ITmedia ABM Report
Product Guide

2020 April version

TechTarget Japan キーマンズネット Tech Factory

What is the ITmedia ABM?

Visualize active corporate's IT purchase intension
based on behavior of TechTarget Japan / Keyman's
Net / @IT / TechFactory registered members.

Store all logs of behavior of registered members

Analyze their research activities on an enterprise basis

Visualize the most active companies in specific product genre

ABM Report
Account Based Marketing
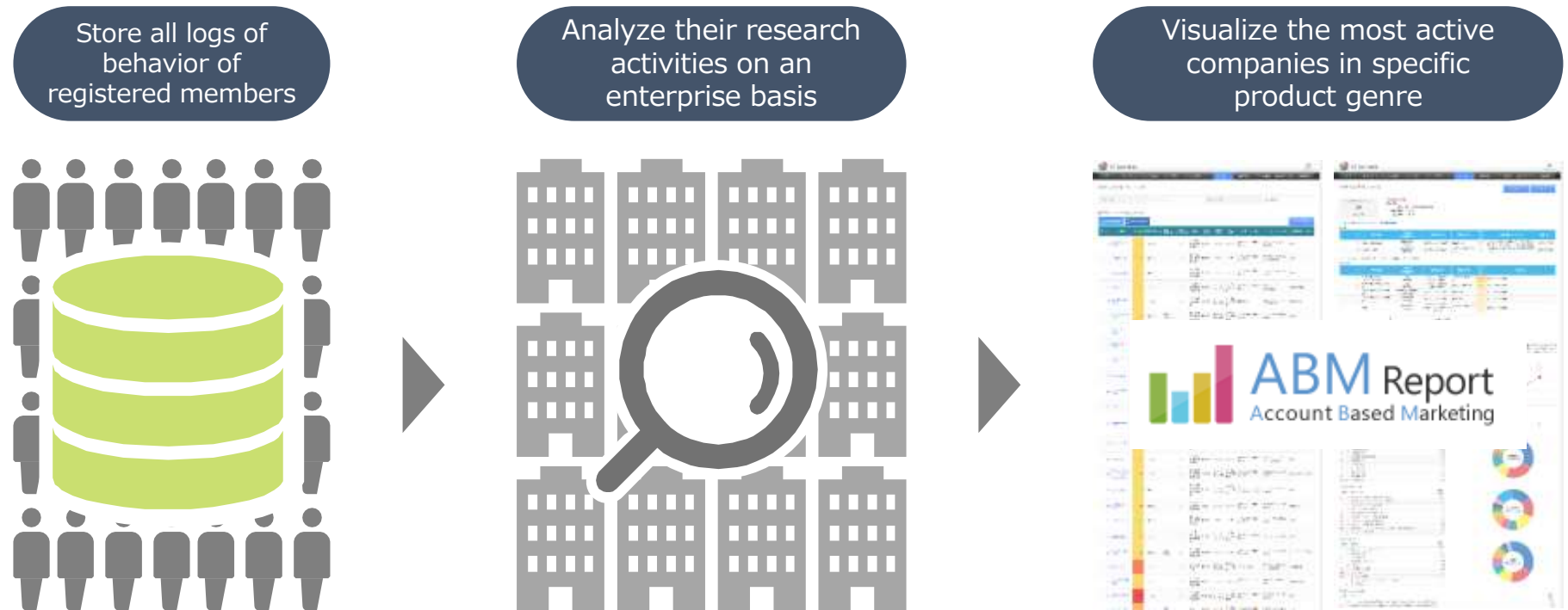
ITmedia ABM Report Use Case

I can't see which companies I should approach out of all sales accounts…

Improvement of sales efficiency

Since it can analyze all registered corporate researchers with technology researching and purchasing intention, **active Top 200 company list in your market** is provided in the ranking report.

I try to realize data-driven and effective digital marketing because we installed "Marketing Automation".

