

TECHNOLOGY

CONTENT MARKETING

BENCHMARKS, BUDGETS,
AND TRENDS



CONTENT
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INSIGHTS FOR 2022

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SURVEY TERM DEFINITIONS

Content Marketing: A strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience—and, ultimately, to drive profitable customer action.

Success: Achieving your organization’s desired/targeted results.

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Welcome to the Technology Content Marketing Benchmarks, Budgets, and Trends: Insights for 2022 report. This report looks back on the last 12 months and includes expectations for 2022.

The research suggested that due to lockdowns and work-from-home mandates, content marketing piqued the interest of many who were previously unaware of its power. With more people than ever spending time online, content marketing presented a prime opportunity to get and stay in front of audiences.

As in the previous year, nearly one in three technology marketers said their organization was extremely or very successful with content marketing. These marketers, our “top performers,” have certain characteristics that set them apart from their peers (see page 4). Some of the biggest things they do differently than their peers:

- Document their content marketing strategy
- Do an excellent/very good job demonstrating the ROI of their content marketing initiatives

- Prioritize their audience’s informational needs over their organization’s sales message
- Differentiate their content from the competition
- Nurture subscribers/audiences/leads

No matter how successful they are at content marketing, most respondents plan to invest in video in 2022: 72% of all technology respondents forecast investment in this area followed by investment in events (69%), paid media (65%), and owned-media assets (63%).

And, yes, challenges remain. The top challenges are:

- Creating content that appeals to multi-level roles within the target audience
- Accessing subject matter experts to create content
- Internal communication among teams/silos

These internal challenges point to a greater need for technology marketers to formalize content operations within their organizations.

How Technology Content Marketing Top Performers* Describe Their Organizations – At a Glance

This chart shows key areas where we observed a gap of at least 10 percentage points between all technology marketers and the top performers among them.

	All Technology Respondents	Top Technology Performers
Has a documented content marketing strategy	46%	71%
Characterizes their content marketing as sophisticated/mature	44%	75%
Has a centralized content marketing group	27%	42%
Measures content performance	79%	94%
Characterizes team’s ability to demonstrate ROI for content marketing initiatives as excellent/very good	36%	64%
Strongly/somewhat agrees:		
Organization values creativity and craft in content creation and production	76%	90%
Organization provides customers with a consistent experience across their journey	59%	74%
Always/frequently:		
Prioritizes audience’s informational needs over their own organization’s sales/promotional message	66%	83%
Differentiates content from the competition	60%	81%
Crafts content based on specific stages of the buyer’s journey	57%	71%
Uses content marketing successfully to:		
Build credibility/trust	75%	86%
Nurture subscribers/audiences/leads	60%	78%
Build loyalty with existing customers/clients	59%	74%
Generate sales/revenue	48%	64%

Chart term definitions: A top performer (aka “most successful”) is a respondent who characterizes their organization’s overall content marketing approach as extremely or very successful.

*Base: Technology content marketers.
Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021*

Most technology marketers are feeling successful with content marketing.

Nearly one in three technology marketers (32%) said their organization was extremely or very successful in the last 12 months. Another 53% said they were moderately successful. The top factor contributing to that success was “the value our content provides” (74%).

74% of technology marketers who work for large companies said their company outsources at least one content marketing activity — up from 67% the previous year.

62% of technology marketers reported that their organization outsources at least one content marketing activity. Large companies are the most likely to outsource (74%, up from 67% the previous year).

Top-performing technology marketers stand out by differentiating their content.

81% of the top performers said their organization always/frequently differentiates its content from the competition vs. 60% of all technology respondents. In addition, 83% always/frequently prioritize their audience’s information needs over their organization’s sales message vs. 66% of all technology respondents.

Nearly all top performers measure content performance and 61% say they’re doing an excellent/very good job at it.

94% of top performers said they measure content performance compared with 79% of all technology respondents. The top performers are also confident in their measurement efforts, with 64% saying they do an excellent/very good job vs. 36% of all technology respondents.

Creating content that appeals to multi-level roles, accessing subject matter experts to create content, and internal communication are top challenges.

Technology marketers said their top three content marketing challenges are creating content that appeals to multi-level roles within the target audience (51%), accessing subject matter experts to create content (49%), and internal communication among teams/silos (48%).

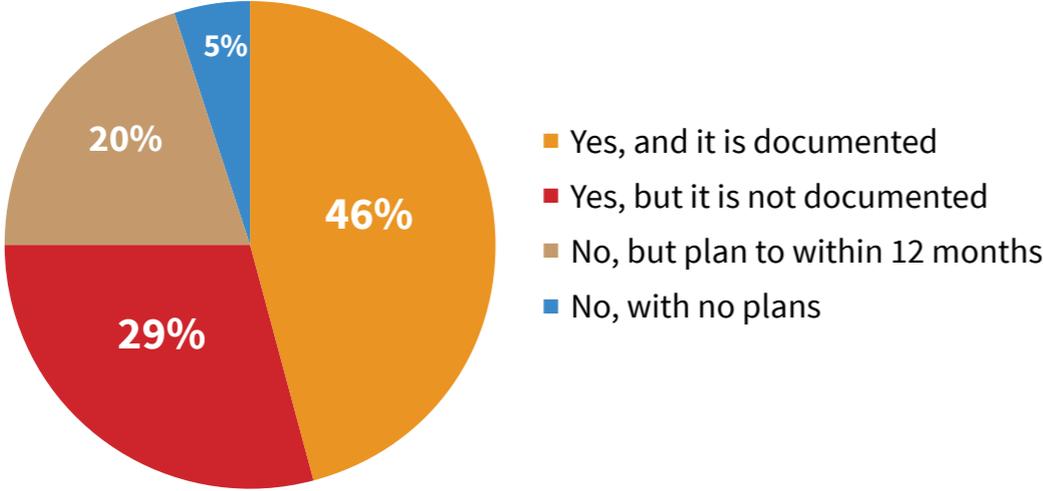
Video is the top predicted area of content marketing investment for 2022.

Technology marketers indicated video would be their top content marketing area of investment (72%), followed by investment in events (69%), paid media (65%), and owned-media assets (63%).

STRATEGY, OPINIONS & OVERALL SUCCESS

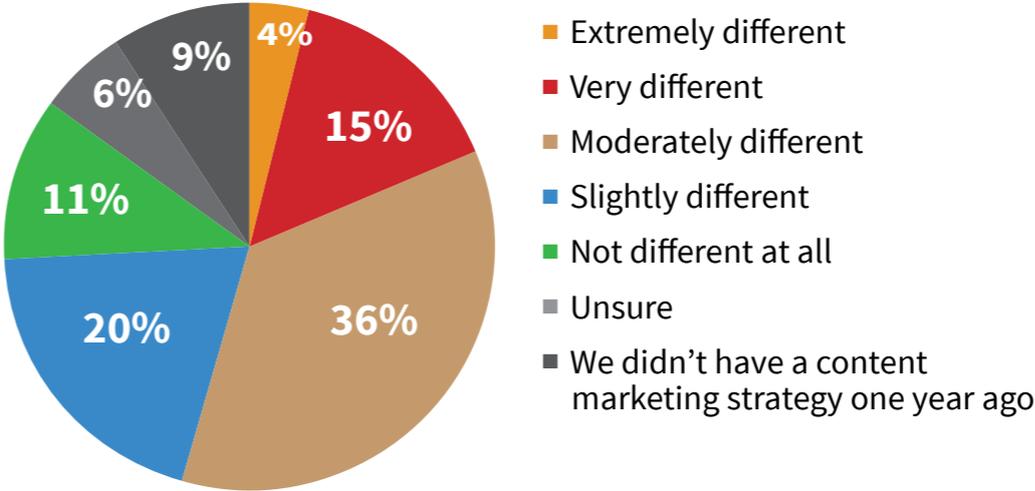
75% of technology respondents reported that their organization has a content marketing strategy. Of those, 19% said their strategy is extremely/very different now versus pre-pandemic.

Percentage of Technology Marketers With a Content Marketing Strategy



Base: Technology content marketers. Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

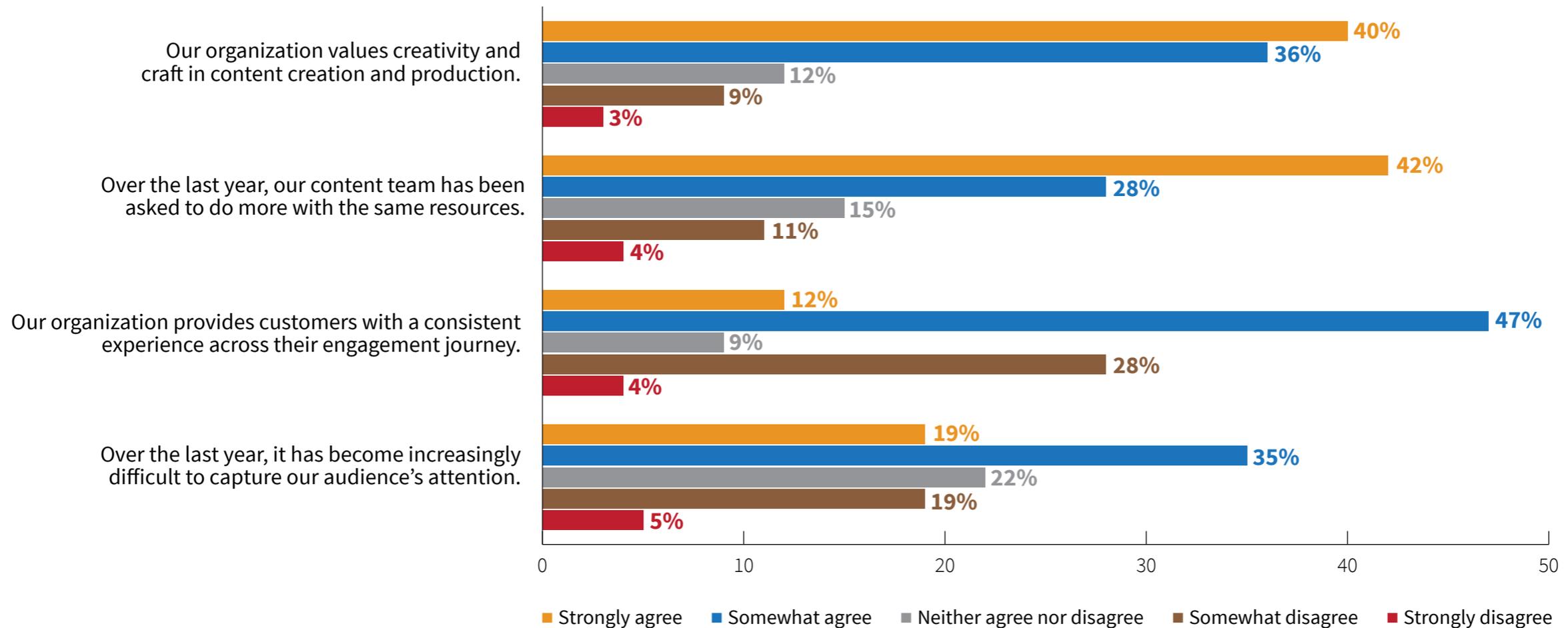
Difference in Technology Content Marketing Strategy Now Vs. Pre-Pandemic



Base: Technology content marketers whose organizations have a content marketing strategy. Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

76% of technology marketers said their organization values creativity and craft in content creation and production.

