

How IT Products Are Bought

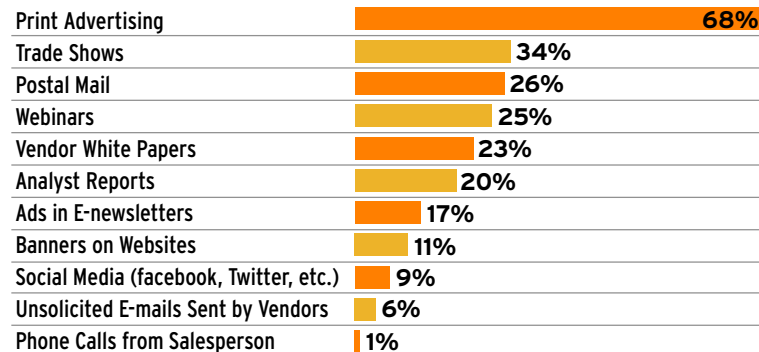
Discovery → Trust and Preferences Established → Final Feature Search → Buy



"IT people want to discover products, not have them shoved down their throats."

—B.K. Law, President, Sprout Marketing, Crain's BtoB

How Do SD Times Readers PREFER to Learn About YOU?



Source: Readex Study, July 2014

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