Highly accurate marketing

You can use the report in order to **understand the critical competitor, the suitable industry and define marketing message.**

Also it's possible to use it as scoring source for MA as 3rd party data.

We've made plenty of "dead stock" leads just captured but never followed-up for a while…

Effective utilization of past leads

Because it can link between the ranked corporate information and lead contact information with access permission last 2 years, **you can see whom and when to approach, and maximize past leads value.**

ABM Report: Ranking

"ABM Report Ranking" lists the active companies in the client product segment

ITmedia provides proprietary ranking information composed from the last 3-month corporate members activities such as article viewing, vendor content downloading, the BANT response and membership attributes.

Item	Explanation
Rank	Rank of information gathering activity of the month
Company name	Company name normalized by external DB
Change	Change in current month's rank compared to the previous month
Acquisition status	Number of permissions earned in the last 2 years
Latest lead acquisition period	Latest period of getting permissions in the last 3 months
Suggested leads	Number of members who are active in the specified segments in the last 3 months
Industry	Industry of the specified companies (Using external DB)
Headquarter location	Headquarter location of the specified companies (Using external DB)
Employee size	Employee size of the specified companies (Using external DB)
Revenue size	Revenue size of the specified companies (Using external DB)
Top genre	The most read genre of content viewed in the past 3 months
Top vendor	Vendor with the highest number of viewers among vendors whose content was viewed within the past 3 months
Top office/branch	Office with the highest number of viewers among the offices whose users view content in the past 3 months

ABM Report : Company Detail Profile

"Company Detail Profile" summarizes the trend of information gathering activities of each company

This is the report summarizing the detailed information of each company listed in the company trend ranking. It summarizes the trends of rankings, the points of each company's interest and the ranking of the number of views of vendor content with one report per company.
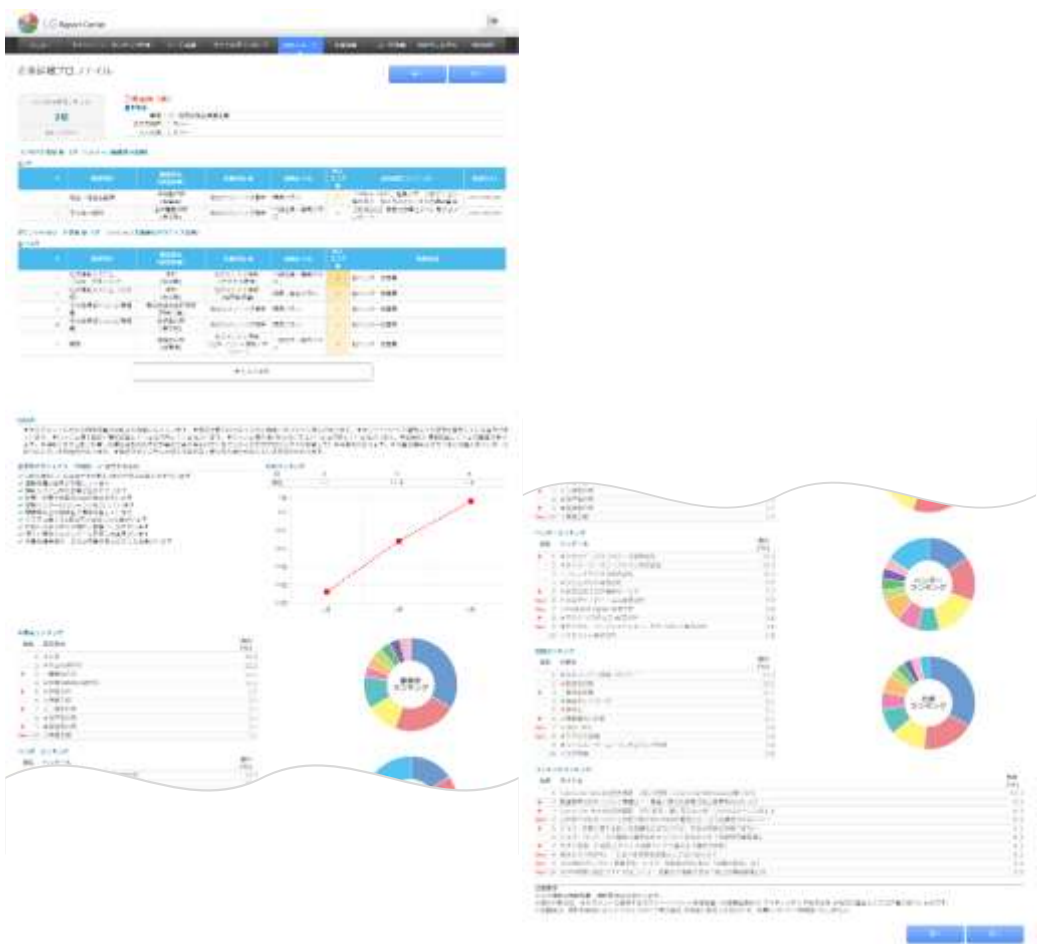
| Item	Explanation
Rank + Basic information	Monthly ranking and basic information such as industry, employee size and sales scale
Contact information	Members whose permissions are acquired by ITmedia in the last two years
Potential lead information	Information of active member without permission (no personal information)
Attention point	The points in gathering information activities conducted by members of the company
Outlook of active users	Applicable conditions of criteria that indicates activity status
Monthly ranking	Ranking transition over the past 3 months
Office ranking	Top 10 office/branch names and ratio where number of the membership work the most
Vendor ranking	Top 10 vendor names and ratio which has generated leads the most
Genre ranking	Top 10 genres of vendor content viewed the most and the ratio
Content title ranking	Top 10 content titles of vendor content which has been viewed the most and the ratio