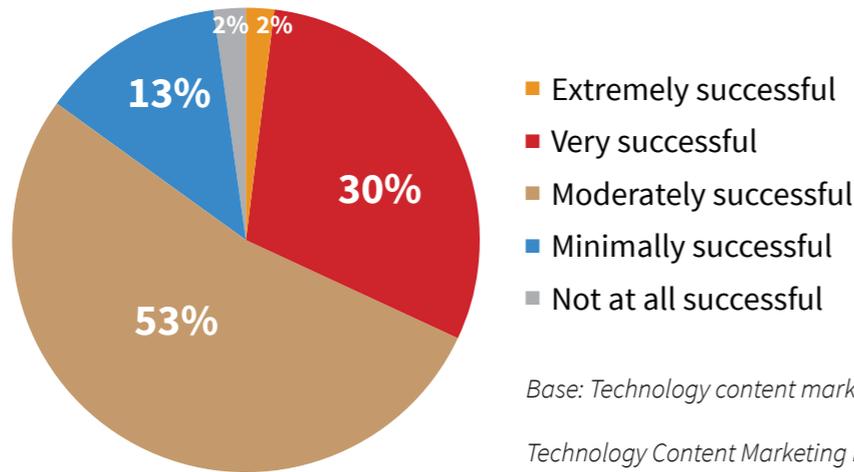
Technology Marketers' Opinions About Content Marketing in Their Organizations



Base: Technology content marketers who answered each statement.
 Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

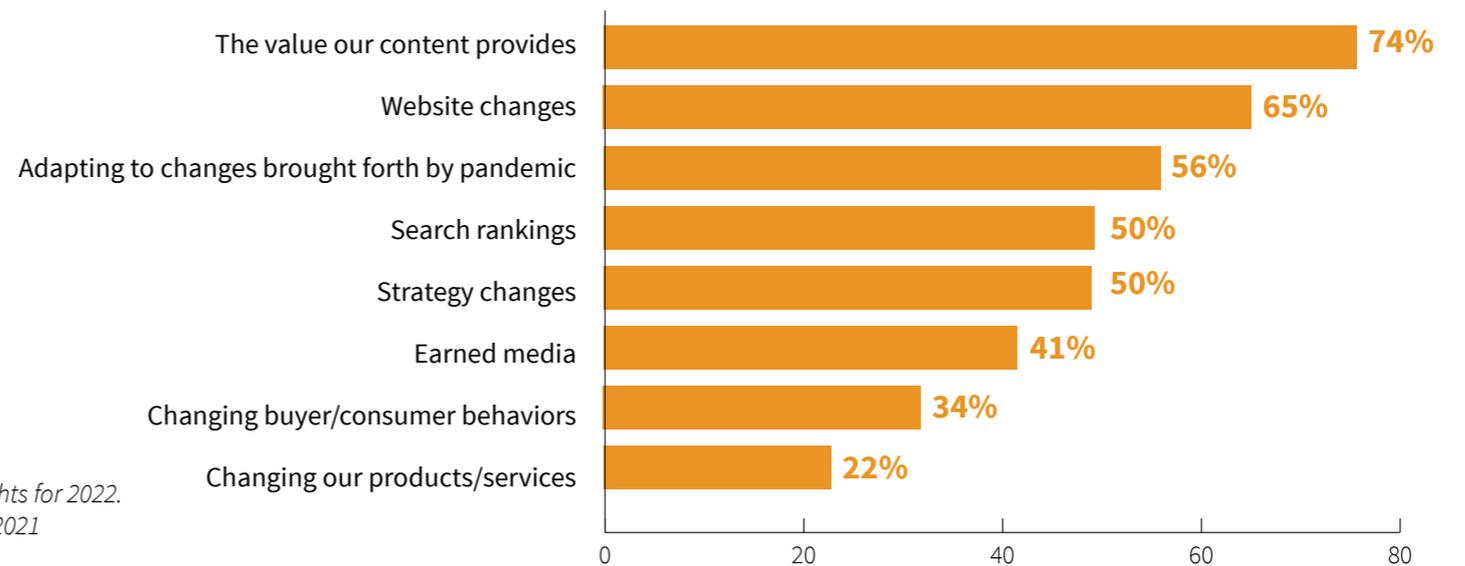
Nearly one in three technology marketers (32%) said their organization was extremely or very successful with content marketing in the last 12 months. The top contributing factor was the value their content provides.

How Technology Marketers Rate Their Organization's Overall Level of Content Marketing Success in Last 12 Months



Base: Technology content marketers.
 Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

Factors Contributing to Technology Content Marketing Success in Last 12 Months



Base: Technology content marketers who said their organizations were extremely/very successful with content marketing.

Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

TEAM STRUCTURE & OUTSOURCING

48% of technology marketers said they have a small (or one-person) marketing/content marketing team serving the entire organization. Larger organizations have bigger teams.

Technology Organizations' Content Marketing Team Structure

	All Respondents	Small (1-99 Employees)	Medium (100-999 Employees)	Large (1,000+ Employees)
We have a centralized content marketing group that works with multiple brands/products/departments throughout the organization.	27%	10%	37%	32%
Each brand/product/department has its own content marketing team.	5%	2%	5%	10%
Both of the above — We have a centralized group and individual teams throughout the organization.	19%	0%	15%	47%
We have a small (or one-person) marketing/content marketing team serving the entire organization.	48%	88%	44%	11%

Base: Technology content marketers.
Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

40% of technology respondents said their organization has two to five full-time employees dedicated to content marketing.

Technology Organizations' Content Marketing Team Size (Full-Time/Dedicated to Content Marketing)

	All Respondents	Small (1-99 Employees)	Medium (100-999 Employees)	Large (1,000+ Employees)
11+	7%	0%	1%	24%
6-10	7%	3%	5%	13%
2-5	40%	21%	52%	44%
1	27%	45%	24%	11%
0 (no one is full time, dedicated)	19%	31%	18%	8%

Base: Technology content marketers.

Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

62% of technology marketers reported that their organization outsources at least one content marketing activity. Large companies are the most likely to outsource (74%), up from 67% the previous year.

Does Your Technology Organization Outsource Any Content Marketing Activities?

	All Respondents	Small (1-99 Employees)	Medium (100-999 Employees)	Large (1,000+ Employees)
Yes	62%	43%	67%	74%
No	38%	57%	33%	26%

*Base: Technology content marketers.
Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021*

Technology marketers said their top challenge when outsourcing is finding partners with adequate topical expertise (75%).

Top 5 Challenges When Seeking Outsourced Technology Content Marketing Help

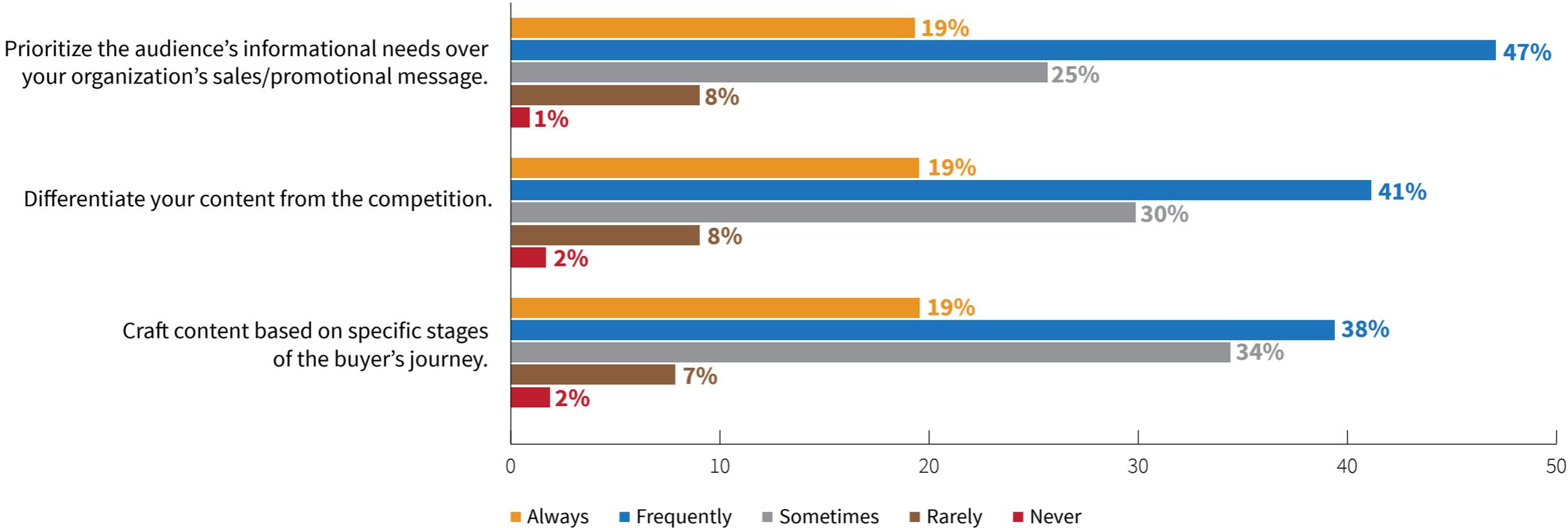


*Base: Technology content marketers who outsourced at least one content marketing activity. Aided list; up to five responses permitted.
Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021*

CONTENT CREATION & DISTRIBUTION

66% of technology marketers said they always/frequently prioritize the audience’s informational needs over their organization’s sales/promotional message.

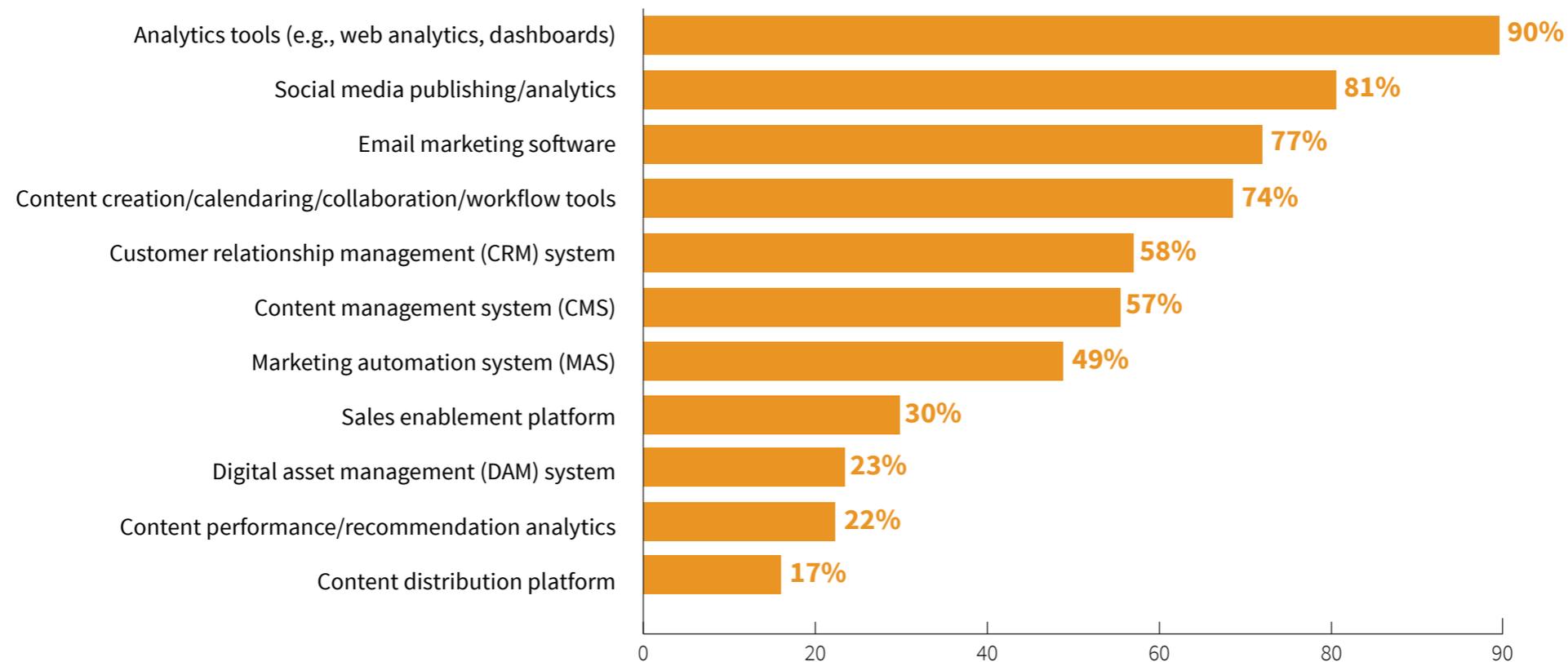
Concepts Technology Marketers Take Into Account While Creating Content for Their Organization



Base: Technology content marketers who answered each statement.
 Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

The top technologies that technology organizations use to assist with content marketing are analytics tools (90%), social media publishing/analytics (81%), email marketing software (77%), and content creation/calendaring/collaboration/workflow tools (74%).

