Industry-specific lead gen services

TechFactory Media Guide

Manufacturing / Construction / Energy

Updated 2022/09/09

Note :

Please use this translation only for your convenience. The Japanese version is the official

page, and even in the event that there is a discrepancy or inconsistency between the

Japanese version and the English version (this translation), the Japanese version will govern.

The information is subject to change, so please contact us for further information.
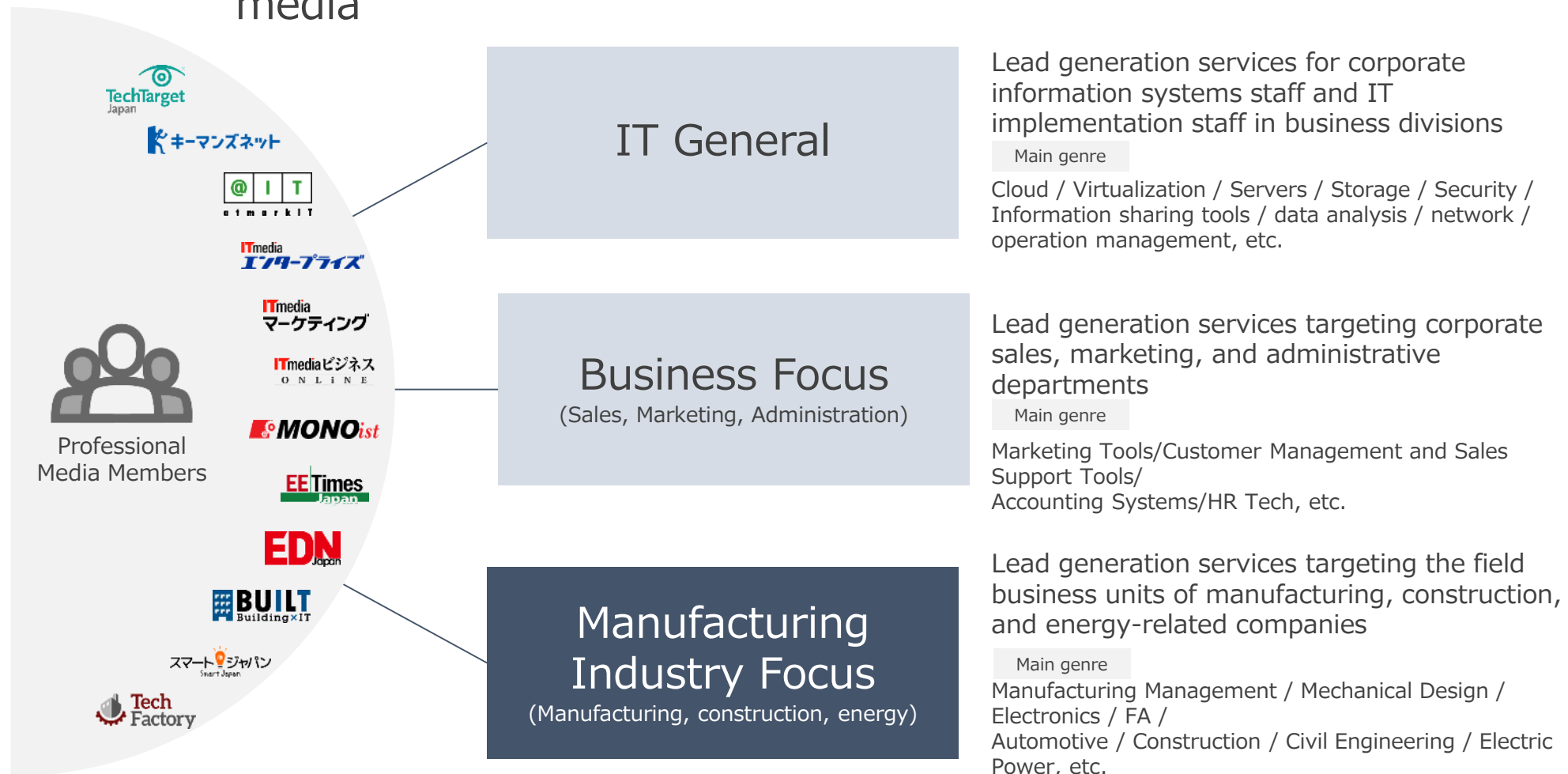
Note: please also carefully read our advertising criteria and cancellation policy at the URL

below.

[Advertising Criteria](#)

[Cancelation Policy](#)

ITmedia Lead Generation Services

Developing lead generation services for members visiting specialized IT, manufacturing industry and business media

Professional Media Members

IT General

Lead generation services for corporate information systems staff and IT implementation staff in business divisions

Main genre

Cloud / Virtualization / Servers / Storage / Security / Information sharing tools / data analysis / network / operation management, etc.

Business Focus
(Sales, Marketing, Administration)

Lead generation services targeting corporate sales, marketing, and administrative departments

Main genre

Marketing Tools/Customer Management and Sales Support Tools/
Accounting Systems/HR Tech, etc.

Manufacturing Industry Focus
(Manufacturing, construction, energy)

Lead generation services targeting the field business units of manufacturing, construction, and energy-related companies

Main genre

Manufacturing Management / Mechanical Design / Electronics / FA /
Automotive / Construction / Civil Engineering / Electric Power, etc.

Feature 1: Guaranteed number of cases x guaranteed attributes, can be implemented at any time of the year

This service enables you to efficiently and reliably acquire leads from your target audience.

Guaranteed number of targeted leads

We provide a guaranteed number of leads with the attributes your company is looking for. Even if this is your first time using our service, you can acquire targeted leads efficiently and with confidence. (Some services require a pay-as-you-go system.)

Number guaranteed × Attribute guaranteed

Can be implemented whenever needed.

We can begin lead generation in as little as two weeks from the time of application. In the case of lead re-collection using content that has already been posted, we can also begin in as little as two business days.

Newly posted
Minimum 2 weeks

Resume lead collection
Minimum 2 business days

For members who gather in specialized media

lead generation sources are members who gather in specialized media that provide information on IT products, services, and product introduction support for industry. Leads that are actively gathering information for product introduction can be acquired.

TechTarget Japan　キーマンズネット　RPA BANK　@IT atmarkIT　ITmedia エンタープライズ　ITmedia マーケティング　ITmedia ビジネス ONLINE

MONOist　EE Times Japan　EDN Japan　BUILT Building×IT　スマート ジャパン Smart Japan　Tech Factory

Quality leads that lead to the next

In order to provide leads in an accurate, up-to-date, and easy-to-use format, we focus on data cleansing and data normalization using outside services.

Data cleansing

Data normalization
(In cooperation with Landscapes, Inc.)

Feature 1: Guaranteed number of cases x Attributes, can be implemented at any time of the year.

Aiming to provide accurate information leads, "Profile Quality Improvement Activities" are underway throughout the year.

Profile Update System

Re-registration of "department name, title, and phone number" is mandatory for users after 18 months from the registration/renewal date.

Data cleansing by company name

The member's work information is checked against the company's master (external service) and normalization is performed.

Example: "ITmedia" → "ITmedia Inc."

Alert function for updating registration information

For members who have not updated their registration information for 180 days after registration, an alert is displayed on the site to encourage them to check and update their information.

Profile Renewal Campaign

Campaign to encourage members to update their membership information.

Fraudulent member check by the secretariat

For newly registered members, the secretariat conducts a visual check to ensure that there are no irregularities in the registration information.

Automatic noise data cleansing function

Blacklisted profiles are excluded from delivery.

Example: Company name/name/phone number is "personal", "John Doe", "00-0000-0000"

Identification of "non-existent phone numbers" by automatic dialing

For registered phone numbers, a call check is performed to verify that the phone number is currently in use.

Most recent implementation: conducted in March 2022 for approximately 100,000 people, cleansing approximately 6,000 cases.

Feature 2: Article-type, PDF, video - Support from content creation

We support you from the creation of content necessary to acquire leads.

Our lead generation service provides PDF content (white papers such as technical documents and case studies), advertorial articles, and videos to members, who provide their membership information when viewing them.

If you do not have your own content, you can use the "Lead Generation Content Production Option" for a one-stop service from content production to lead generation.

Main Services

advertorial article	advertorial article ads planned, interviewed, and edited by ITmedia's editorial department
white paper	PDF content with standardized content, reported and produced by our partner editorial production company
video	Video content produced by recording presentations and seminar lectures
eBook	Content aggregated by theme with highly specialized editorial articles

In addition, the content to be produced, with the exception of some products, will be
You can make secondary use of the information on your company's website, etc.

Use Cases

Vector Japan Co., Ltd.

Lead generation aimed at developing new business areas, and achieved "30%" deal closing rate.

https://promotion.itmedia.co.jp/case/08

Background and Issues	Effects of Use
Struggled to find prospective customers in new target industries	• Gained leads from a new target audience.
- Lack of recognition outside of the automotive industry	• Obtained 50 leads in a short period of time (5 days)
- No house list of new target audience.	• First contact can now be made with the customer's personal name.
- Lead generation leads on the company's website had not been developed.	• High results, with just under 30% of all leads converted into deals.
- Outbound sales could not contact the person in charge.	

Introduction of specialized industrial media

Targets members gathered by professional media in manufacturing, construction, and energy

		manufacturing industry						construction		energy		
						electronics		construction	public works			
		IoT	smart plant	PLM	design CAD	car	Measuring Equipment	semiconductor	BIM/CIM	ZEB	energy conservation	alternative energy	environment management

industry-specific Field Operations Division	R & D	**MONOist** 2.67 million Page Views/month 990,000 Unique Browsers/month	**EDN Japan** 390,000 Page Views/month 110,000 Unique Browsers/month **EE Times Japan** 1.56 million Page Views/month 580,000 Unique Browsers/month	**BUILT Building×IT** 260,000 Page Views/month 130,000 Unique Browsers/month	**スマートジャパン Smart Japan** 380,000 Page Views/month 180,000 Unique Browsers/month
	design				
	production				
	Other				
Head of Management and Planning Department, etc.					

