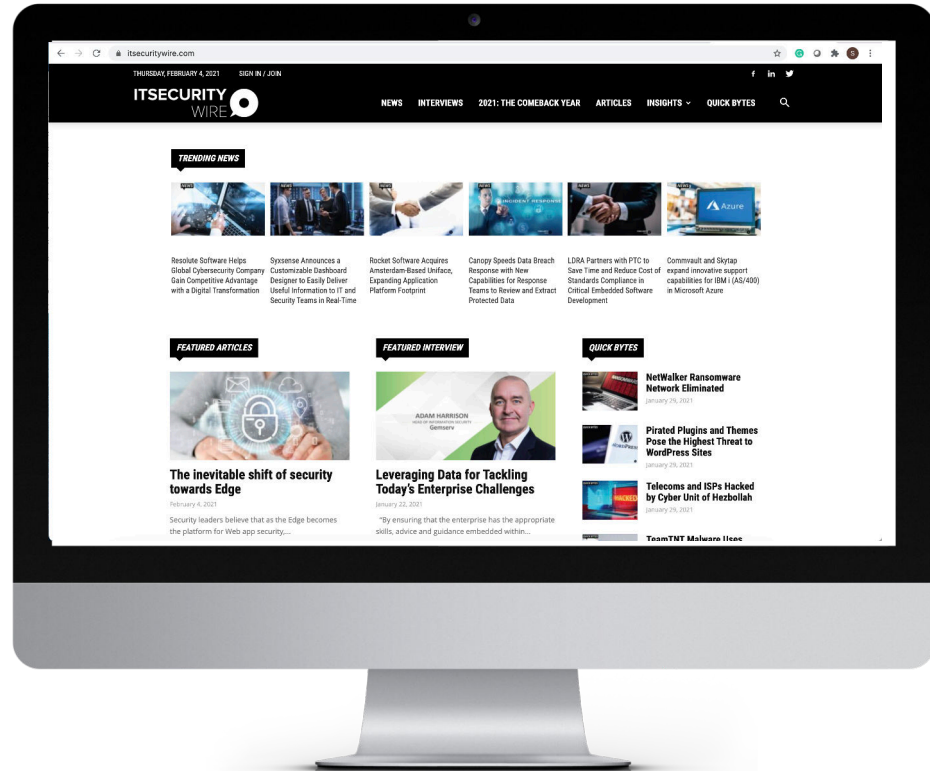
- Marketing Technology Trends
- Marketing Predictions
- B2B marketing
- CMO Challenges
- Martech innovation
- Digital marketing trends 2025
- Cross channel marketing
- AI marketing trends 2021
- Digital merchandising
- AI video creation



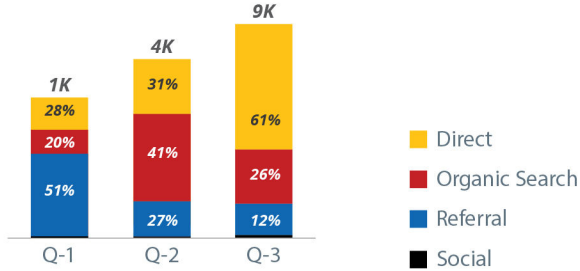
ITSECURITY WIRE

An invaluable resource for all your IT security initiatives and assets.

Knowledge sharing platform for all IT security needs and plans. Peer to peer conversations that leverage industry experts and leaders for ideas, opinions and business insights.



