

# Virtual Intelligence Briefing

Expert B2B Marketing Services for Leading Technology Companies

# Content Syndication Program

## Features & Benefits

### Content Syndication Program

The ViB Content Syndication Program ensures your high-value content gets seen by prospective buyers and decision-makers.

**Get your high-value content in front of ViB's vast community of engaged professionals with our Content Syndication Program.**

- ◆ Reach targeted members of ViB's active community of more than 2 million professionals
- ◆ Put your high-value content in front of prospective buyers and decision-makers
- ◆ Educate your targeted personas with your whitepapers and reports
- ◆ Get leads qualified to your specific criteria
- ◆ Pay only for verified leads
- ◆ Reach all departments, including IT, engineering, operations, finance, sales, marketing, legal, and HR
- ◆ Connect with C-suite members, leadership, directors, managers, and practitioners
- ◆ Access companies of all sizes, from SMB to Fortune 100

ViB's Content Syndication program helps you educate your targeted personas with high-value content like state of the industry reports, technical whitepapers, benchmarking reports, and long-form and short-form content. Our team partners with you to identify the objective, define the lead criteria, post the content, and deliver the leads directly to you. You only pay for verified leads. Connect with C-suite members, leadership, directors, managers, and practitioners across departments at companies of all sizes. Teams like sales, market and business development, field marketing, and product marketing love ViB because we're flexible, reliable, and deliver high-quality results quarter after quarter.

**“Other vendors I have worked with have failed. They either don't provide legitimate leads, or they harass our audiences, or they don't perform. For these three reasons, ViB is the only vendor that I keep in my toolbox. After trying 10 vendors, ViB is the only one I found success with. They're fast, they're strategic, and they're just good to work with.”**

Lingtong L  
Senior Marketing Manager

**CLOUDERA**

## How It Works

It's simple to start ViB's Content Syndication Program:



Provide us with your targeting criteria, the asset for promotion, and our completed program content template.



We syndicate your content through our vast community of engaged professionals.



We deliver high-quality leads directly to you.



## Who benefits from ViB's Content Syndication Program?

- ◆ Marketing teams
- ◆ Sales teams
- ◆ Demand generation teams
- ◆ VPs and CMOs
- ◆ Field marketing
- ◆ Event teams
- ◆ Product teams
- ◆ Brand management
- ◆ Product marketing

## About ViB

### Improve Your Results

Helping people improve their marketing results is the #1 - and only - reason we're in business. Leading technology companies partner with ViB to drive awareness and increase conversions, improving the results of key initiatives at critical times.

### Leverage 2MM Professionals

We've cultivated an active and engaged community of over 2 million professionals and decision makers who represent your buyers and end-users. They trust us. So when we suggest a solution or company, they know it'll be something worth their time looking into. This powerful community makes us unique in the industry.

### Find Out Why 84% of ViB Customers Are Repeat Customers

We go above and beyond to make sure our customers are happy, making it easy and affordable to generate qualified leads, get your message in front of the right audience, and boost event attendance.

## ViB Customers



NUTANIX™



PivotPoint  
SECURITY



VEEAM

Western Digital.