Why is the ITmedia ABM Report reliable?

① Provides total judgement based on behavior + response + attribute

Signal	Type	Explanation
Active	Behavior	The number of users in the current month exceeds the average number of users in the previous two months.
Multi-functions	Attribute	Members from multiple professions are active.
IT section member	Attribute	Members of the Information Systems Department are included.
CxO or corp. planners	Attribute	Members of the Management and Corporate Planning Department are included.
Multi-vendor comparison	Behavior	Viewing content of multiple vendors.
Management layer	Attribute	Members of managers and above are included.
One year or less timeline for introduction	Question	Members who responded in the pre-viewing questionnaire that they planned to introduce the service within 3 months, 6 months or 1 year are included.
New system introduction	Question	Members who responded "Consideration and comparison of new system introduction" for the purpose of use in the pre-viewing questionnaire are included.
Authority	Question	Members who responded "Member who has authority" in the pre-viewing questionnaire are included.
Budget	Question	Members who responded "Already acquired a budget" in the pre-viewing questionnaire are included.
New membership	Behavior	Companies with new members who have registered in the past 3 months

② Verified to be highly accurate

In the "Servers & Storage" segment
More than 70% of companies were confirmed that they have an IT introduction project.

No plans for IT introduction
23%

IT introduction planned
37%

IT introduction under consideration
40%
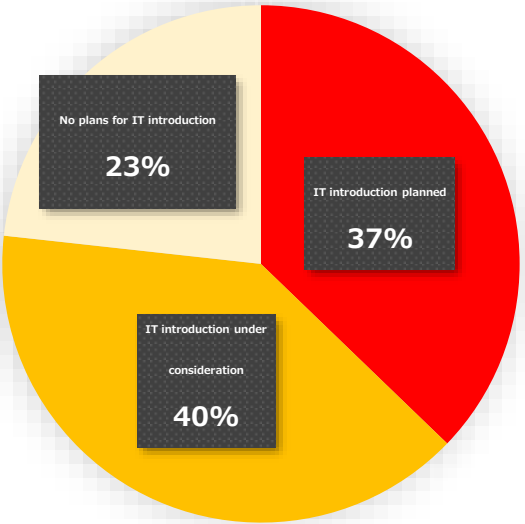
ITmedia surveyed the Top 200 companies in the July 2018 edition of the ABM Report, Servers & Storage, and received responses from 43 companies.
The results showed that 33 companies (77% of respondents) have projects underway to implement relevant IT products and services.