Industry-specific content library
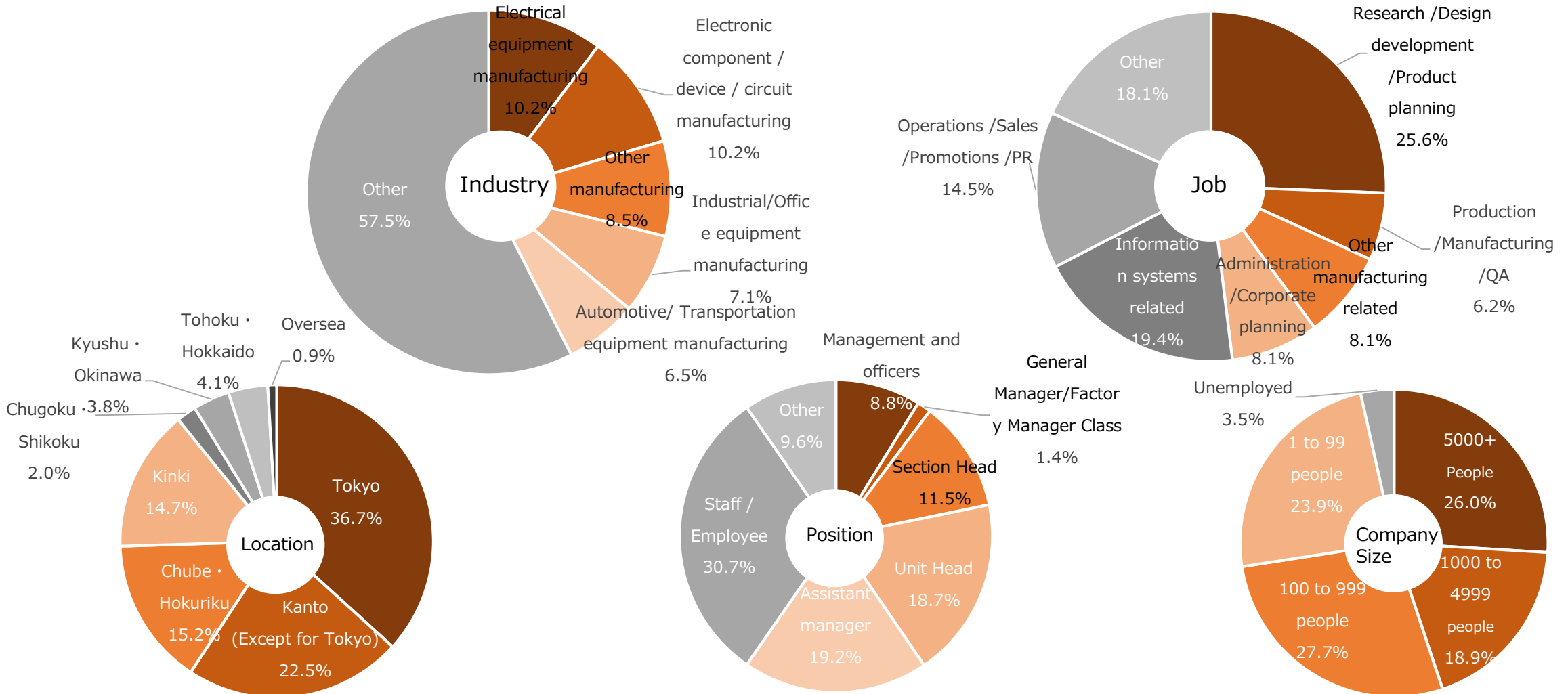(Lead generation service infrastructure) **Tech Factory**

Manufacturing Media Member Profile

240000Unique Browsers members, mainly those involved in the industrial field
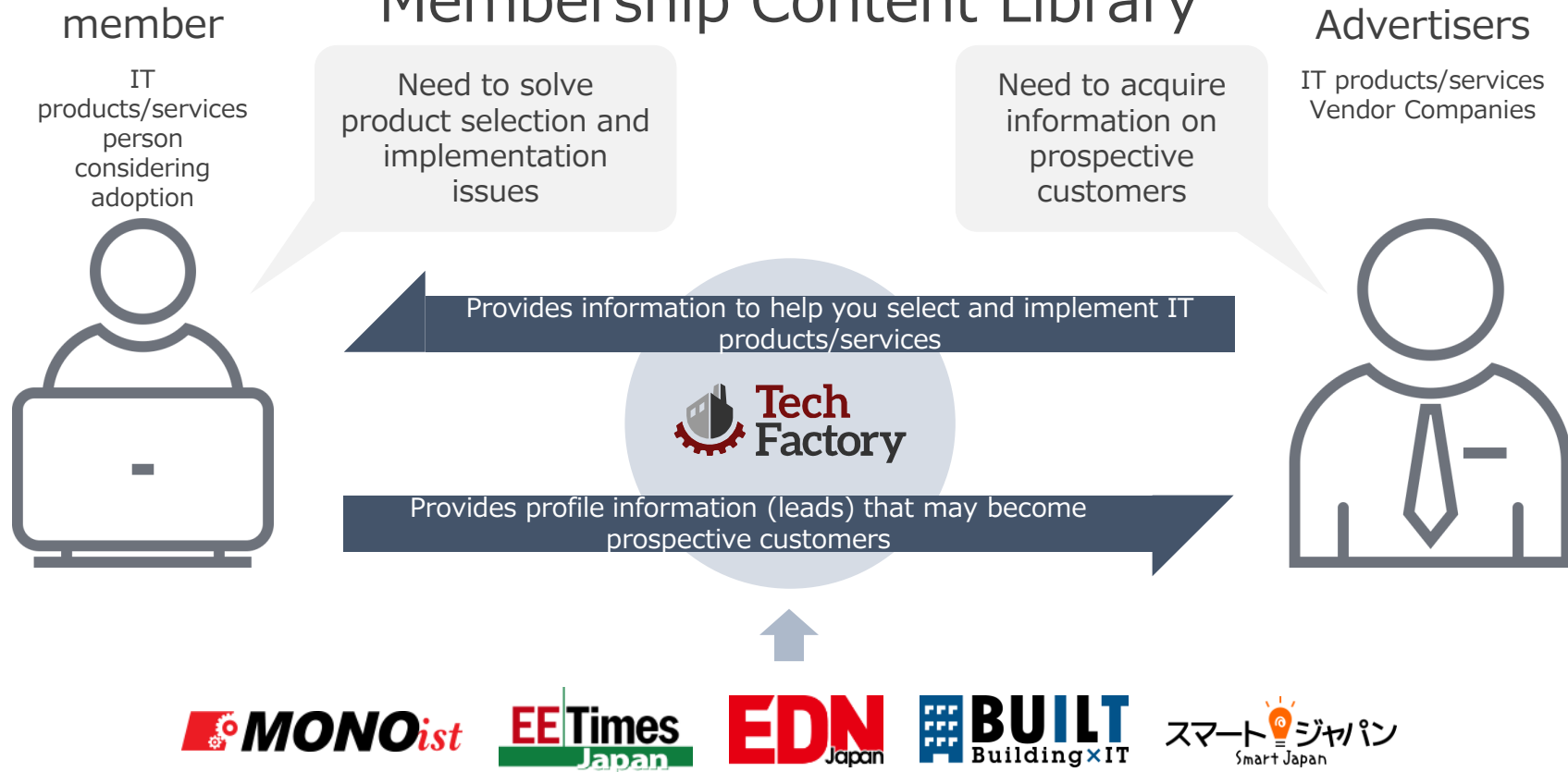Linked with 5 industrial media
(**5.19 million Page Views/ 1.71 million Unique Browsers per year**)

Industry
- Electrical equipment manufacturing 10.2%
- Electronic component / device / circuit manufacturing 10.2%
- Other manufacturing 8.5%
- Industrial/Office equipment manufacturing 7.1%
- Automotive/ Transportation equipment manufacturing 6.5%
- Other 57.5%

Job
- Research /Design development /Product planning 25.6%
- Production /Manufacturing /QA 6.2%
- Other manufacturing related 8.1%
- Administration /Corporate planning 8.1%
- Information systems related 19.4%
- Operations /Sales /Promotions /PR 14.5%
- Other 18.1%

Location
- Tokyo 36.7%
- Kanto (Except for Tokyo) 22.5%
- Chube・Hokuriku 15.2%
- Kinki 14.7%
- Shikoku 2.0%
- Chugoku・3.8%
- Okinawa
- Kyushu・Okinawa
- Tohoku・Hokkaido 4.1%
- Oversea 0.9%

Position
- Management and officers 8.8%
- General Manager/Factory Manager Class 1.4%
- Section Head 11.5%
- Unit Head 18.7%
- Assistant manager 19.2%
- Staff / Employee 30.7%
- Other 9.6%

Company Size
- 5000+ People 26.0%
- 1000 to 4999 people 18.9%
- 100 to 999 people 27.7%
- 1 to 99 people 23.9%
- Unemployed 3.5%

What is TechFactory, an industry-specific content library?