Monthly Visitors 2020



Session Time & Bounce rate

Session Time: 01:58min

Bounce rate: 1.67%

Page Views



ondot.com

Page Views
65K
Unique Page Views
30K

Audience Traffic Distribution



42.4%
AMERICA

36.5%
EUROPE

21.1%
ASIA

Sessions by Device



73.8%

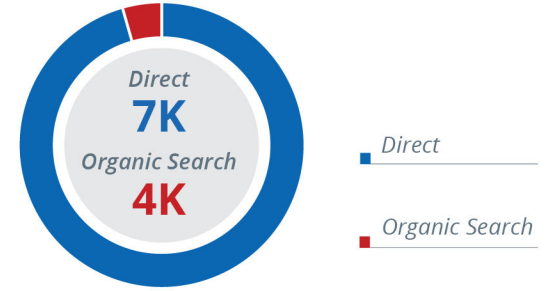


0.7%

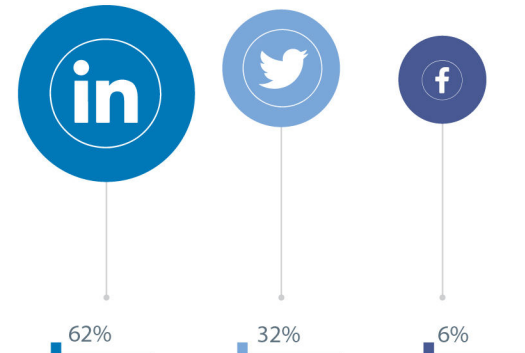


25.5%

Traffic Source 2020



Social Media Traffic Distribution



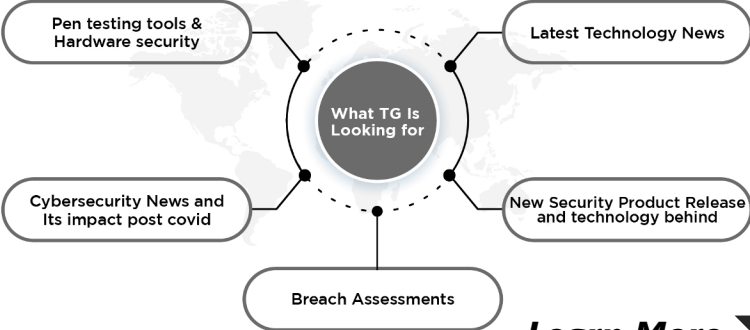


Demographic Details  → 30-54 (45%)

Affinity Category → Sports • Computer & Electronics
Food & Drinks • Healthcare

Top Topics:

- AI
- Hardware Security
- Ransomware
- Data Breach
- Malware Market Place
- Cyber Attack
- Cloud Infrastructure
- Cloud Security
- Edge Computing
- Constella intelligence
- Dark Web
- Cyberone
- Fraud Hunting



Solutions



Content Marketing



Intent Based Marketing



Account Based Marketing



Events

Lead Management →

Our lead **intelligence**, **segmentation**, and **quality focus** deliver qualified and actionable leads for your bespoke program requirements.



LEAD NURTURING
ATTRACT ENGAGED BUYERS



LEAD QUALIFICATION
DATA-DRIVEN STRATEGY FOR MAXIMIZED RESULTS

Data Solutions →

Our goal is to **identify** and **enrich data**, highlighting potential customers' interests and **intent insights** through our proprietary technology stack.



CONTACT DISCOVERY
VERIFIED AND ACCURATE DATA

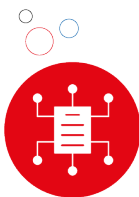


DATA ENRICHMENT
INTELLIGENT HIGH DEFINITION DATA

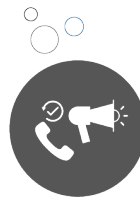


Account Based Marketing

Focus your outreach and leverage your intelligence through Ondot's reach and custom research capabilities.



**CONTENT
SYNDICATION**



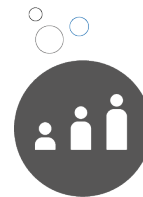
**MARKETING READY
LEADS**



**SALES READY
LEADS**



B.A.N.T.