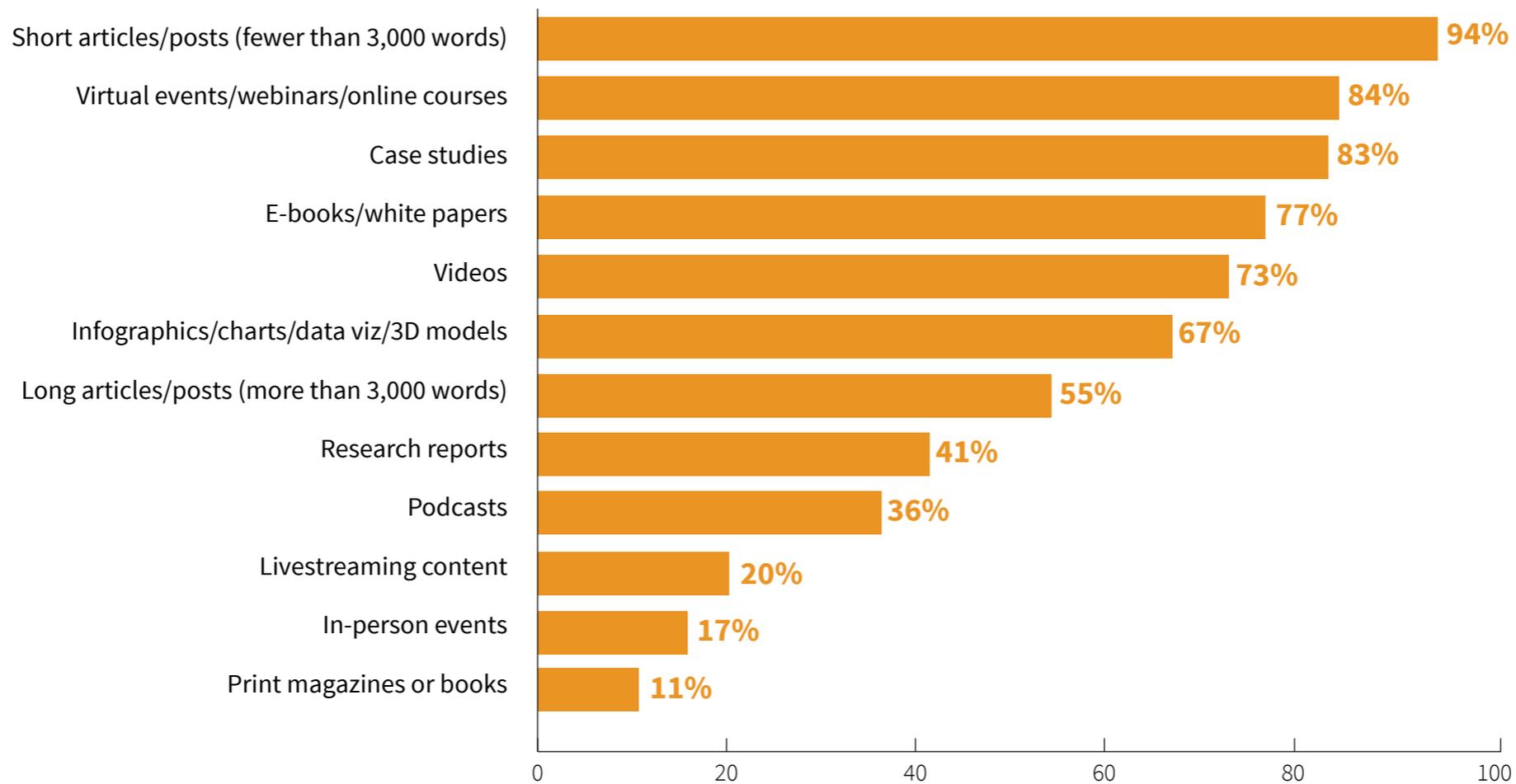
Technologies Technology Organizations Use to Assist With Content Marketing



Base: Technology content marketers. Aided list; multiple responses permitted.
 Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

Short articles/posts (94%), virtual events/webinars/online courses (84%), and case studies (83%) were the top three content types technology marketers used in the last 12 months.

Content Assets Technology Marketers Created/Used in Last 12 Months



Base: Technology content marketers. Aided list; multiple responses permitted.
 Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

CONTENT CREATION & DISTRIBUTION

The previous page showed the percentage of technology marketers who use each content type. This chart shows only the types where there were notable gaps by company size.

The widest gaps between large companies and all respondents:

- ▶ Podcasts (57% vs. 36%)
- ▶ Livestreaming content (37% vs. 20%)

In large tech companies, the reported use of:

- ▶ Podcasts increased to 57% from 37% the previous year.
- ▶ Livestreaming content decreased to 37% from 53% the previous year.

Key Differences in Content Assets Technology Marketers Used in Last 12 Months (By Company Size)

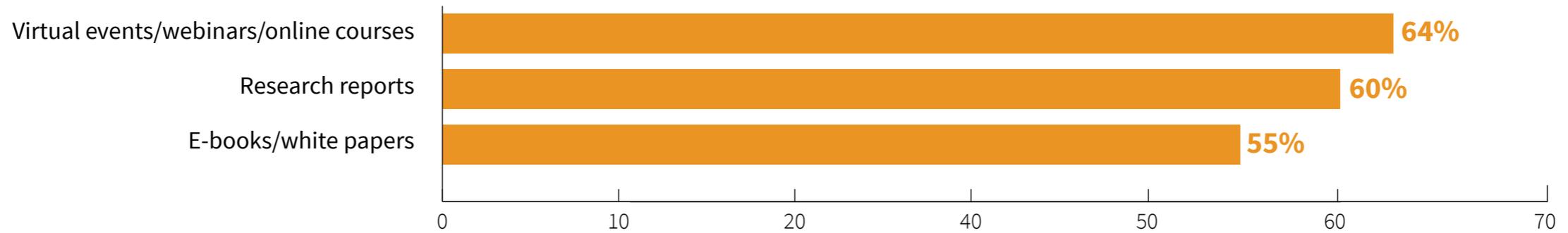
	All Respondents	Small (1-99 Employees)	Medium (100-999 Employees)	Large (1,000+ Employees)
Videos	73%	67%	68%	87%
Infographics	67%	49%	72%	79%
Research reports	41%	21%	47%	55%
Podcasts	36%	19%	35%	57%
Livestreaming content	20%	8%	17%	37%

Base: Technology content marketers.

Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

Technology marketers said virtual events/webinars/online courses produced the best results for their content marketing in the last 12 months (64%).

Technology Content Assets That Produced the Best Results in Last 12 Months (Top 3)

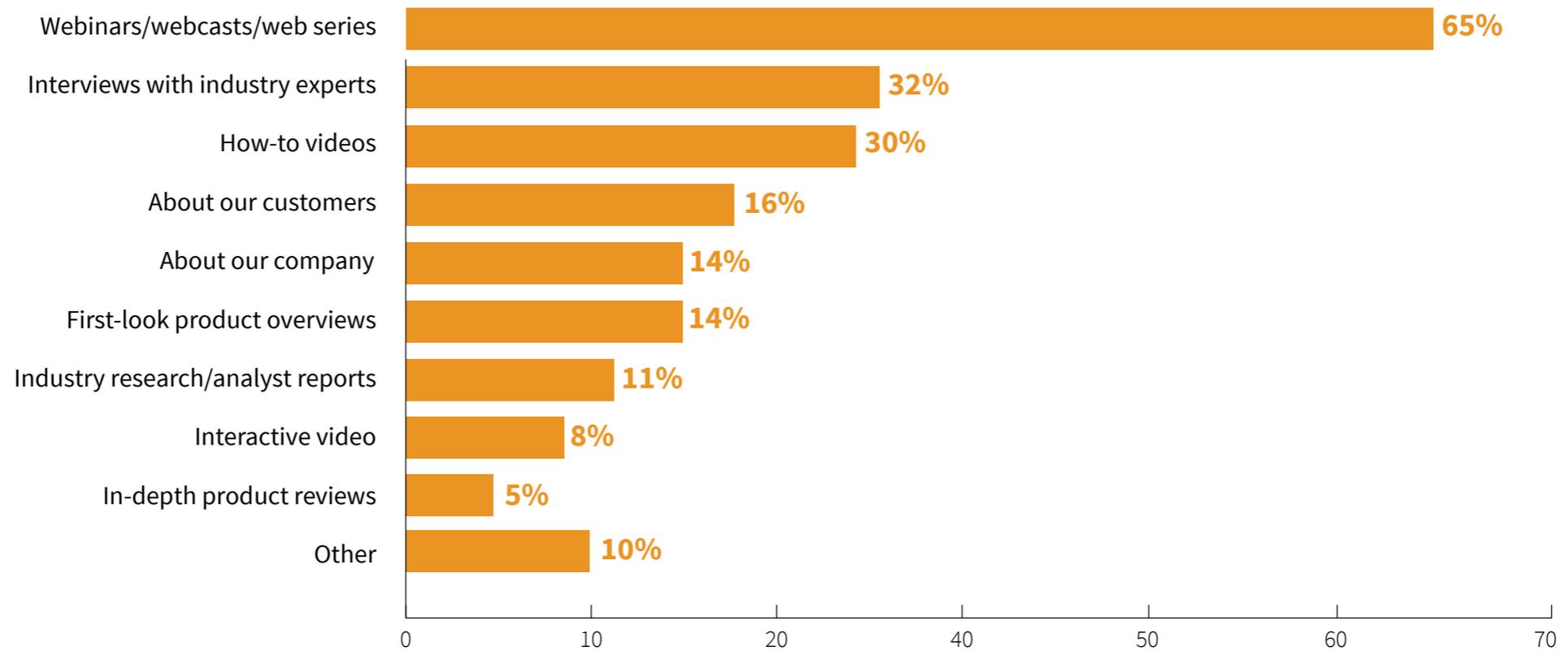


Note: Respondents were shown a display list of the content types they used in the last 12 months and asked, "Which content assets produced the best results for your content marketing in the last 12 months? (Select all that apply.)"

Base: Technology content marketers who use each content asset listed. Multiple responses permitted.
Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

Among the video formats they used, technology marketers said webinars/webcasts/web series produced the best content marketing results in the last 12 months (65%).