Connecting buyers with vendors of industrial products/services
Membership Content Library

member

IT products/services person considering adoption

> Need to solve product selection and implementation issues

Advertisers

IT products/services Vendor Companies

> Need to acquire information on prospective customers

Provides information to help you select and implement IT products/services

Tech Factory

Provides profile information (leads) that may become prospective customers

MONOist **EE Times Japan** **EDN Japan** **BUILT Building×IT** **スマートジャパン Smart Japan**

Guiding readers through partnerships with specialized media in manufacturing, electronics, construction, and energy

lead generation

LeadGen./Basic/Segment, a lead generation service with a guaranteed number of leads

LeadGen. Segment Implementation Image

We will propose the best plan for your company, and the leads you acquire will be available to you on a rolling basis.

| Campaign Design | ▶ | Lead Generation | ▶ | Lead delivery and utilization |

target-attribute

Set the attributes to be delivered, such as industry type job title, number of employees, etc.

Listed Contents

Identify the content and number of pieces of content to be used for lead generation

Number of guarantees

Guaranteed number of content items based on your budget, target demographics, and number of content items

Offer your company's content to your target audience via email, etc.

View white papers and advertorial articles

When viewing content
Obtain permission to complete surveys and provide personal information

Acquired leads can be downloaded at the management site (updated daily)

LeadGen. Segment Content pre- and post-viewing surveys

Conducting surveys before and during content viewing to understand the status of leads and their needs

Questionnaire before viewing content

Before viewing the content, you will be asked to answer a 2-question survey regarding your "position on product introduction" and "planned introduction date. Questions can be customized (optional).

Q1. please choose one of your positions on products/services related to this content.

○ In a position to decide on the company's implementation
○ In a position to consider introducing their own
○ Position to propose and sell products to group companies
○ Other positions that propose and sell to customers
○ Not involved in introduction, proposal, or sales

Q2: When do you plan to introduce products/services related to this content to your company or customers?
Please select one.

○ within 3 months
○ 6 months or less
○ Within 1 year
○ More than 1 year ahead
○ Time has not yet been determined, but the introduction of the system is under consideration. Information gathering/investigation phase

Contents Introduction Page

Content Viewing Page

Above images are for white papers and eBooks. advertorial articles and videos are also available.

Content Reading Questionnaire

Questions can be set up on the content viewing page (free of charge for standard questions specified by us) to ask about specific requests. Questions can also be customized (optional).

Q1: Please select what you would like the sponsor to do for products/services related to this content. (Depending on the nature of the product/service, we may not be able to meet your request.)

☐ I want information on webinars/seminars
☐ I would like to have case study materials.
☐ I want to know more about your products.
☐ I want to try out the product (demo, trial version, etc.)
☐ I would like to hear an explanation from a representative.

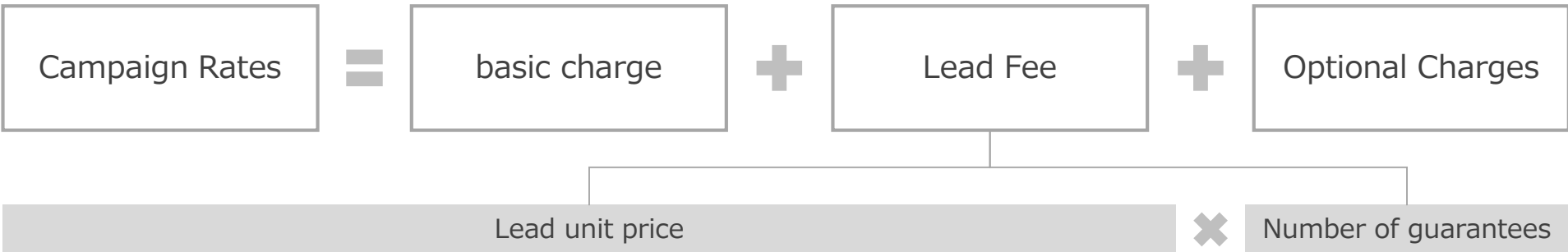**Q2. Please fill in any other requests or questions you may have.**

(Free description)

Flexible design according to the number of leads required and your budget

The LeadGen. Segment fee consists of three components: base fee, lead fee, and optional fees. We will propose the best campaign for you based on the number of leads you need, your budget, and whether or not you need additional options.

| Campaign Rates | = | basic charge | + | Lead Fee | + | Optional Charges |

| Lead unit price | ✖ | Number of guarantees |

The unit cost per lead is determined by the "inclusion rate," the ratio of members who fall under the specified attributes to all members, and the product genre of the merchandise.

Tables vary by content.

40% of total membership targeted this time

▼

Lead unit price with 40-49% content

Target Attributes Percentage of inclusion	Category A	Category B	Category C
100%.	$96	$120	$144
70 to less than 100	$96	$120	$144
Less than 60-70	$120	$156	$192
Less than 50-60	$144	$192	$240
Less than 40-50	$180	$246	$312
Less than 30-40	$216	$300	$384
Less than 20-30	$264	$372	$480
Less than 20	Contact us	Contact us	Contact us

Select a category according to your merchandise

A electronics

B Mechanical Design | Manufacturing Management

C Embedded development | Electric power | Carrier | Construction | Civil engineering

The number of leads that can be guaranteed is determined by the number of content pieces and the percentage of content included.

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LeadGen. Basic/Segment Price List

basic charge

$1,200 / Campaign

The minimum fee for one campaign, including the lead fee, is $3,600.

Lead unit price

	Target Attributes Percentage of inclusion	Category A	Category B	Category C
Basic	100%.	$96	$120	$144
Segment	70 to less than 100	$96	$120	$144
	Less than 60-70	$120	$156	$192
	Less than 50-60	$144	$192	$240
	Less than 40-50	$180	$246	$312
	Less than 30-40	$216	$300	$384
	Less than 20-30	$264	$372	$480
	Less than 20	Contact us	Contact us	Contact us

Campaign Period

Approx. 2 months

- The campaign period to achieve the guaranteed number of cases is estimated to be approximately two months, but may vary depending on the progress.
- Please note that it may take some time during long vacation periods (Golden Week, summer vacation, year-end and New Year vacations, etc.) or depending on the conditions of implementation.

remarks

- If the target content is less than 20%, please confirm in advance whether it is feasible or not.
- Depending on the status of lead generation, we may consult with you to provide additional content during the campaign period.
- The content title and summary text may be changed after posting begins, depending on the effectiveness of inducements and conversions.
- See "List of Attribute Designation Items" for attribute details.
- Please refer to the "Category-Product Genre Correspondence Chart" for the genres that fall under each category.
- Optional enrollment confirmation service is also available.
- Prices are gross and exclusive of tax.

List of attribute specification items

When designing a campaign, you can specify the attributes of the leads to be acquired from the following items.
The cost per lead is determined by the "inclusion rate," which is the percentage of the total number of members who meet the specified attributes.

Attributes are determined based on the items selected by the member at the time of registration.
Depending on your selection, we may not be able to accept your request.
If you wish to specify conditions other than those listed, please contact us.

Industry
Electronic components, devices and circuits manufacturing
Manufacture of electrical equipment
Automotive and industrial equipment manufacturing
Materials and energy-related manufacturing
Computer-related manufacturing
Other manufacturing
Construction and building industry
Information and communication services
Distribution, retail and service industry
Medical care and welfare
Government, public offices, organizations
Other industries

Company name
Designation/Exclusion

Job category
Research, Development and Design
Manufacturing, production and quality related
Other manufacturing related
Construction and Civil Engineering
Management and Corporate Planning
Information System Related
General Affairs, Human Resources, Legal
Finance/Accounting/Accounting
Sales and Marketing
Other General Employment
Other Professionals

Position
Management and executive level
Senior executive manager's position (e.g. at a company)
Section manager class
Section chief/manager class
General Employees and Staff Class

Number of Employees
1-9 persons
10-49 persons
50-99 persons
100-299 persons
300-499 persons
500 to 999 persons
1000-1999 persons
2000-4999 persons
5000 to 9999 persons
More than 10000 people

Location
Hokkaido, Tohoku
Tokyo
Kanto (outside Tokyo)
Chubu/Hokuriku
Kinki (region around Osaka, Kyoto, Nara)
Chugoku/Shikoku
Kyushu/Okinawa

Annual sales scale
Less than $600,000
$600,000 to less than $1,200,000
$1,200,000 to less than $1,200,000
$1,200,000 to less than $6,000,000
$6,000,000 to less than $120,000,000
$120,000,000 to less than $600,000,000
$600,000,000 to less than $1,200,000,000
$1,200,000,000 to less than $12,000,000,000
More than $12,000,000,000

de-duplication
Elimination of leads acquired in the past 6 months

Free email addresses exclusion
Major free email addresses can be excluded

Category-Product Genre Correspondence Table

Category		Product Genre
A	Electronics	Digital Semiconductor
		Analog semiconductor
		Measuring/Inspection Equipment
		EDA Tools
		Electronic parts (components)
		Power (button on TV, etc.)
		Computers and Peripherals / Telecommunications Equipment
		Electronics related services
		Wireless technology
		LED
		Display
		Programmable Devices
		Sensor
B	Mechanical Design	CAD
		Computer-aided engineering
		CAM / Machine Tool
		3D printer
		3D scanner
		Cutting / Molding
		Product planning/design
B	Manufacturing Management	PDM/PLM
		Production control
		ERP for Manufacturing
		SCM for Manufacturing
		production scheduler
		BOM
		Drawing management / Document management
		Manufacturing Cloud
		Other IT Solutions
		Consulting Services

Category		Product Genre
c	Embedded Development	Embedded Development Tools
		Embedded Boards
		Robot
		Software testing/debugging
		In-vehicle Software
		Embedded Security
		Embedded OS
C	Electric power	Energy-saving equipment (including LED lighting)
		Power generation systems (e.g., solar)
		Energy storage system
		Energy Management Systems/Services
		Power supply service
C	Architecture	BIM/CAD
		Smarten/renovate
		Construction/site management
		BAS/FM
		Other construction
c	Architecture	CIM
		Maintenance Inspection/Inspection
		Smart contraction
		Other civil engineering
C	Carrier	Career enhancement
		Reskilling
		Language study
		Engineering Education
C	Materials/Chemistry	Semiconductor Materials
		Electronic Materials
		Automotive Materials
		Industrial Materials

New additions

Select one "Category > Product Genres" as the main listing category.
In addition, up to two subcategories other than the main category can be selected from the following.