**PROGRESSIVE
LEADS**

Content Marketing

Senior professionals from mid to large size enterprises count on us for **practitioner-driven thought leadership content**



BRANDED
CUSTOM CONTENT



WHITEPAPER



CASE STUDY



BRANDED
RICH MEDIA



PODCASTS



VIDEOS



WEBINARS



Intent Based Marketing

Our intent technology helps **predict purchase** insights for global technology majors



25 million intent interactions till date



Focused on **high-performing technology** keywords

Events

Driven by **intelligent and focused content**,
our conversations enable wider connect with
your decision maker community



EVENT
AWARENESS



EVENT
REGISTRATION



TURNKEY
EVENTS



IN PERSON



VIRTUAL



ON-DEMAND

Our Team



SAMEER DATTA
Business Head- Technology
Publications



AJAY KATHURIA
Director Marketing



KANIKA GOSWAMI
Chief of Content



ERIC YOSHIZURU
Regional Director, US



MARTIN DELA CRUZ
Regional Director, APAC



KELLY PAICE
Regional Director EMEA



Top Case Studies

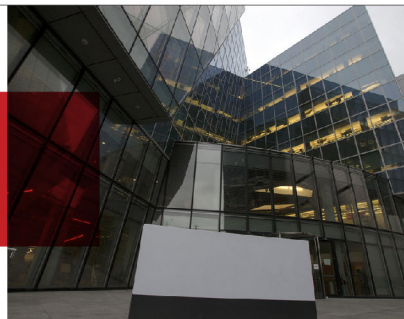
US FEDERAL CASE STUDY



APAC CASE STUDY



EMEA CASE STUDY



FEDERAL CASE STUDY - USA

Background

Ondot's progressive lead generation model helped a leading software company identify service needs for USA's Federal government.

Challenge

Getting access to the government sector and understanding various assets, especially during the Covid 19 crisis.

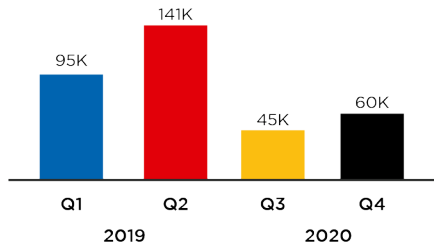
Strategy and Solution

Ondot classified its client's account repository and mapped it with skilled resources.

Results

- Increased connect rates with the target accounts
- Over 135% increase from Q1 to Q2 in 2020

LEAD PERFORMANCE



<https://resources.ondot.com/case-study/Federal-Case-Study/>

TECHNOLOGY MAJOR CASE STUDY - APAC

Background

Ondot helped a Technology Major generate high-quality SQL and MQL leads to provide sales opportunities in the APAC region.

Challenge

Accelerating client's products and services with improved data and sales acquisition.

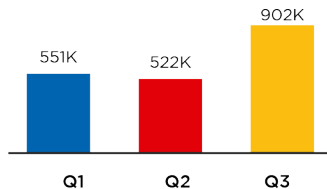
Strategy & Solution

Through an integrated approach, Ondot increased content engagement across core personas and business units.

Results

- Increased connect rates with target accounts
- Over 10% increase in SQL leads
- Over 63% increase from Q1 to Q3 in 2020

LEAD PERFORMANCE



<https://resources.ondot.com/case-study/APAC-Case-Study/>

LEADING SOFTWARE COMPANY CASE STUDY - EMEA

Background

Ondot helped enhance the sales conversion ratio of a software giant in the EMEA region.

Challenge

Language barrier impeded the process of communicating with people over the phone.

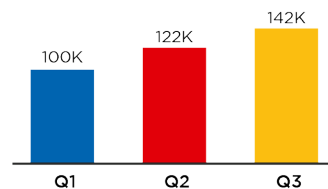
Strategy and Solution

Ondot developed an efficient and fool-proof structure to generate high-potential leads.

Results

- Increased connect rates with the target accounts
- Over 42% increase from Q1 to Q3 in 2020

LEAD PERFORMANCE



<https://resources.ondot.com/case-study/EMEA-case-study/>

Contact Us

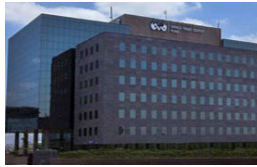
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