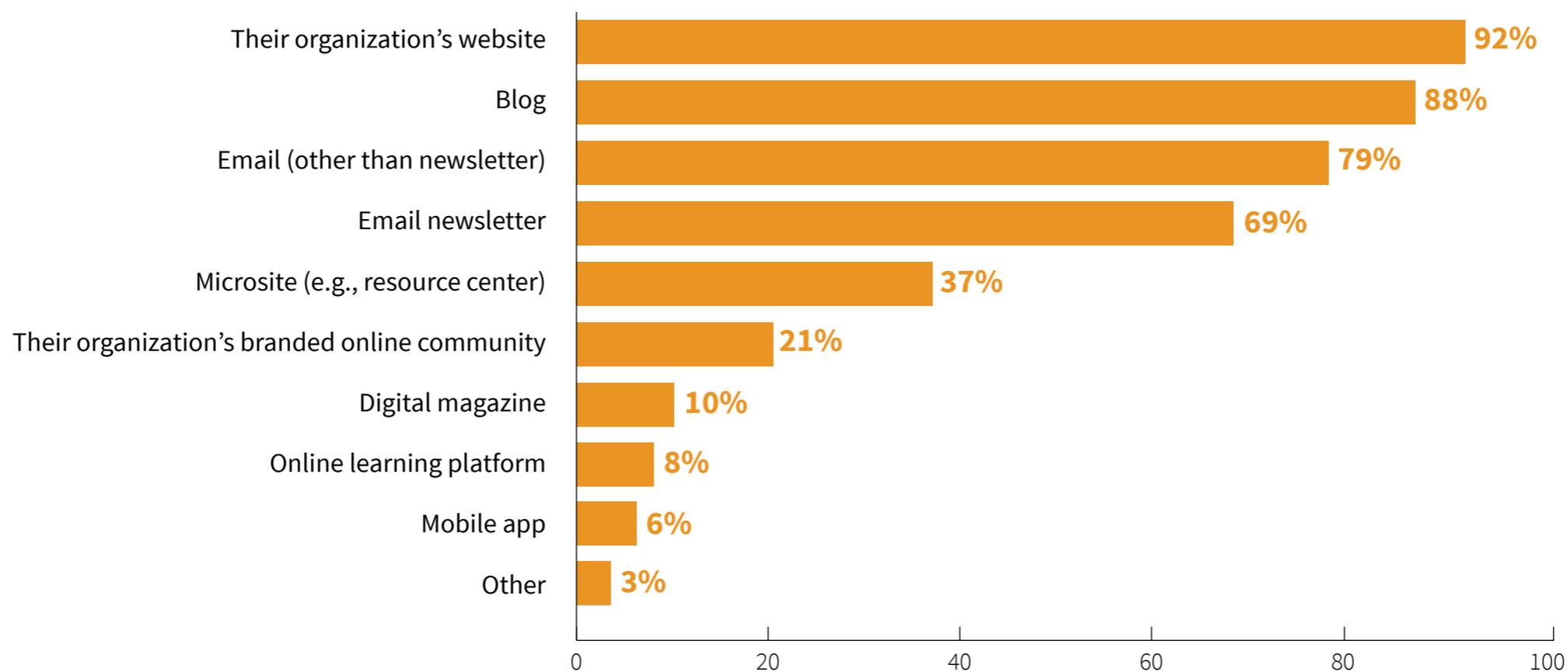
Technology Video Formats That Produced the Best Results in Last 12 Months



Base: Technology content marketers who used videos in the last 12 months. Aided list; multiple responses permitted.
 Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

In addition to using their organization’s website to distribute content in the last 12 months, more than 65% of technology marketers used blogs, email, and email newsletters.

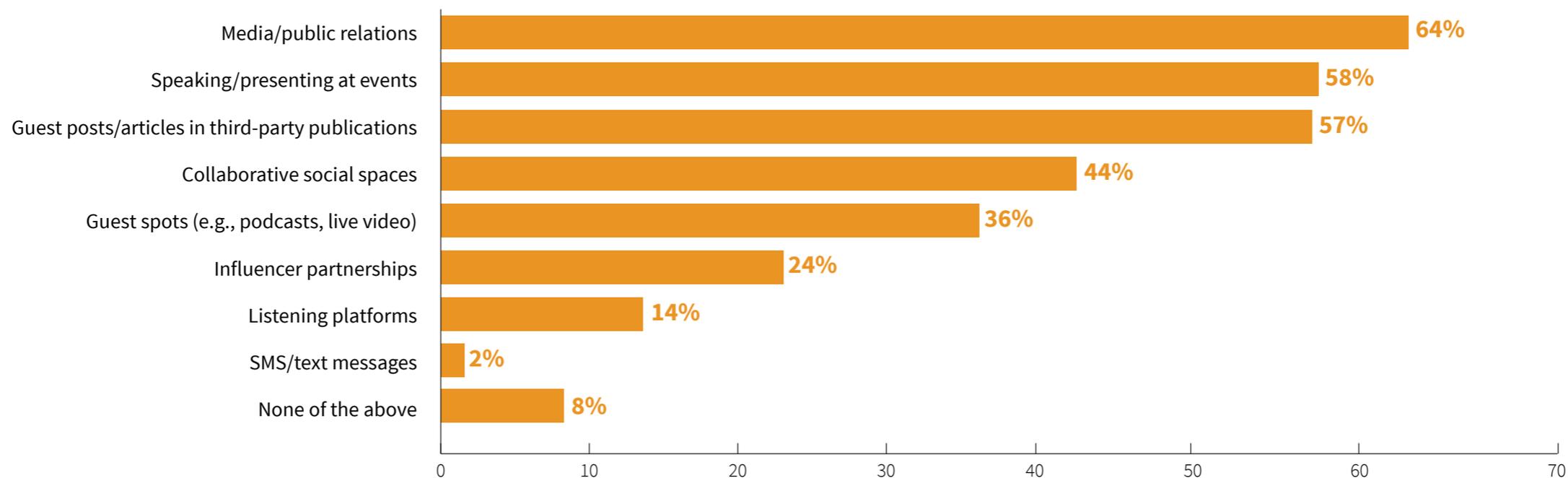
Owned-Media Platforms Technology Marketers Used to Distribute Content in Last 12 Months



Base: Technology content marketers. Aided list; multiple responses permitted.
Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

64% of technology marketers used media/public relations to distribute content in the last 12 months.

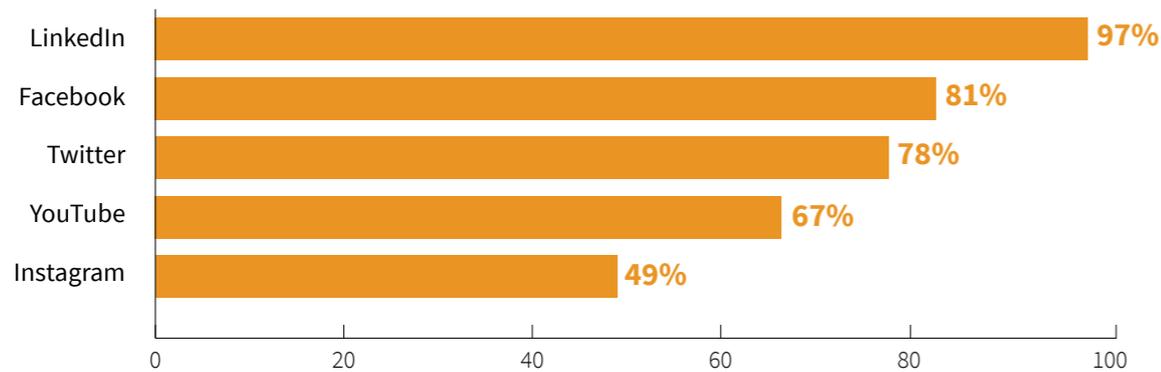
Organic (Nonpaid) Platforms Technology Marketers Used to Distribute Content in Last 12 Months



Base: Technology content marketers. Aided list; multiple responses permitted.
Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

LinkedIn is the organic social media platform that technology content marketers used the most and the one they said produced the best results.

**Organic (Nonpaid) Social Media Platforms
Technology Marketers Used to Distribute Content
in Last 12 Months**



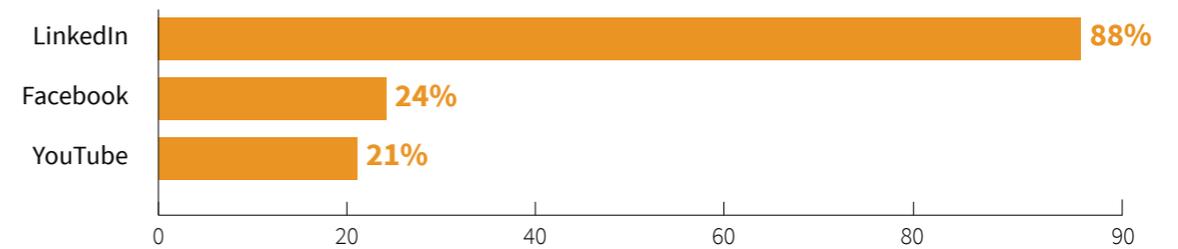
Base: Technology content marketers. Aided list; multiple responses permitted.

Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

Other organic social media platforms used in last 12 months:

Medium (10%), Pinterest (5%), Quora (5%), Reddit (5%), TikTok (3%), Discord (1%), and Other (2%).

**Organic (Nonpaid) Social Media Platforms
That Produced Best Results for Technology
Marketers in Last 12 Months (Top 3)**



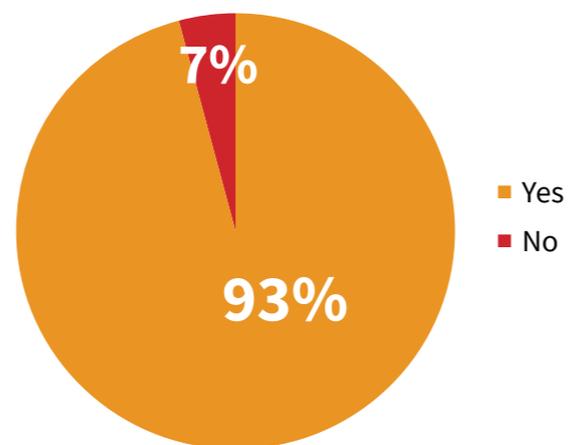
Base: Content marketers who used the nonpaid social media platforms listed to distribute content in the last 12 months.

Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

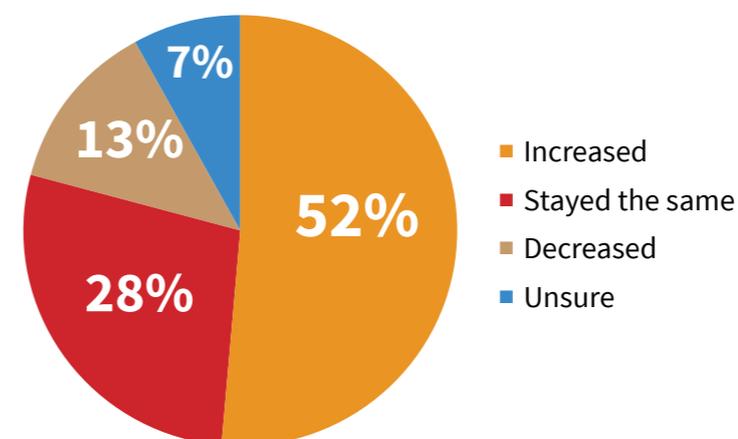
Among the technology marketers who used paid content distribution channels:

- 52% said their organization increased spending on paid distribution in the last 12 months.
- 77% used SEM/pay-per-click.