Sub Category
Electronics
Mechanical Design
Manufacturing Management
Embedded Development
Electric Power
Carrier
Automotive(*)
FA(*)
Medical equipment(*)
Construction
Civil engineering

*Can be selected by subcategory only.

Manufacturing Management_IT Solution Coverage Table

TechFactory can also be used to promote the following IT products and services to members of manufacturing, construction and energy-related companies

Category	Item
Business Process Improvement	RPA
	BPM/BAM
	IT Management/IT Strategy Solutions
	Outsourcing
IoT/Networking/Communications	M2M/IoT/RFID (IC tags)
	Wireless LAN/WAN/Wi-Fi
	Remote access
	Remote Control/Remote Monitoring
	Network Management
	Bandwidth management
	Router
	Switch
	Bandwidth controller
	Load balancer/ADC/load balancing
	WAN/Web acceleration
	VPN
	Wide area Ethernet
Communication Tools	Unified communication
	VoIP gateway
	IP Phone/IP-PBX
	Video/Video Conferencing
	Web Conference
	E-mail
	Instant messaging/chat
Mobile / PC / Wearable devices	Smartphone/Tablet
	PDAs / Mobile terminals / Cellular phones
	Desktop PC
	Note PC
	Thin client
	POS terminal
	Workstation
AI Solutions	AI / Machine Learning / Deep Learning

Category	Item
Security	Mobile Security
	Information Leakage Countermeasures
	Encryption
	Endpoint Security
	Anti-spyware
	Anti-spam measures
	Anti-phishing measures
	Targeted attack
	Firewall
	Unified Threat Management System
	IDS/IPS
	DoS attack countermeasures
	Quarantine network
	Cloud Security
	Zero trust
	MDM/EMM
	Log management
	Trace management
	Vulnerability Countermeasures
	Database Security
	Physical Security
	Security Standards/Policies
	Risk management
Information Sharing Tools	Drawing Management/PDM
	Groupware
	Knowledge management
	Workflow
	EIP
	Enterprise search
	Content/Document Management
	Office software

Category	Item
IT infrastructure (servers, storage, cloud)	IA Server/PC Server
	UNIX Server
	Off-computer/mainframe
	Disk storage
	SSD / Semiconductor Storage / Flash Storage
	SAN
	NAS
	Optical disk drive (i.e. CD drive, DVD drive, etc.)
	Tape device
	Cloud Storage
	Cloud computing
	IaaS/PaaS/BaaS
	Server Virtualization
	Desktop Virtualization/VDI/DaaS
	Application virtualization
	Virtual Environment Management
	PC Virtualization
	Storage Virtualization/SDS
	SDN / Network Virtualization / SD-WAN
	Hyper-converged/composable infrastructure
Core system	ERP
	Inventory Control
	SCM
	EDI
	PLM
	BOM
	Management information system (MES)
	CRM
Data analysis	DBMS
	Database Access
	BI/BA/OLAP
	Data warehousing
	Data Mining/Statistical Analysis
	Big Data
	Edge computing

BUILT x TechFactory (advertorial article & lead generation)

A package that meets the needs of lead generation specifically for the building and construction industry

BUILT TOP page

Your company's content image

BUILT Article Page

guide frame

guide frame

Directing readers with strong interests and concerns

✓Industry-specific packages "Building and Construction

Basic fee, advertorial production cost: $9,600

(1) No segment
Lead unit price: $144

(2) Construction and Building Industry Segment
Unit price per lead: $360

■Remarks
The minimum implementation fee is $13,200.
Lead attributes and number of leads can also be changed. Please contact a sales representative for details.
This menu is a lead generation plan at TechFactory.
advertorial articles published on TechFactory do not include post-production reports such as Page Views, Unique Browsers, etc.
The maximum lead generation period is 2 months.
In the case of a re-submission of the first proof: $3,600, in the case of revisions after the final proof: $1,200.
Prices are exclusive of tax/gross.

Flow from proposal to lead generation

Proposal

We will ask you about your lead segmentation criteria, the content you have on hand, and your budget.
We will design the best campaign for your company.

Ordering

Approx. 2 weeks to 1 month

depending on the service Varies.

user registration

Register the person whose personal information you wish to obtain.
First-time users are required to register their company information and privacy policy page from the administration site.

Content Preparation

Prepare content to capture leads, such as producing an introduction to a white paper or webcast, or interviewing and producing an article ad.
Please help us by filling out the hearing sheet so that we can match our perceptions of what appeals to you and others.

Campaign Start

When the content is ready to be posted, the campaign will begin.

Approx. 2 to 3 months

depending on the service Varies.

Obtaining lead information

We acquire leads through measures centered on email inducements.
Acquired leads can be downloaded from the management site on a daily basis.

Campaign Ends

The campaign will end when the guaranteed number of cases is reached.
Please download the lead information, which will be the final deliverable, from the management site.

Mechanisms for acquiring/providing leads

Members of each media	all media	IT vendor company

all media

campaign Management team

Provides highly specialized content to help you select products
A dedicated team handles everything from listing to case management

Profile information that can be obtained

Company,Type of business,Decision-making authority,Department name,Title,Location,Name,Size of employees,BANT conditions,Job title,Annual sales scale,Contact information, etc.

1. Member Registration (Free)

2. Vendor-provided Download Materials

each media readers

3. Instead of downloading materials, you can use the Provide registered member information to listed companies

Lead Management Site

From the dedicated management page Acquired at any time (*)

4. Acquired leads. Download

marketing person in charge

5. Follow up with acquired leads by sending materials, emails, phone calls, etc.

*:Depending on the service, weekly or bi-weekly deliveries may be required.

LeadGen. Segment Notes

- **About the lead generation period**
  - LeadGen. Segment may have difficulty achieving the guaranteed number of cases within the estimated time frame due to the following factors
    - Segment condition : Low content
    - Content : Content with little information, content aimed only at specific industries or job categories, or content that has been previously posted.
    - Number of contents : Only one content, if you cannot provide the number of contents agreed upon in advance.
    - Implementation Period : To be started at the end of each quarter or other busy periods
    - Revisions to introductions, etc.: If you do not agree with the revisions we propose when progress is not satisfactory
  - If the lead generation period exceeds 6 months, we will consult with you regarding the continuation of the project and may offer you a volume payment based on the number of leads acquired or transfer the remaining amount to another product. (Excluding campaigns based on terms longer than 6 months, such as the LeadGen. Segment Long-Term Usage Plan.)
  - If the customer needs to terminate the campaign by a specified date, we will either pay out the volume according to the number of items earned or transfer the remaining amount to another product.

- **What to do when progress in lead generation is slow**
  - If progress in acquiring leads is slow, we will make suggestions for adding content or revising introductions, and we appreciate your understanding and cooperation.
  - Please note that if your company does not have all the content you require at the start of the lead generation campaign, or if the number or content of the content changes from the agreed-upon conditions after the start of the campaign, we may temporarily suspend the distribution of e-mails to lead recipients to the content after three months from the start of the campaign.
  - After the interruption, we will confirm the number and content of contents and any additional arrangements you may have made, and resume as soon as we are ready.
  - If adjustment is difficult, we will consult with you about changing the conditions, changing to another measure, or piece-rate reimbursement.

- **Change of Segment Conditions after lead generation Starts**
  - Please note that any changes after lead generation has started will require a re-quote.

Frequently Asked Questions

- **I would like to know the listing rules.**

    – The following are the criteria for the commercial materials (products, services, etc.) that may be posted on ITmedia's lead generation services. Please note that ITmedia reserves the right to refuse the use of its services to those who do not meet the criteria.

    – Listing Principles

        • When using ITmedia's lead gen services, you are required to comply with the "Advertising Guidelines" set forth by ITmedia.

    – Merchandise that can be listed

        • The product must be for corporate customers (to B).

        • The product must be related to the service you are using.

    – Merchandise that can be listed on each service

        • LeadGen. Segment [IT General] [Business Focus]: IT services/products for corporate clients, marketing-related commercial products, IT-related training services

        • LeadGen. Segment [Industry Focus] (TechFactory): Manufacturing, building and construction, and energy-related merchandise

    – Handling of Conflicts

        • We reserve the right to refuse publication of any lead generation service/media operated by ITmedia that is a competitor* (*Please contact us for details).

- **Are leads that are not our readers, do not work for our company, or are registered with fraudulent information eligible for billing?**

    – Persons who are employed by the submitting company (including co-submitting companies) are excluded from the leads provided.

    – We exclude from our offer leads those who fit the following attributes in terms of industry, job title, and position.

    <Industry> Free occupation, Housewife/Househusband, Student, Unemployed <Occupation> Housewife/Househusband, Student, Unemployed <Position> Contract, temporary, part-time, unemployed, other

    – Leads that can be visually identified as having incorrect information are excluded from the count of guaranteed leads, but since there is a possibility that they may not be distinguished and be included in the number of leads provided, the number of leads delivered is added somewhat to the number of guaranteed leads.