※**Please note that the percentage of with/without projects may vary significantly depending on the segment and time of year.**

Segment

Standard Segment	Customized Segment（Combine genre from items below for your market)

Standard Segment:

☑ **Cloud**

☑ **Virtualization**

☑ **Server & Storage**

☑ **Networking**

☑ **System Ope Mgmt**

☑ **Smart Mobile**

☑ **Security**

☑ **Information System**

☑ **Data Analysis**

Customized Segment:

Cloud Computing	SAN	Quarantine Network
SaaS/ASP	NAS	Information Leak Measures
IaaS/PaaS/BaaS	Cloud Storage	Encryption
Server Virtualization	Tape Device	Endpoint Security
Desktop Virt. /VDI/DaaS	Data Center	Virus/Worm Protection
Virtual Environment Mgmt	HPC/Grid Computing	Anti-spyware
HCI		
SSD/Flash Sto		
Storage Virt		
MDM		
Mobile Securit		
Remote Acces		
Smartphone/T		...ing
PDA/Mobile Device/Cellular	SDN/Network Virtualization	Big Data
Client Device Mgmt	Authentication Server	RPA
Desktop PC	Log Management	Analytics/Design Tool
Note PC	Firewall	Development Tool
Thin Client	UTM	Library/Compornent
IA Server/PC Server	IDS/IPS	Frame/Form Design Tool
UNIX Server	DoS Attack Countermeasures	DevOps

> ○**Sample of customized segment**
> • Product type : SaaS based security tool
> • Possible product genres :
>   MDM, Mobile Security, Remote Access, One-Time Password, Single Sign-On, Authentication Device, Preventing Information Leakage, Cloud Security, E-mail, Groupware

Please ask genre list and suitable segment.

Precautions for Use

- Please refrain from disclosing information obtained through ABM to the public via the Internet or social networking services. In addition, the information must not be sold (including free of charge) to outside companies.

- Depending on the segment and company requirements you choose, 200 companies may not be listed.

- The ABM Report does not include contact information for which you have not previously obtained permission at TechTarget Japan / Keyman's Net / TechFactory. If contact information is required, please use additional lead generation services and targeting emails.

- Purchasing the ABM Report is the requirements to get the new contact information by email delivery, postal Direct Mail and banner in conjunction with the ABM Report.

- Access to the online version of the ABM Report is only possible for those involved in the client company who applied in advance (In principle, the client can use up to 10 accounts (email address) per report). Please take care of these access information.

Pricing

ABM Report

Pricing		Target Company	
		Company Type Choice (All / End user / IT subsidiary / IT vendor) Company Size Choice (Employee / Revenue)	Named Account
Initial Fee		JPY 100,000	JPY 200,000
Reporting Fee	Standard Segment	JPY 450,000 (Including 3-time monthly update)	
	Customized Segment (Free choice up to 10 genres)	JPY 600,000 (Including 3-time monthly update)	

■Standard package

・Function to download company rankings and contact information in Excel. （It is also possible not to provide a download function.）

・Personal information and personal scores of members who have earned permissions in the past 2 years
> Except the cases below.
> - Members who changed their place of employment due to the job change, secondment or retirement
> - Members who have resigned from ITmedia ID
> - Any member whose registration information is incomplete or incorrect

・Up to 10 user registration (They can be changed during the contract.)

□Notes

・Within 5 business days of each month, you will receive an email notification that a new ABM Report has been published in the Report Center.