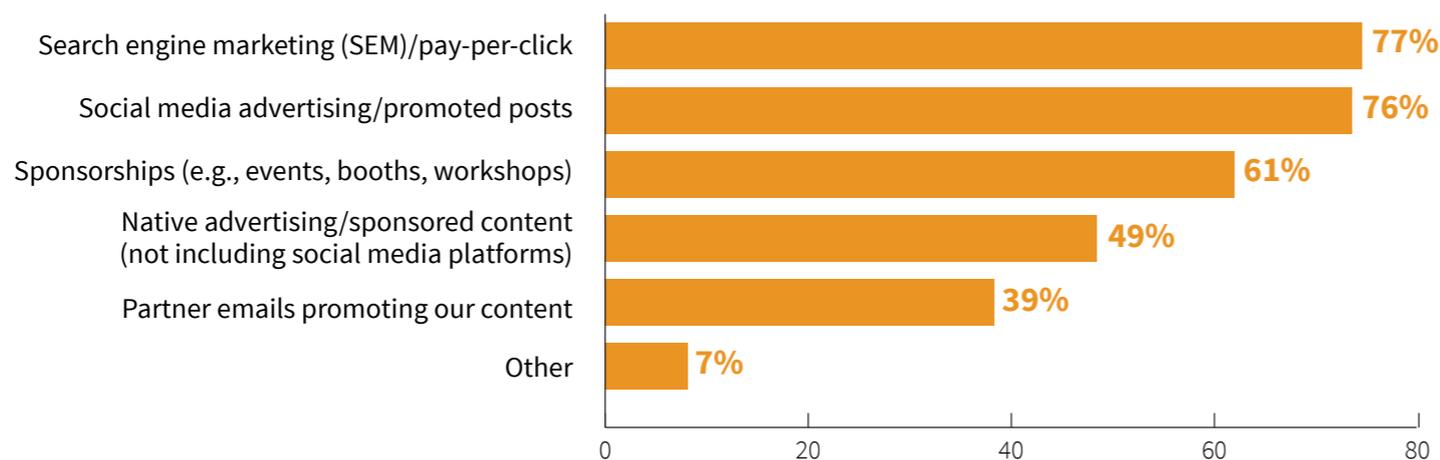
Do You Use Paid Methods to Promote Content?



Over the Last 12 Months, How Has Your Spending on Paid Content Distribution Channels Evolved?



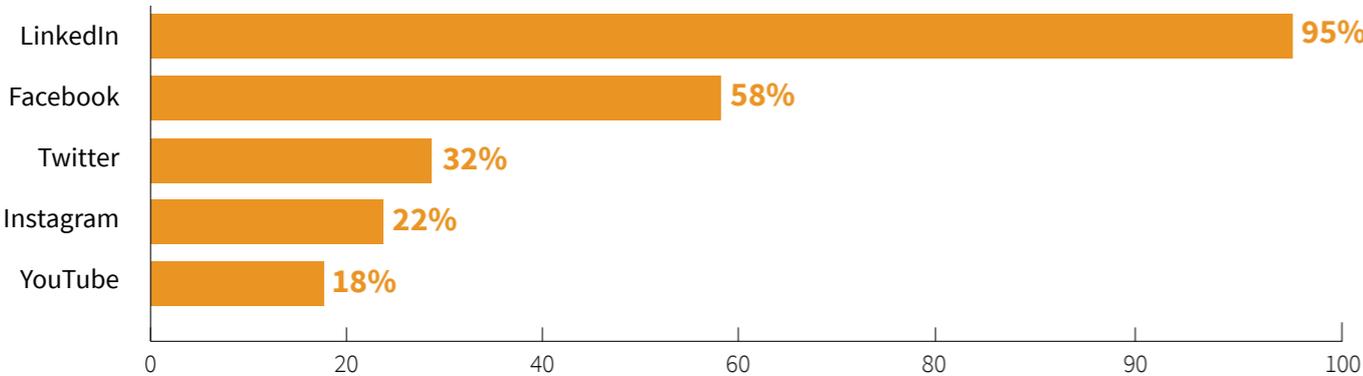
Paid Content Distribution Channels Technology Marketers Used in Last 12 Months



Base: Technology content marketers who use paid channels. Aided list; multiple responses permitted. Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

Among the technology marketers who used paid social media platforms, the majority chose LinkedIn (95%) and Facebook (58%). Respondents said LinkedIn produced the best results.

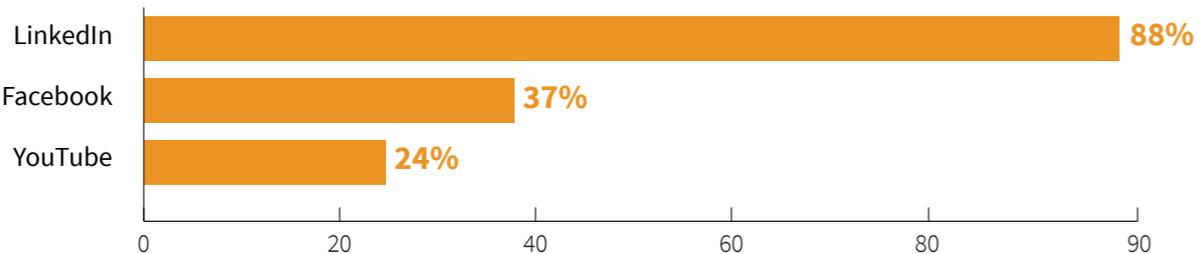
Paid Social Media Platforms Technology Marketers Used in Last 12 Months (Top 5)



Base: Technology content marketers who used social media platforms for paid content promotion in the last 12 months. Aided list; multiple responses permitted.

Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

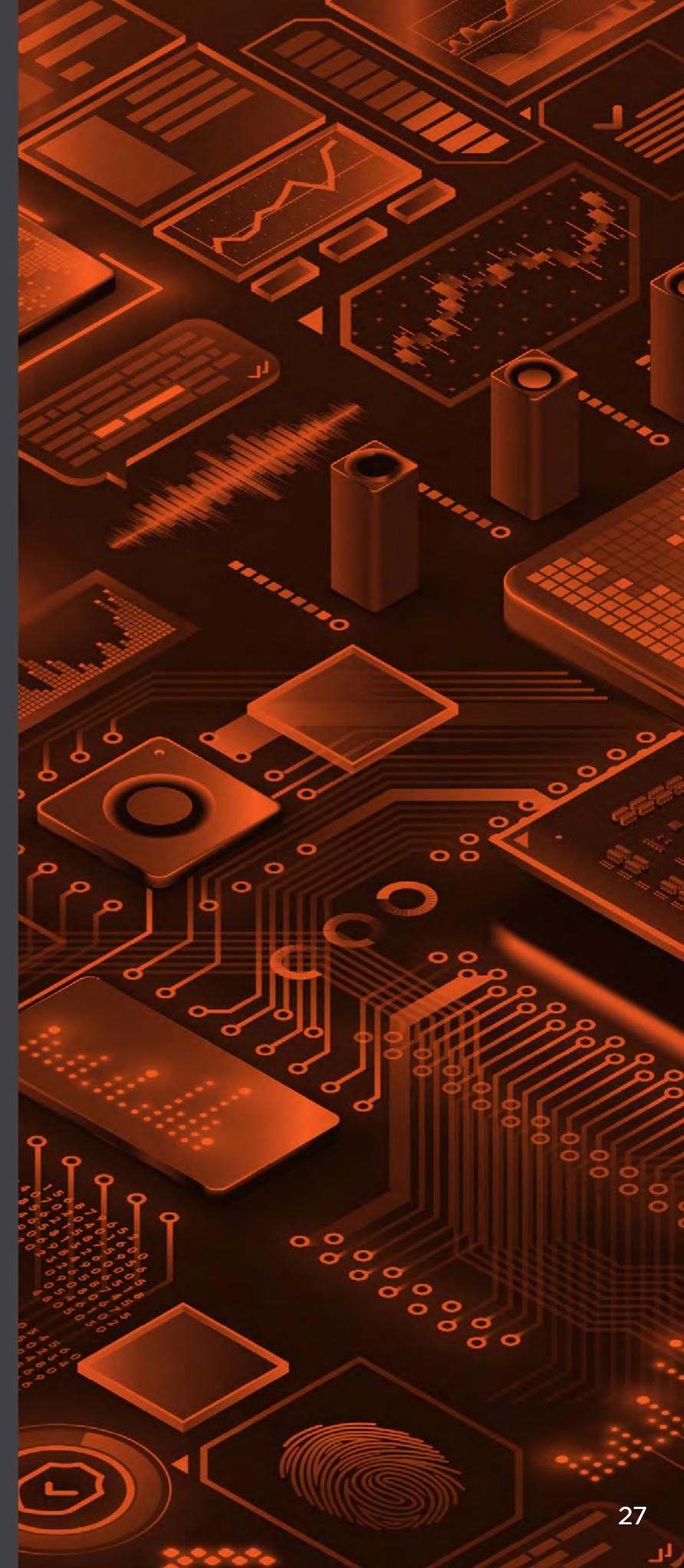
Paid Social Media Platforms That Produced Best Results for Technology Marketers in Last 12 Months (Top 3)



Base: Technology content marketers who used the social media platforms listed for paid content promotion in the last 12 months. Multiple responses permitted.

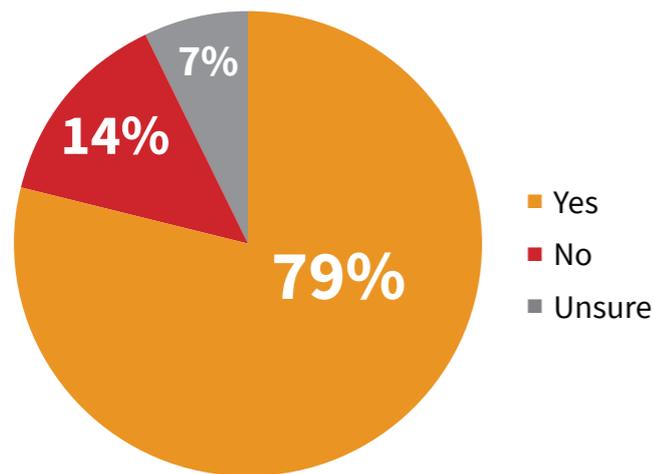
Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

METRICS & GOALS



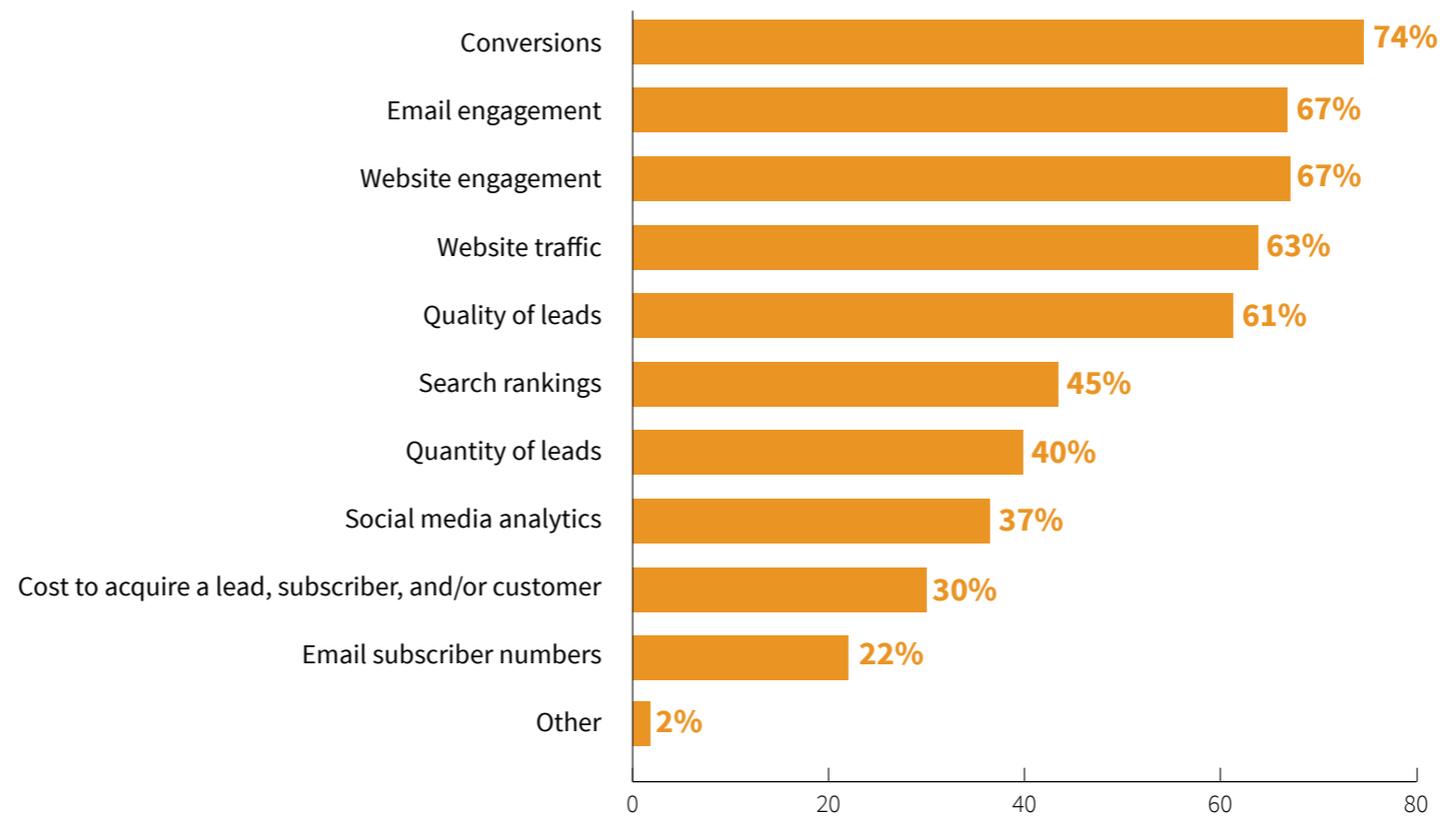
79% of technology marketers said their organization measures content performance. Among those, 74% said conversions provided the most insight into performance.