- **How are leads counted if they are posted in multiple content and multiple media?**

    – We provide a guaranteed number of unique cases per case.

- **Is it possible to specify conditions other than those listed in the list of attribute specification items? Can I change them after the start of the project?**

    – Some conditions are possible, so please contact our sales representative. (In some cases, we may not be able to provide the information in real time.)

    – The designated attributes cannot be changed after the campaign starts. Please understand this in advance.

Frequently Asked Questions

- **How long does it take to start a campaign?**

  – We will start in about 2 weeks after submission of the contents to be published and the hearing sheet. (If production of article ads, etc. is required, approximately 20 business days)

  – We will provide you with a schedule at the beginning of the preparation for publication, so please let us know if you have any requests.

  – Please note that it may take more time than usual to post your information during long vacations (Golden Week, summer vacation, year-end and New Year's vacations, etc.).

- **Can I specify the target e-newsletters and distribution dates for which content will be published?**

  – Please leave the guidance method to us.

- **How many pieces of content can be published in one project?**

  – We will propose the number of contents necessary to achieve the guaranteed number. Please note that we may not be able to accept more than the number of contents we propose.

- **Can I replace the content?**

  – A separate charge of $600 will be added for content replacement during publication or after copywriting has been created.

- **What kind of content can I publish?**

  – We may not be able to accept flyers, catalogs, etc. Please contact our sales representative for details.

LeadGen. Basic/Segment Content Creation Options

- Advertorial article
- White paper
- ITreview Review White Paper
- Video Content
- eBook
- Survey form

Content Creation Menu for Lead Generation

Advertorial article / white paper production

content type	summary	Production Fee		Leads included. Minimum Implementation Amount
advertorial article	We will listen to your requests for appeal points and methods of expression, and produce your company's original content with the planning cooperation of our editorial department. In addition to product/service introductions, a wide range of expressions are possible, including case studies and reports on seminars hosted by your company.	**1 content**	**From $6,000**	**$12,000**
white paper	PDF contents are reported and produced by our partner editorial production company. Content can be selected from "Product/Service Introduction," "Case Studies," and "Seminar Report. Please contact us for white paper production with content other than the above.	**2 pages**	**$2,400**	**$7,200**
		4 pages	**$4,800**	**$9,600**
ITreview Review Utilization white paper	We produce white papers using product review data posted on ITreview. This is original content that is planned based on interviews with clients about their issues and requirements. This product is for companies using ITreview paid plans.	**Rich Edition**	**From $3,600**	**$7,200**

Other lead generation content production

Contents	summary	Production Fee	Leads included. Minimum Implementation Fee
Video Content	Video content produced by recording presentations, seminar lectures, demonstrations, etc.	**$1,200**	**$6,000**
eBook	Produce content by re-editing highly specialized editorial articles by theme and combining them into one	**$1,200**	**$4,800**
survey form	Capture leads without content by conducting surveys and capturing opt-ins when submitting responses	**$1,200**	**$4,800**

advertorial article / White Paper Specification Comparison

content type	Advertorial article	White paper	ITreview Review Utilization Whitepaper
feature	advertorial article ads planned, interviewed, and edited by ITmedia's editorial department	PDF content with standardized content, reported and produced by our partner editorial production company	Original content produced using ITreview review data and tailored to your issues and requirements
content format	hypertext markup language	PDF	PDF/PPT
planning cooperation	○	-	○
news coverage	○	○	○
production	ITmedia	ITmedia Production Partners	IT Cloud Production Partners
secondary use	Available for web use only No modification allowed, source must be indicated, secondary use fees apply for use in printed materials.	Free of charge for both web and print materials *We would appreciate it if you would refrain from publishing in any media other than our own.	Available only while using ITreview paid plans. *Confirmation by IT Cloud is required prior to secondary use.
contents impression			

The ITreview Review Utilization Whitepaper is a product for companies that have paid plans for ITreview.

advertorial article Specification Details

- About Editorial advertorials
  - advertorial article ads planned, interviewed, and edited by the editorial department.
  - Anyone can view the beginning and "read more" to capture leads.

- Content Specifications
  - Number of pages: 1html
  - Number of characters: About 4,000 (of which about 500 are for the public page)
  - Number of illustrations: Up to 3 (mainly photographs/images)
  - Planning cooperation: Yes
  - Availability of coverage: Yes

- Remarks
  - The time from interview to publication is approximately 16 business days.
  - We expect to proofread the manuscript once each for text and HTML, and the number of days until publication will vary according to the number of proofreadings.
  - Please prepare your own illustrations to be included in the article ad.
  - Content will continue to be posted after the end of the program, with a few exceptions.
  - No Page Views or Unique Browsers reports for advertorial articles
  - Additional fees will be charged for remote interviews, assignment of experts, and special production costs (e.g., illustrations).
  - In the event of major changes from the agreed-upon content for the advertiser's own reasons, the following fees will be incurred
    - Revision of the first proof: $3,600, Revision after the proof: $1,200

- Secondary Use
  - The copyright of the article ads produced belongs to us and our production staff (writers, photographers, etc.).
  - Article advertisements created through this project can be used for secondary use free of charge as long as they are not modified (limited to use on the Web, source must be indicated).
  - Secondary use fees will be incurred for printed materials, so please contact our sales representative if you wish to use this service.

- Option: Custom article brochure production
  - Paid options are available to use the produced editorial advertorial articles in PDF and printed materials. Please contact our sales representative for details.

Production fee: $6,000〜

Minimum implementation fee including leads: $12,000

White Paper Specification Details

- About the White Paper

  - PDF content reported and produced by our partner editorial production company.
  - Get leads by posting them in the White Paper Download Center

- Content Specifications

  - Number of pages: 2 pages / 4 pages
  - Character count: approx. 2,000 characters / approx. 4,000 characters
  - Number of illustrations: Up to 2 / 4
  - Planning cooperation: None (interviews based on hearing sheets filled out by your company)
  - Availability of coverage: Yes
  - Design/file format: Specified format (shown right), PDF (web resolution)

- Contents

  - Seminar report coverage is limited to 2 sessions
  - Product/service descriptions and case studies consist of the following four chapters

Products Service Description	1. explanation of market background 2. presentation of the task 3. solution proposal 4. product information	Case Studies	1. introduction of the company 2. challenges faced by the companies that introduced the system 3. reasons for selection, specific problem solutions 4. results obtained from the introduction of the system

- Remarks

  - Reporting and production of the white paper is outsourced to an editorial production company
  - The time from interview to publication is approximately 23 business days
  - Please prepare your own illustrations and photographs for inclusion in the white paper.
  - Content will continue to be posted after lead collection ends
  - If the interview is to be conducted far away from the site, transportation and remote interview fees will be cha
  - Please consult with us if you would like to have a project other than product/service explanations, case studies
    - Revision of the first proof: **$3,600**, Revision after the proof: **$1,200**

- Secondary Use

  - White papers can be used free of charge for secondary use on the web or in print.
    - We would appreciate it if you would refrain from publishing in any media other than ours.

Production Fee

2 pages: $2,400〜

Minimum implementation fee including leads: $7,200〜

4 pages: $4,800〜

Minimum implementation fee including leads: $9,600〜

ITreview Review Utilization Whitepaper Specification Details

- About the White Paper
  - ITreview collects data through product evaluation questionnaires as well as review submissions, analyzes this data using our own algorithms, and provides it in the form of comparison and analysis tables of competing products.
  - For subscribers to the ITreview paid plan, we will create a document incorporating this data and deliver it to you as a white paper for use in the review.
  - <u>Depending on the number of paid plan subscriptions and the number of reviews we receive, we may not be able to produce a white paper for you.</u>
- Content Specifications (Rich version)

Production format	Original content is planned based on interviews about issues and requirements.
Production period	Approx. 1.5 months
Number of pages	8 pages
delivery form	PDF/PPT
option	Additional pages can be added for a fee.

- remarks
  - This service is provided by IT Cloud, Inc.
  - Content is not available after the contract period of the paid plan ends.

- Secondary Use
  - Must be confirmed in advance by IT Cloud, Inc.
  - Please contact us for details.

Production Fee

From $3,600

Minimum implementation fee including leads: $7,200～
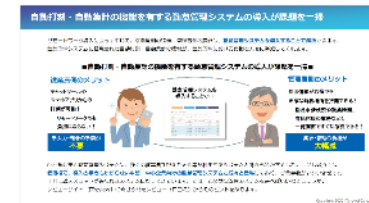
Video Content Specification Details

- About Video Content
  – Video content produced by recording presentations and seminar lectures.
  – Get leads by posting them in the White Paper Download Center

- Content Specifications
  – The following is an example of a production pattern. For details, please refer to the separate document (click on the screen image to go to the sample page).

type	Description.	Screen Image	Hours.	Production fee (tax not included/net)
Simplified PPT Video	Capture PPT data from the lecturer's PC and edit it to match the lecturer's voice and timing. Animation of materials can be reproduced. No chapters.		Within 60 minutes	$1,440
SVPPT	Composite editing of the presenter against the background of the PowerPoint presentation. Animation of documents can be reproduced.		Within 10 minutes	$3,360
Interview video (1 camera)	The interviewer will not be shown, but the questions will be displayed in a ticker. You can also insert your own video & documents.		Within 20 minutes	$2,400
Demo Capture Video	Capture video from the PC on which the demonstration is to be performed. Simple messages and background music are inserted into the captured video, and the parts to be emphasized are expressed with markers, etc. We can also insert your own videos and materials.		Within 10 minutes	$2,400

- Remarks
  – $600 will be charged for video hosting only (hosting is guaranteed for one year)
  – If you have already uploaded your own videos to YouTube or Vimeo, there is no additional charge for embedding them on the page.
  – Prices will vary depending on the quality of the video, so please contact our sales staff for more details.

eBook Specification Details

- About eBooks
  - Highly specialized editorial articles published in industrial media are aggregated by theme and combined into a single content.
  - Post on Tech Factory to get leads.

