

**CNET Direct Business Solutions** works as an extension to your marketing organization to grow your sales pipeline. We offer an integrated approach that promotes, targets, and reaches business and technology decision makers in over 260 countries. Partner with CNET Direct Business Solutions for...

- Reaching engaged purchase influencers
- Alignment with trusted content and world-class brands
- Advanced behavioral targeting with proven ROI
- Innovative opportunities to generate high quality leads
- Dedicated team available to you

## Active and Engaged Audience

CNET Direct Business Solutions includes industry leading media properties. Our sites are architected for participation with 360° expert coverage that elicits user dialog and active communities.



## MONTHLY...

**15M** newsletters opened

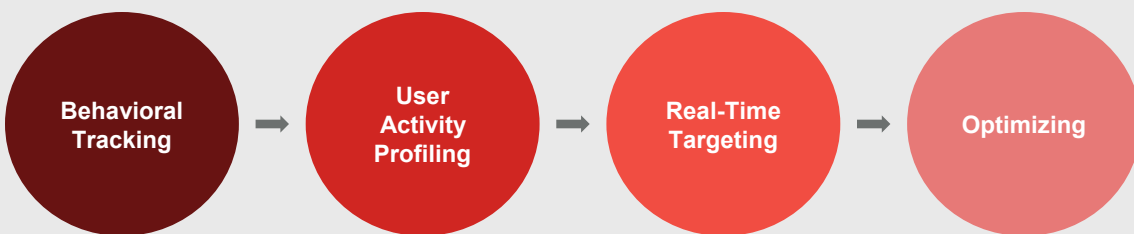
**1.8M** shopping leads

**587k** videos, webcasts, whiteboards viewed

**76k** discussions, talkbacks, votes

## Our Methodology

**An engaged and tracked audience** -- CNET Direct Business Solutions profiles users and their actions so you can target the right offers to the right users.



## Content is King

**Multiple tactics with multiple touch points** – we leverage our leading brands, trusted content and engaged audience to develop a holistic and relevant experience.

## Integrated Marketing for Every Objective

**Customized and focused on results** – Whether your goals are to generate quality leads, drive traffic or grow market visibility, CNET Direct Business Solutions provides a customized and integrated approach.

## LEARN MORE

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