Does Your Technology Organization Measure Content Performance?



Base: Technology content marketers.
12th Annual Content Marketing Survey:
Content Marketing Institute/Marketing Profs, July 2021

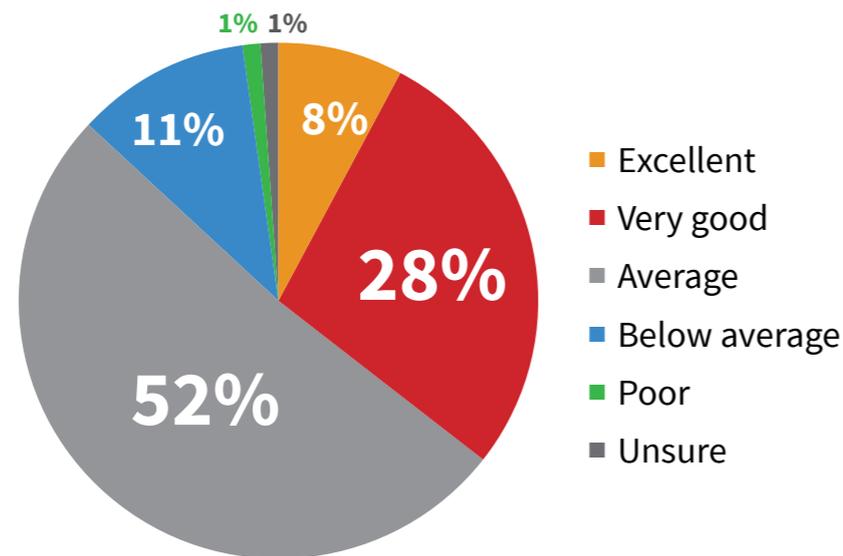
Metrics That Have Provided Most Insight Into Technology Content Performance in Last 12 Months



Base: Technology content marketers who measure content performance. Aided list; multiple responses permitted.
Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

Among the 79% of technology marketers who measured content performance, 36% indicated they're doing an excellent or very good job.

How Technology Marketers Characterize Their Team's Ability to Demonstrate Content Marketing ROI



Base: Technology content marketers who measure content performance. Aided list.

Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

Excellent — We have measurement data showing ROI on overall content marketing approach.

Very good — We have measurement data showing ROI on at least one content marketing initiative with well-informed insights in other areas.

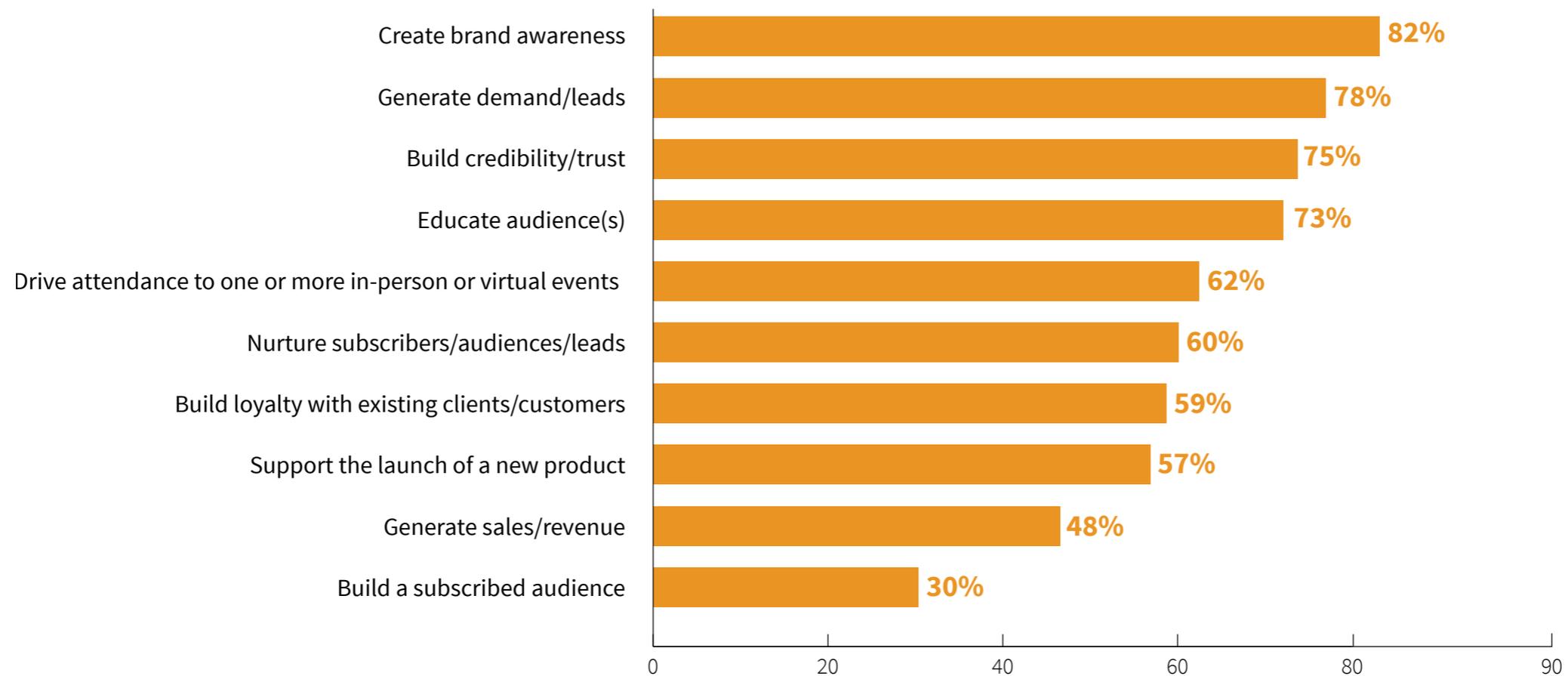
Average — We have well-informed insights, but lack measurement data showing ROI.

Below average — We have only speculative insights at this point.

Poor — We have little insight into what works and what doesn't.

Technology marketers said the top four goals content marketing helps them achieve are creating brand awareness, generating demand/leads, building credibility/trust, and educating audience(s).

Goals Technology Marketers Have Achieved by Using Content Marketing Successfully in Last 12 Months

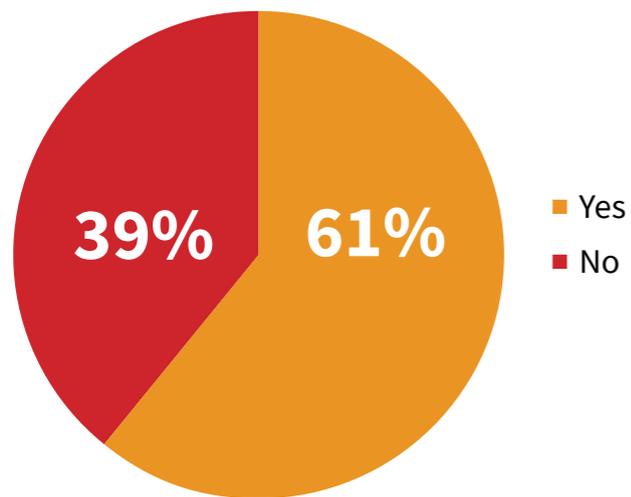


Base: Technology content marketers. Aided list; multiple responses permitted.
 Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/
 MarketingProfs, July 2021

BUDGETS & SPENDING

61% of technology marketers said they had knowledge of their company’s content marketing budget.

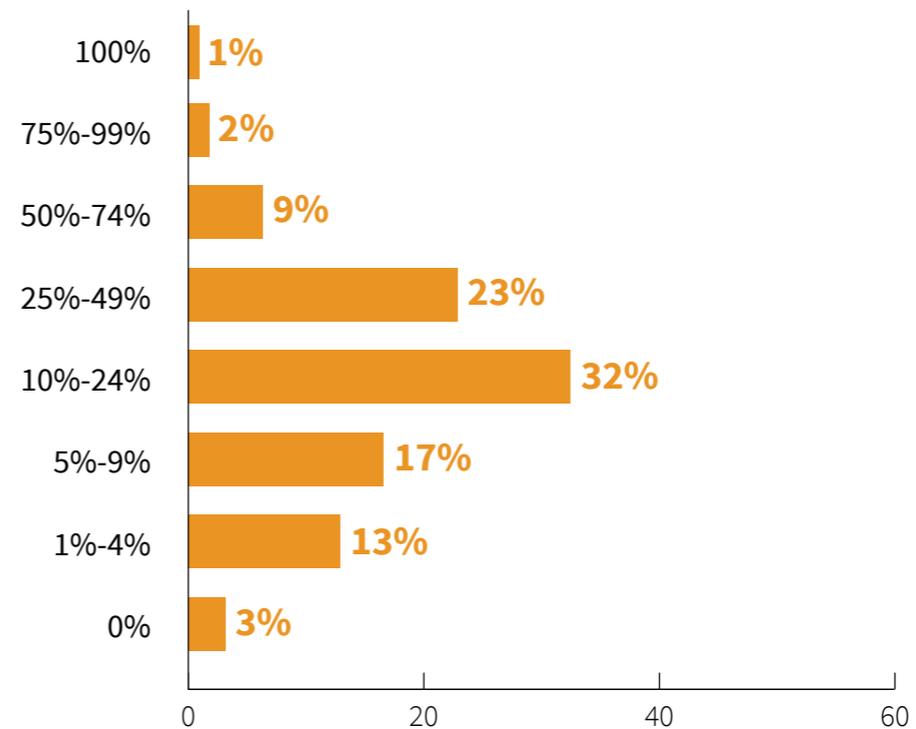
Do You Have Knowledge of Your Organization’s Budget/Budgeting Process for Content Marketing?



Base: Technology content marketers.

Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

Percentage of Total Marketing Budget Spent on Technology Content Marketing



Base: Technology content marketers who know their organizations’ budget/budgeting process for content marketing. Aided list.

Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

49% of all technology respondents said their 2021 content marketing budget had increased over their 2020 budget.

How 2021 Technology Content Marketing Budget Compared With 2020

	All Respondents	Small (1-99 Employees)	Medium (100-999 Employees)	Large (1,000+ Employees)
Increased	49%	50%	54%	38%
Stayed the same	37%	31%	39%	41%
Decreased	8%	12%	2%	15%
Unsure	6%	7%	5%	6%

*Base: Technology content marketers who know their organizations' budget/budgeting process for content marketing.
Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021*

68% of all technology respondents — versus 50% of those working in large companies — said their 2022 content marketing budget would increase over their 2021 budget.