- eBook Sample
  - You can choose from the following editorially produced PDF contents. Please contact our sales representative for available contents.

    > The possibility of "distributed manufacturing" as seen through the development of an ultra-large 3D printer
    > https://wp.techfactory.itmedia.co.jp/contents/48595
    >
    > Electric Vehicles and Super Rapid Charging
    > https://wp.techfactory.itmedia.co.jp/contents/50841
    >
    > Clearing doubts about "GaN" next-generation power devices
    > https://wp.techfactory.itmedia.co.jp/contents/42054
    >
    > How Manufacturing Industries Should Use Data for DX
    > https://wp.techfactory.itmedia.co.jp/contents/50960

  - Please note that we do not accept new production by specifying an editorial article.

- Remarks
  - Format will be as specified (please note that it may differ from the image on the right)
  - Article content cannot be modified.
  - We can also insert your company information (product flyers, etc.) at the end of the eBook (additional charge required).

- Secondary Use
  - Copyright of the eBook belongs to the Company
  - (Please note that secondary use on your company's website is not permitted.

Fee: $1,200

Minimum implementation fee including leads: $4,800

Survey Form Specification Details

- About Survey Forms
  - We will produce a survey form that asks about the status of product implementation, future plans, and current issues you are facing.
  - Capture leads without content by capturing opt-ins when submitting responses

- Survey form specifications
  - Question types: single answer, multiple answer, text box
  - Mandatory/optional responses: Can be set.
  - Number of questions: 10 or less
  - Choices for each question: 10 questions or less

- Question production
  - Please prepare your own survey questions
  - Question design by our company is available for a fee ($2,400/questionnaire)

- Incentive
  - As an incentive to promote responses, an Amazon gift certificate worth $360 is included in the fee
  - We can also provide incentives with prizes that you can arrange yourself.

- Remarks
  - Preparation time is 6 business days after receiving the questions.
  - Since it is difficult to gain awareness of products and services with survey forms alone, we recommend using them in conjunction with lead gen with content.

Production fee: $1,200

Minimum implementation fee including leads: $4,800

LeadGen. Basic/Segment
Lead Utilization Options

- Survey Customization

- Lead Custom Delivery Service

- Retargeting emails

- Self-nurturing

- Telemarketing

- ABM Report / ABM Alert

- Utilization of Exhibition Data

Options for Solving "Lead Utilization Challenges

Various options are available to smoothly link acquired leads to nurturing and sales activities. These options can be tailored to meet the needs of your company.

Issues and Requests		Option Menu
Acquisition of ancillary information during lead generation	I want to assign business issues, requests, and other information that will help prioritize leads and make follow-up calls.	▷ Survey Customization
Streamlining import operations	Want to reduce the time and effort of importing leads into their MA/CRM	▷ Lead Custom Delivery Service
Lead follow-up on behalf of	Want to continuously approach potential users who are interested in the content/merchandise	▷ Retargeting emails
	To deliver related information such as products and seminars to white paper readers at the same time	▷ Self-nurturing
	You want to call the acquired leads promptly to conduct interviews and discuss business opportunities, but you lack the resources to do so.	▷ Telemarketing
Understanding the timing of business negotiations	Not knowing "which companies to approach to find deals efficiently" among the acquired leads and house lists.	▷ ABM Report
	Regularly notify inside sales and sales representatives of companies they should approach now.	▷ ABM Alerts
	Business card lists acquired at trade shows are not being used on an ongoing basis and are being put to sleep.	Utilization of Exhibition Data

Lead Utilization Option Usage Example

> After scrutinizing the leads to make it easier for salespeople to follow up.
> I want to hand over to sales smoothly.

Gather enrollment and reference information through surveys and telemarketing
Deliver data directly to your SFA and automatically hand off to your sales representatives

Usage Options

Usage Options

Survey customization (x1)
Telemarketing
Lead Custom Delivery Service

Option fee (for 100 leads)

$4,032 / Campaign

LeadGen. Segment	Capturing Leads with LeadGen. Segment
Survey customize	Please complete the questionnaire before downloading the white paper. Customize one question and interview business issues
Telemarketing	In addition to confirming telephone connections with acquired leads, interview them about the status of their consideration and their desire to be provided with further information.
Lead Custom Delivery Service	Delivered directly to your SFA, along with information on phone connection status, business issues, review status, information requests, etc.

> I want to provide ongoing information and nurturing, but
> No platform, no resources

Provide information to those who become leads on the media platform
In addition, priority follow-up companies are extracted and notified based on access logs.

Usage Options

Usage Options

Self-nurturing
Thank you e-mail
ABM Alerts

Optional Charges

$9,600 / 3 months

LeadGen. Segment	Capturing Leads with LeadGen. Segment
Self nurturing	Provide relevant information to members viewing the white paper and direct them to your site or other content
THANK YOU MAIL	Within a week of acquiring a lead, send an email with relevant information and direct the lead to your site or other content.
ABM Alerts	Periodic notifications of priority follow-up companies that are actively gathering information based on media access logs

Survey customization (survey before content viewing)

Change pre-content viewing questionnaire to identify issues and requests

Option to customize the survey prior to content viewing. Use this option to select prospects that match the interest level and target audience of the list you are acquiring.

Image of customized questionnaire

Implementation Fee

$600 per additional or changed question

The maximum number of questions in the survey will be 5.
If you only need to delete default questions, we will do so free of charge.

remarks

- Please allow 6 business days from the time we receive your question to the start of the posting.

- We will be happy to set up the necessary questions to obtain permissions free of charge.

- You can choose from three types of additional survey questions: "multiple-choice," "multiple-answer," and "open-ended. You can also specify "required/optional" for each question.

- Depending on the number of questions and the content of the questions, this may have a significant impact on the number of leads obtained.

Survey customization (surveys when content is read)

Gathering feedback from readers viewing white papers, advertorial articles, and video content

A survey form can now be placed during the reading of white papers, advertorial articles, and video content to gather additional feedback from readers. This can be used to elicit next action requests from members who have become leads, collect content ratings, etc.

Image of questionnaire installation
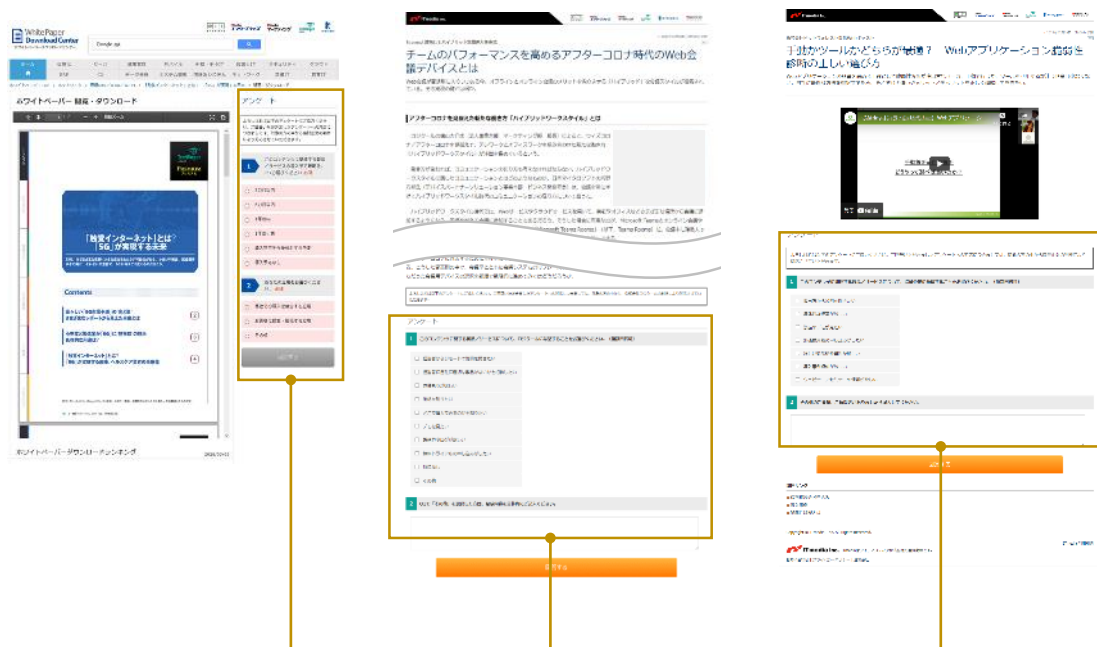
White papers will be placed in the right column of the HTML display screen, advertorial articles will be placed at the end of the text, and video content will be placed directly below the video.

Implementation Fee

Standard questions designated by the Company: Free of charge (see page 13 for question content)

Customized questions: $600 /question

If you wish to change the questions to your company's original questions, an optional fee will be charged for each additional or changed question.

remarks

- Results of the survey will be provided in connection with the lead information.

- You can also be notified by email when a survey response occurs during the reading process

- Not available for self-nurturing

- Survey responses are voluntary and we do not guarantee that all leads will respond.

- One type of questionnaire per project will be set up for each review.

- Please prepare your own questions for customized questions. Please allow 6 business days from the time we receive your questions to the time they are posted.

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Lead Custom Delivery Service

## Deliver acquired leads in a format that is easy for your company to utilize

This is an optional service in which we process the lead information we have acquired into a format specified by your company and deliver it to you. We can deliver directly to marketing automation tools via a data integration tool, or process lead data in your company's format.

Delivery Flow Image

Pattern 1: **Lead information is processed and delivered according to your company's format**

machining

Pattern 2: **Delivery of lead information via data integration tools used by your company**

your company's Data integration tools → MA/SFA
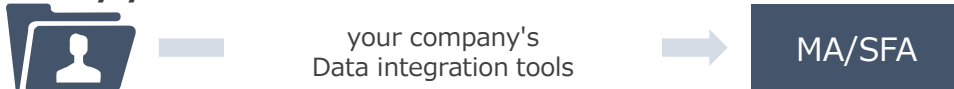
Pattern 3: **Lead information delivered via our partner's data integration tool**

Our Partner Tool
Lead Brizzy → MA/SFA
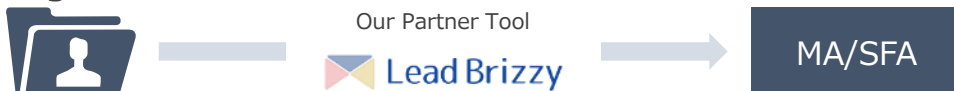
Implementation Fee

$12 / lead

remarks

- Frequency of deliveries that can be handled is as follows
  - Patterns 1 and 2: Weekly delivery
  - Pattern 3: Daily delivery
- Tools that can be supported include
  - Patterns 1 and 2: Please inquire
  - Pattern 3: Marketo, Hubspot, salesforce, Pardot, Hot Profile
- Certain conditions apply to the use of this service, please contact us for details.
- In Pattern 3, we will provide "Lead Brizzy" provided by Brizzy Inc. as an agent. (Separately, an application form and agreement to the terms of use with Brizzy Inc. are required.
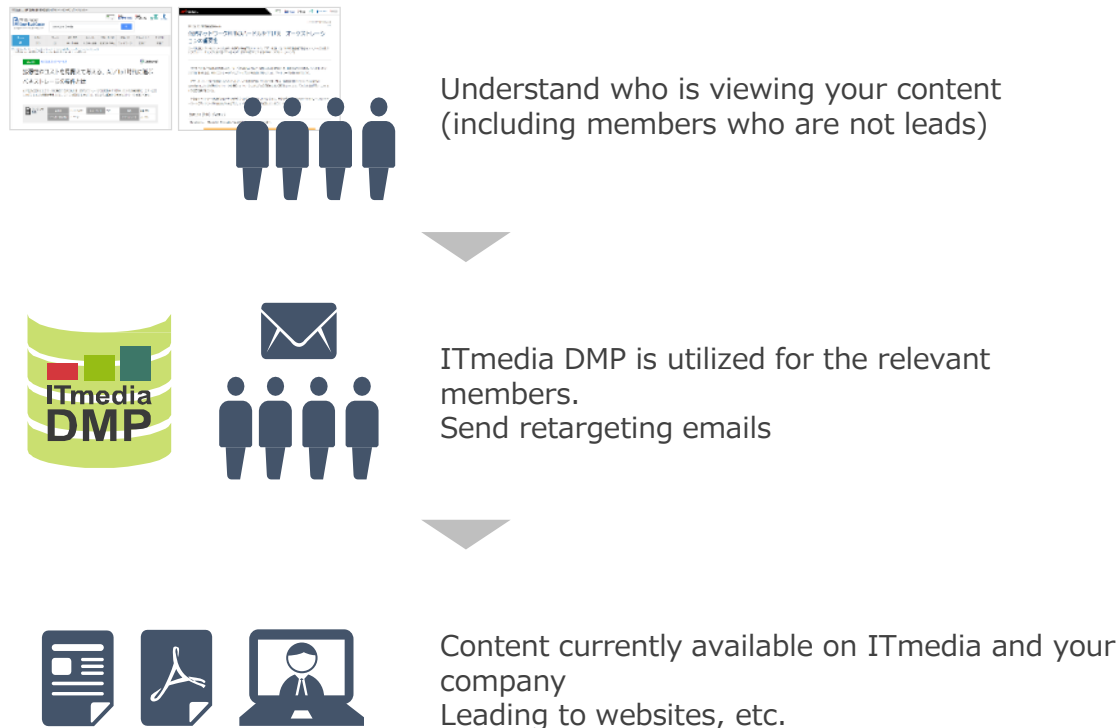
Retargeting emails

Capture readers who are interested in your content and products and continue to approach them

By using ITmedia DMP to extract users who have come into contact with your company's content, and approaching them via e-mail (retargeting), it is possible to provide information on your company's commercial content, including those who are potentially interested in your company's products and services.

Retargeting Email Deployment Image

Understand who is viewing your content (including members who are not leads)

ITmedia DMP is utilized for the relevant members.
Send retargeting emails

Content currently available on ITmedia and your company
Leading to websites, etc.

Implementation Fee

$1,200 /times

What we offer
Retargeting emails: 5,000
Email effectiveness reports (number of deliveries, clicks, CTR)

remarks

- This is an optional product to be used in conjunction with our lead generation services.

- You are responsible for the text of the e-mail.

- The number of e-mails can be increased for an additional fee.

- User extraction can also include additional "interest" criteria such as "cloud" or "ERP".

Self-nurturing

Elicit the next action from "members viewing content" at the moment they become a lead.

By providing an induction space next to the white paper, you can encourage the next action for "members viewing content" who are most likely to be interested in your content and services.

Self-nurturing Development image

White Paper.
View in Browser

Related links lead to case studies, product literature, trial registration, etc. on your site

Maximum of 3 guide spaces and 1 link per guide space
Only one company's logo can be displayed.
White paper format for production is PDF only (videos are not supported).

Implementation Fee

$1,200 / Campaign

Number of white papers that can be installed: up to 10 contents
After 11 contents, ¥20,000/content

What we offer
Add white paper browser display and set up induction space.
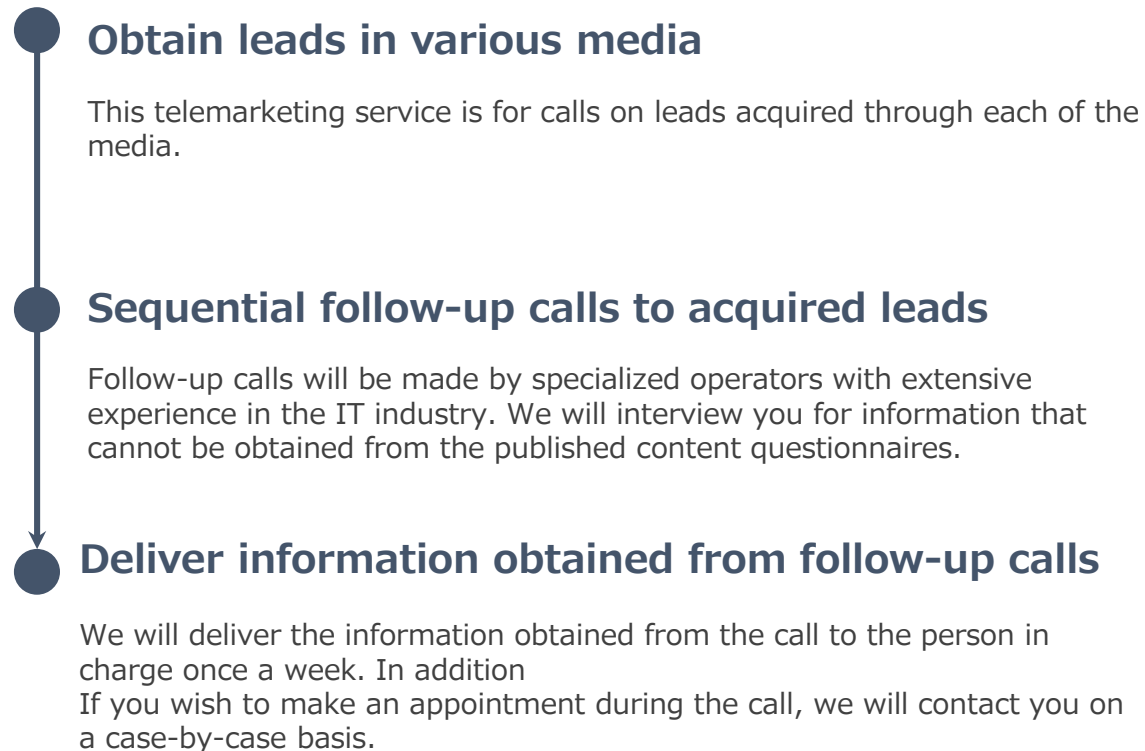Simple reports (number of page views, clicks, and CTR for the relevant pages)

remarks

- Customized Surveys (surveys when reading content)" cannot be used in conjunction with Self Nurturing.

- You must provide your own guidance text and URL.
  - Title: 30 characters or less, description text: 70 characters or less
  - Please provide us with this information at least 7 business days prior to the start of publication.
  - Replacement of content is limited to once a month.

Telemarketing

Primary follow-up of acquired leads on behalf of the company

This is an option for our partners to conduct telemarketing for acquired leads. Please use this option as a primary follow-up service, such as cleansing the phone connection status, and hearing necessary information during sales activities.

Telemarketing Implementation Flow

● **Obtain leads in various media**

This telemarketing service is for calls on leads acquired through each of the media.

● **Sequential follow-up calls to acquired leads**

Follow-up calls will be made by specialized operators with extensive experience in the IT industry. We will interview you for information that cannot be obtained from the published content questionnaires.

● **Deliver information obtained from follow-up calls**

We will deliver the information obtained from the call to the person in charge once a week. In addition
If you wish to make an appointment during the call, we will contact you on a case-by-case basis.