How Technology Content Marketing Budget Will Change in 2022 Compared With 2021

	All Respondents	Small (1-99 Employees)	Medium (100-999 Employees)	Large (1,000+ Employees)
Increase	68%	69%	79%	50%
Stay the same	21%	17%	18%	29%
Decrease	2%	2%	0%	6%
Unsure	9%	12%	4%	15%

Base: Technology content marketers who know their organizations' budget/budgeting process for content marketing. Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

In a post-COVID-vaccine business environment, investment is expected to increase in in-person events (61%).

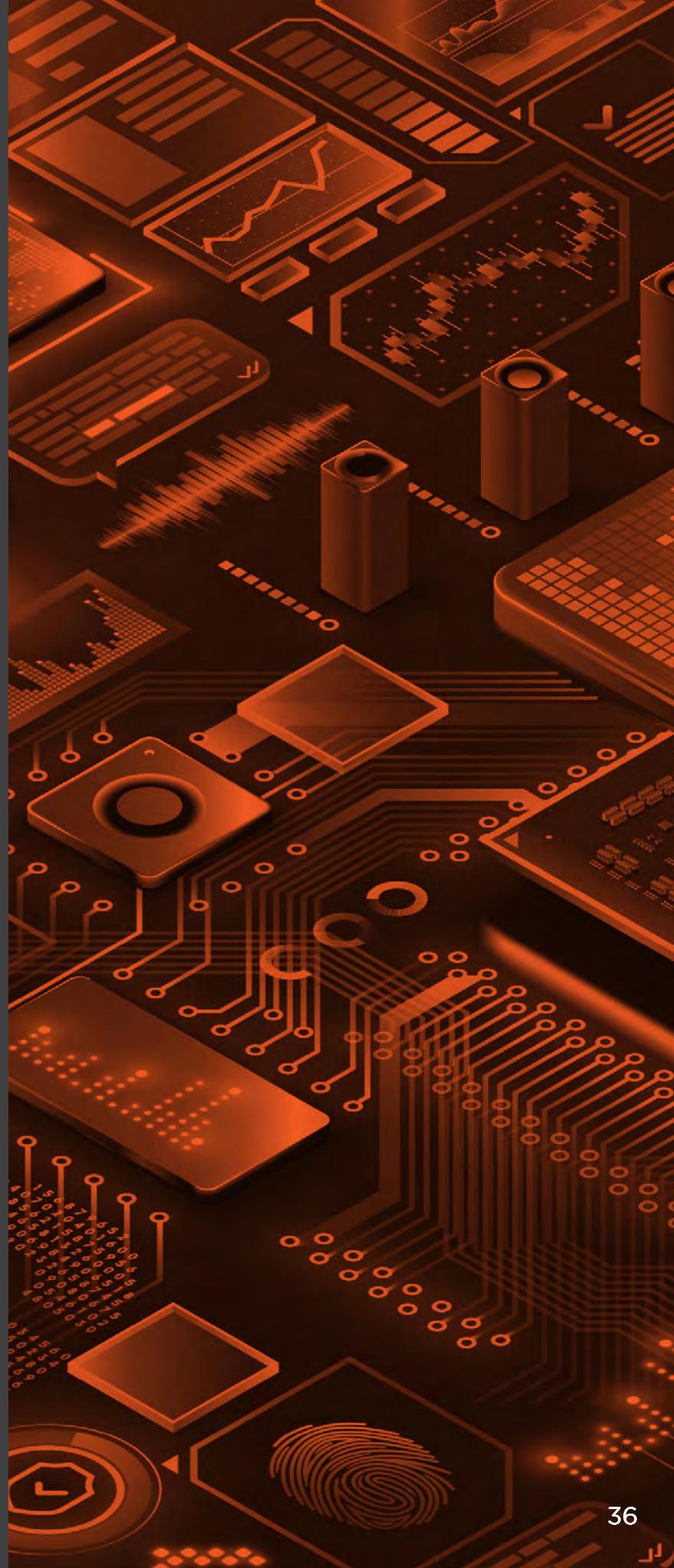
Investment in hybrid events is expected to increase (42%) more so than stay the same (32%), even though 14% do not use hybrid events at all.

Regarding digital events, many technology marketers appear to want to stay the course (50% said spending will stay the same), although 25% plan to increase spending.

How Technology Organizations' Investment Will Change in Following Areas Post-Vaccine

	Increase	Stay the same	Decrease	Will be a new area of investment	Do not/will not use
Digital/virtual events	25%	50%	20%	2%	3%
In-person events	61%	19%	13%	2%	5%
Hybrid events	42%	32%	4%	8%	14%

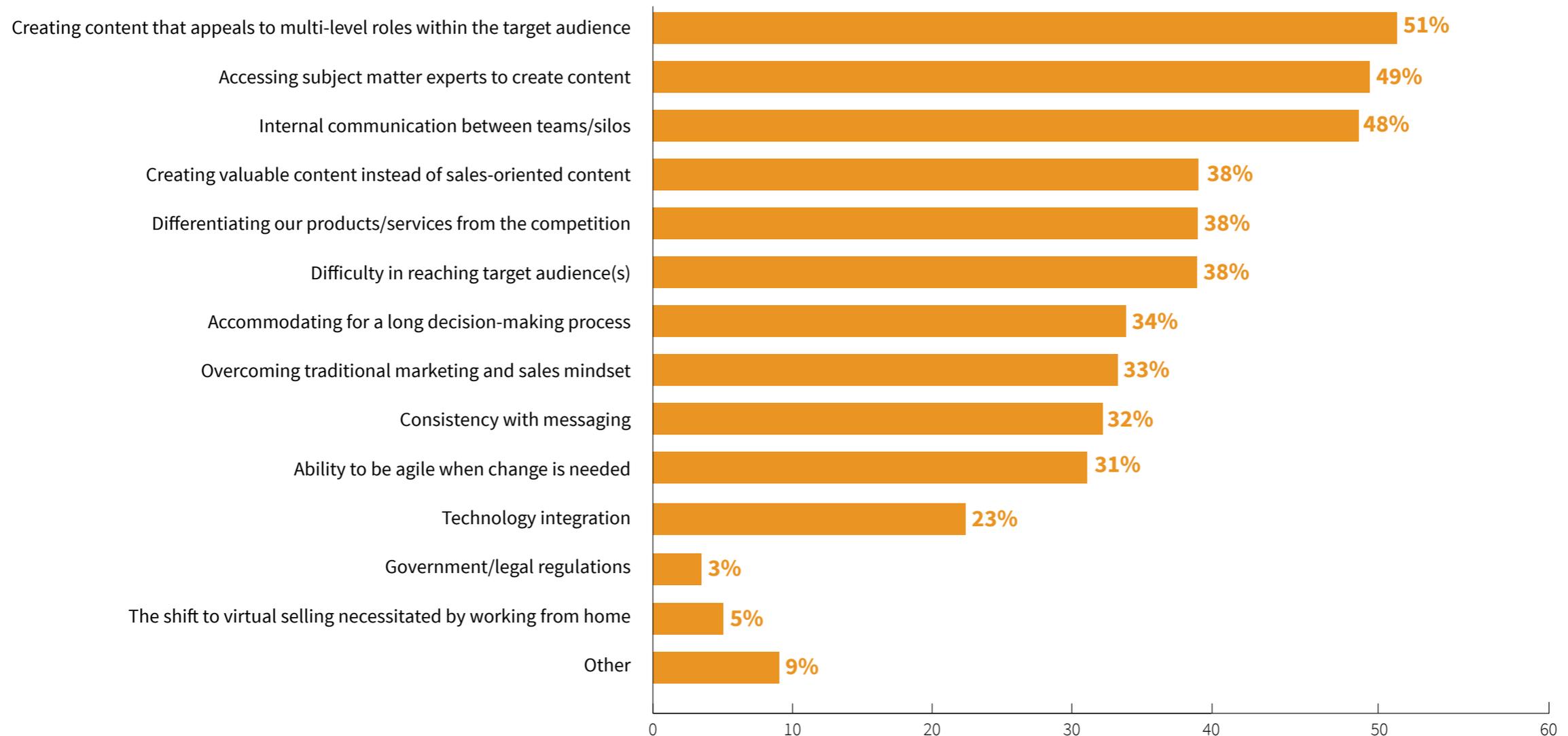
Base: Technology content marketers who know their organizations' budget/budgeting process for content marketing. Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021



LOOKING FORWARD

Technology marketers said their top content marketing challenge was creating content that appeals to multi-level roles within the target audience.

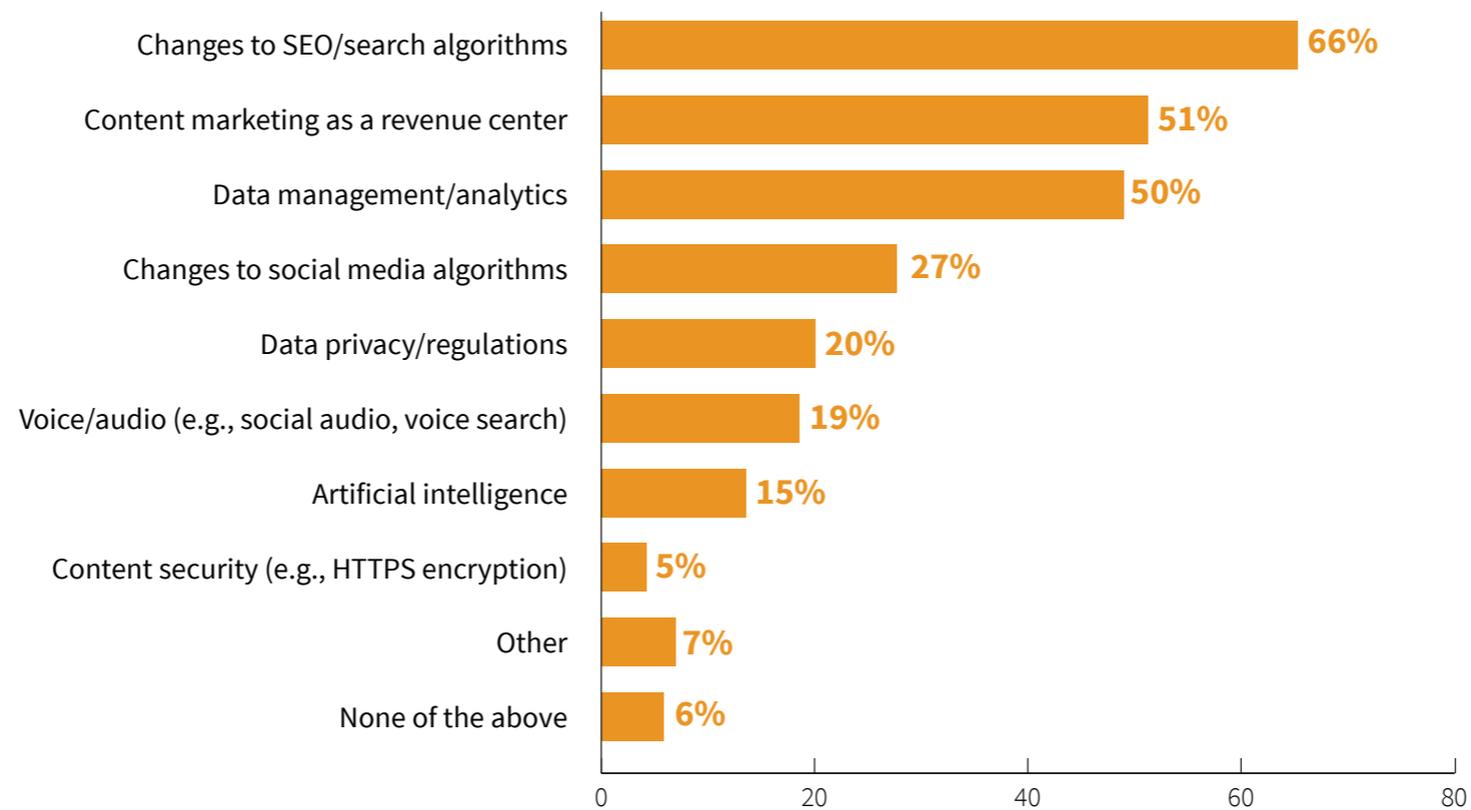
Technology Organizations' Current Content Marketing Challenges



Base: Technology content marketers. Aided list; multiple responses permitted.
 Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/
 MarketingProfs, July 2021

66% of technology marketers said changes to SEO/search algorithms would be important to their organization in 2022.