Implementation Fee

$18 per case

Selection of call scripts and callers

There is one call script per project.
If you wish to use multiple scripts for your calls, an optional fee will be charged.
  $600 per script will be charged.
Callers can be selected, but conditions cannot be changed after the start of the call.
You will be charged the full amount even if the number of calls does not meet the number of applications as a result of the selection process.
If there are companies you want to exclude from the call, we recommend eliminating them during the lead generation phase.
  We will do so.

remarks

We accept a minimum of 50 calls.
We do not offer telemarketing services on a stand-alone basis.
Please submit the required information 7 business days prior to the start of lead collection.
The call will be made in your company's name.
In case of absence, calls will be made up to 3 calls and then terminated.
Please note that the hearing items may not be available depending on the availability of the interlocutor.
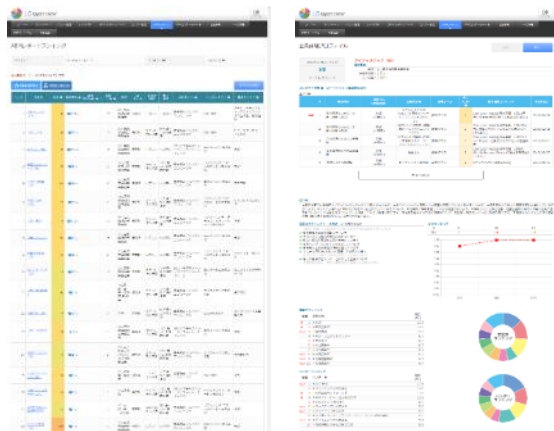
ABM Report / ABM Alert

> Visualization of purchasing intentions by company/notification by e-mail of customers who should be approached now.

ABM Report

This is a reporting service that enables us to quickly understand "which companies and what genres they are interested in" based on the media behavior of our members.

Provides rankings of companies actively collecting information and detailed reports on individual companies

These issues.
For those who have Recommendation.

We have leads, but we don't know which companies to sell to.
There is a large amount of house lists that are not being utilized.
I want to know more about the companies I am approaching.

ABM Alerts

This service provides email notifications with summary information on companies that have rapidly become active within the target companies.

Automatically identifies "companies that are actively collecting information" in the ABM Report and notifies the person in charge by e-mail.

These issues.
For those who have Recommendation.

I'm doing sales activities by e-mail, but I "should" be doing sales.
I don't know about "timing".
Provide information on the attacker to the sales staff without spending man-hours.

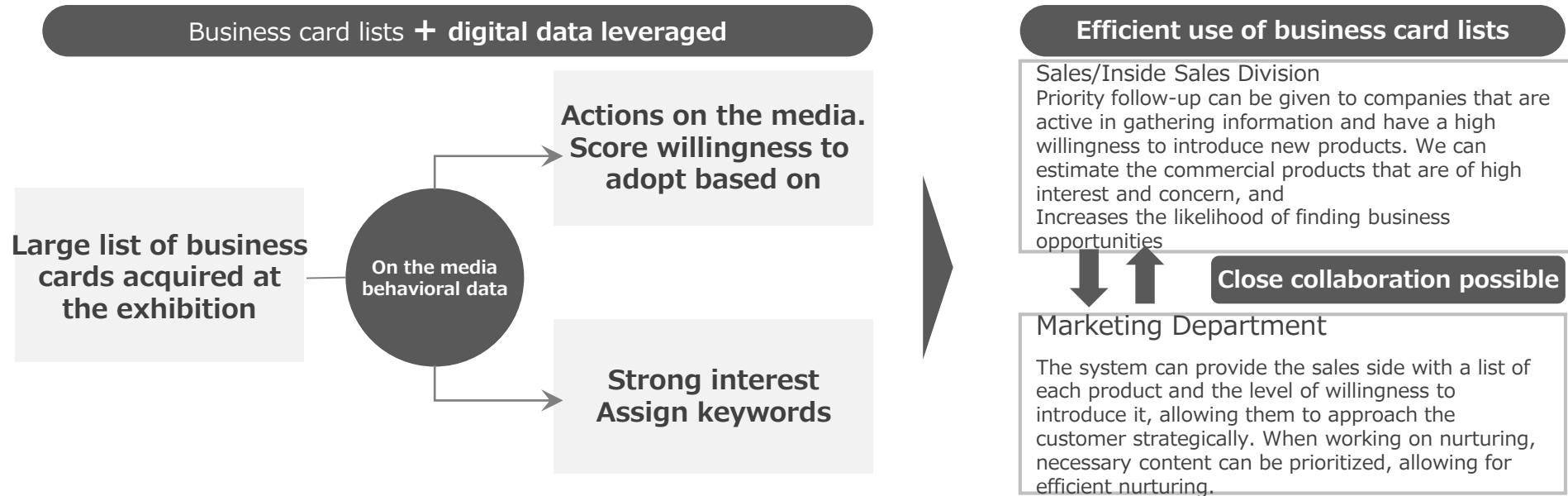For details of each service, please contact our sales representatives.

Utilization of Exhibition Data

We support you in finding business opportunities from the list of business cards acquired at the exhibition.

This service assigns a score of willingness to introduce and keywords of strong interest and concern to your company's business card list based on behavioral data on the media. Using the media data, we will support the discovery of business opportunities for your company by estimating the list to be approached, its timing, and interests, and by adding the necessary information to the business card list.

Business card lists ✚ digital data leveraged

Efficient use of business card lists

Large list of business cards acquired at the exhibition

On the media behavioral data

Actions on the media. Score willingness to adopt based on

Strong interest Assign keywords

Sales/Inside Sales Division
Priority follow-up can be given to companies that are active in gathering information and have a high willingness to introduce new products. We can estimate the commercial products that are of high interest and concern, and
Increases the likelihood of finding business opportunities

Close collaboration possible

Marketing Department

The system can provide the sales side with a list of each product and the level of willingness to introduce it, allowing them to approach the customer strategically. When working on nurturing, necessary content can be prioritized, allowing for efficient nurturing.

Usage Fees

Basic fee $1,200
@$1.2 per company

What we offer
Monitoring segment: Select one of the standard segments
Score of willingness to introduce to the list of company names and assign keywords of strong interest.

For details of each service, please contact our sales representatives.

Advertising Special

Pickup Themes
Reader Survey Linked Series Project

What is a Pickup Theme?

We will launch a special planning feature page that aggregates editorial articles and content on themes and the latest topics that the editors of MONOist, EE Times Japan, and EDN Japan are focusing on as special themes.

Planning special feature page opened.

We will open a special page with editorial commentary on the topics to be covered and related editorial articles.

Directed to readers with a high level of expertise and interest

By using banner ad space on the media to direct readers to this feature, you can reach readers who are eager to gather information by directing them to the MONOist/EE Times Japan/EDN Japan top page and article pages.

Special Offers

We hope you will take advantage of this special issue as an excellent opportunity to promote your company.

Special features to be implemented

Month of implementation	theme
August - September 2022	Reforming the way factories work - Interdepartmental collaboration tools
	DX for manufacturing starts with data analysis of the manufacturing site.
	Automated transfer robot
	Remote work support tool for manufacturing sites
	Scope 3, the key to achieving decarbonization 〜Visualization of greenhouse gas emissions in the supply chain
	Measuring Equipment
	Connector
	Construction Tech to Accelerate National Land Resilience -ICT for Infrastructure Maintenance Management/Disaster Prevention and Mitigation
	Construction ICT to remotely connect job sites 〜Remote presence" is attracting attention as a means to reform the way of working.

※　Themes and schedules are tentative at this time and are subject to change.
※　A proposal is available for each theme. Please contact our sales representative for details.

Reader Survey Linked Series Project Overview

Publish your company's content on TechFactory

Effective approach to members who are highly interested in the theme through various inducement measures exclusive to this project

broadening one's awareness Prospective Customer lead generation

Direct approach to target readers

Direct interested readers from planning pages

Direct introduction for readers in the TechFactory newsletter

(your) company contents

Publish Your company's content on TechFactory

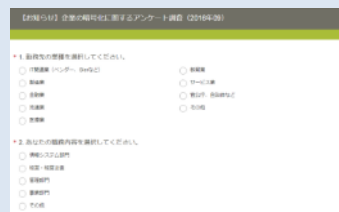Develop special pages for TechFactory readers.

New announcements in the newsletter

Direct leads to your content in our weekly e-newsletter to TechFacotry readers. We also regularly introduce our special features to capture leads.

Targeting mail

Targeted e-mails are sent to readers who are interested in the theme. Send out emails with announcements of featured pages and content that encourages readers to browse your company's content.

Survey Report Commentary Summary

The editorial team added explanatory comments to the survey results report to produce the white paper.
The report page includes a link to your company's content to direct readers to your company's content.

Feature Index

In addition to research report commentary articles and your company's content, we create a page with editorial articles related to the theme. Lead readers to a download page for your content.

Gain recognition and leads as products and services that address challenges

Series of projects linked to the reader survey, scheduled themes for FY2022

Month of implementation		theme
Fiscal Year 2022	April	Survey of Digital Use by Research and Development Professionals
	July	Connected Factory (Manufacturing IoT)
	July	CAD Usage Trend Survey
	October	Quality control of design and manufacturing
	October	3D Printer Usage Trend Survey
	October	Survey of Data Utilization in Manufacturing Sites
	January	Work Styles of Manufacturing Designers

※ Themes and schedules are tentative at this time and are subject to change.
※ A proposal is available for each theme. Please contact our sales representative for details.

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All prices in this document are gross and do not include tax.
Please note that the page design is subject to change.