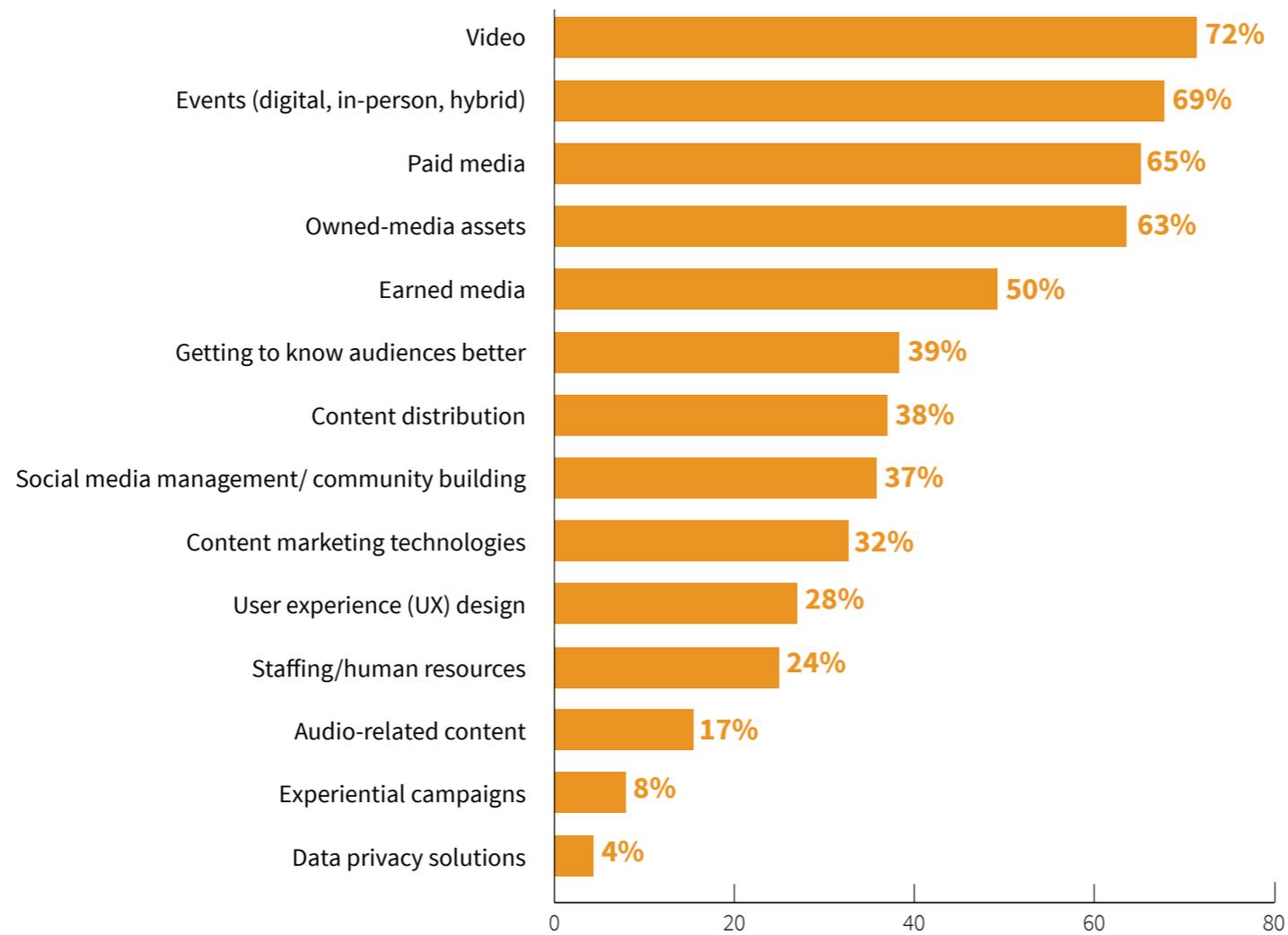
Content Marketing-Related Areas That Will Be Most Important to Technology Organizations in 2021/2022



Base: Technology content marketers. Aided list; multiple responses permitted.
Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/
MarketingProfs, July 2021

72% of technology marketers expected their organization to invest in video in 2022, followed by investments in events (69%), paid media (65%), and owned-media assets (63%).

Areas of Technology Content Marketing Investment in 2022



Base: Technology content marketers. Aided list; multiple responses permitted.

Technology Content Marketing Benchmarks, Insights for 2022. Content Marketing Institute/MarketingProfs, July 2021

Our research points to transformational shifts to make content marketing an ever more important part of the integrated marketing mix.



Robert Rose
Chief Strategy Advisor
Content Marketing Institute

But what can go unnoticed are the dangers that lurk when we're so close. There's a wonderful scene in the movie *"Indiana Jones and the Last Crusade"* when the rich investor, Walter Donovan, is trying to convince Indy to go after the Holy Grail. He says, "We're on the verge of completing a quest that began almost 2,000 years ago. We're just one step away." Indy responds, "That's usually when the ground falls out from underneath your feet."

In business today, everyone creates content — from the web team to the marketing automation/demand gen executives, even front-line account representatives. It's probably easier to count who DOESN'T create content-driven experiences for customers these days.

But we must realize that this explosive trend is *our quest*. Our attempts to complete it require us to develop not just great content, but an operational strategy that supports all content. Without a strategy, an inconsistent voice and inability to measure success make our failure imminent.

But don't overcorrect and let the ground fall out from underneath you. When businesses create a content strategy, there is a tendency to limit the

production of content and remove the voices of all front-line managers. We centralize the storytelling function, and not only centralize the creation of the voice but the expression of it as well.

What happens? Increasingly we see companies creating much more consistent and customer-centric sets of content. They get their voice and story back. But unfortunately, they remove their best storytellers — the rest of the business — from telling it. And as a friend of mine who was cut from a huge Hollywood movie once told me, "It's hard to be excited about a story that you were removed from telling."

My advice?

A scalable, successful, and differentiating content marketing strategy will help you more easily create, manage, activate, and measure digital content. You will define success by how well the content marketing strategy empowers everybody on the front lines (sales, account reps, executives, and even accounting and legal) to tell your stories — and the best "next stories" — to your audience.

A strategic content marketing operation isn't the storyteller of the business. It enables everyone else to be the storytellers.

Remember: It's your story — don't forget that you need everyone to tell it well.

METHODOLOGY & DEMOGRAPHICS

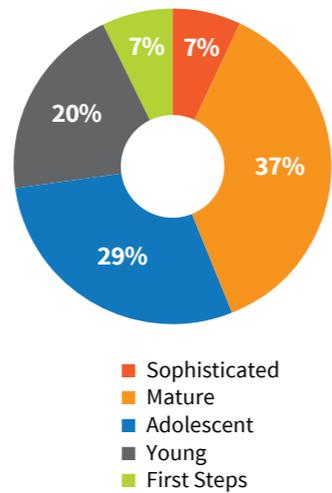
This report, sponsored by Foundry, is based on the results of the Content Marketing Institute/MarketingProfs 12th Annual Content Marketing Survey.

The online survey was emailed to a sample of marketers using lists from CMI and MarketingProfs. A total of 1,275 recipients from around the globe—representing a range of industries, functional areas, and company sizes—replied to the survey in July 2021. This report presents the findings from the 216 respondents who indicated their organization is a for-profit technology company (with the majority based in North America) and that they are a content marketer, involved with the content marketing function, and/or someone to whom content marketing reports.

Note: Use caution when comparing this report's findings to past years, as our methodology changed slightly. For the last several years, one of our qualifying criteria was that the respondent's company had used content marketing for at least one year. This year, we enabled respondents whose companies have not been using content marketing for at least one year to complete the survey.

Find all our past research at ContentMarketingInstitute.com/research.

Technology Respondent Profile by Organization's Content Marketing Maturity Level



SOPHISTICATED

Providing accurate measurement to the business, scaling across the organization

MATURE

Finding success, yet challenged with integration across the organization

ADOLESCENT

Have developed a business case, seeing early success, becoming more sophisticated with measurement and scaling

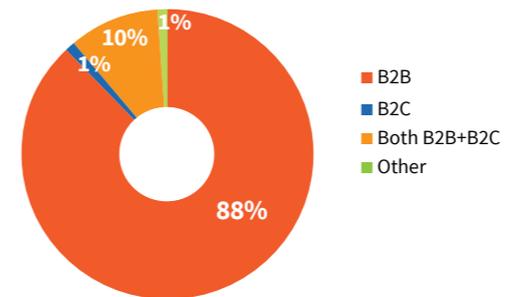
YOUNG

Growing pains, challenged with creating a cohesive strategy and a measurement plan

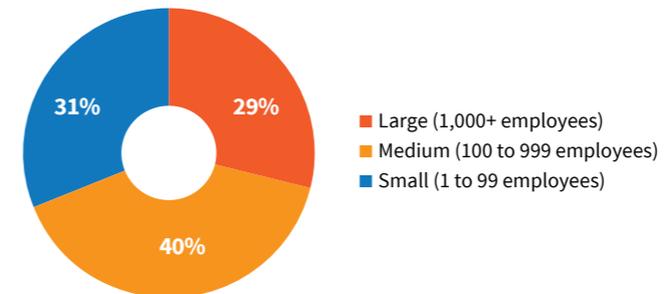
FIRST STEPS

Doing some aspects of content, but have not yet begun to make content marketing a process

Nature of Technology Organization



Size of Technology Organization (by employees)



Technology Job Function



Thanks to the survey participants, who made this research possible, and to everyone who helps disseminate these findings throughout the content marketing industry.

About Content Marketing Institute

Content Marketing Institute (CMI) exists to do one thing: advance the practice of content marketing through online education and in-person and digital events. We create and curate content experiences that teach marketers and creators from enterprise brands, small businesses, and agencies how to attract and retain customers through compelling, multichannel storytelling. Global brands turn to CMI for strategic consultation, training, and research. Organizations from around the world send teams to Content Marketing World, the largest content marketing-focused event, ContentTECH Summit, and CMI virtual events. Our community of 215,000+ content marketers shares camaraderie and conversation. CMI is organized by Informa Connect. To learn more, visit www.contentmarketinginstitute.com.

About Informa Connect

Informa Connect is a specialist in content-driven events and digital communities that allow professionals to meet, connect, learn, and share knowledge. We operate major branded events in Marketing, Global Finance, Life Sciences and Pharma, Construction and Real Estate, and in a number of other specialist markets and connect communities online year-round.

About Foundry (formerly IDG Communications)

Foundry helps companies bring their visions to reality through a combination of media, marketing technologies and proprietary data on a global scale. Our premium media brands, including CIO®, Computerworld®, CSO® and Macworld®, engage a quality audience with essential guidance on the evolving technology and security landscape. Our technology platforms of Triblio, Selling Simplified, KickFire and LeadSift are powered by data from an owned and operated ecosystem of global editorial brands, awards, and events, all engineered and integrated to drive marketing campaigns for technology companies. Foundry is dedicated to generating and innovating with data, driving demand for technology marketers with 38 offices in markets around the globe. Foundry is a wholly owned subsidiary of International Data Group, Inc. (IDG), the world's leading tech media, data, research and marketing services company. To learn more about Foundry, visit www.foundryco.com.