・For continuous use, as long as the company and segment conditions are the same, this service can be used with only reporting fee.

・ITmedia will charge the equivalent of 1/3 of the initial and reporting fees in the first month. The rest of the fee will be split in the following months.

ITmedia ABM Report Optional Services

- ABM Targeting Mail
- Cooperation with other services

Optional services are available on condition that the ABM Report is contracted.
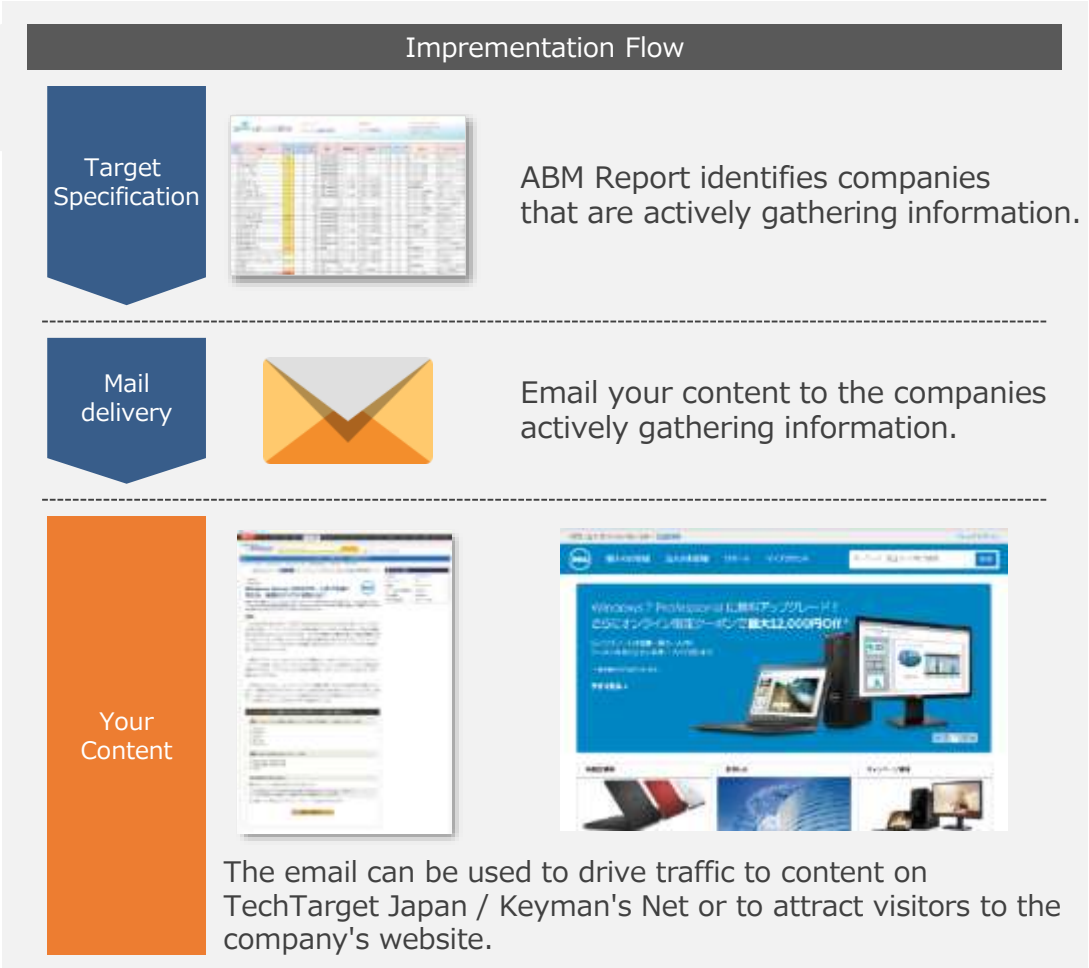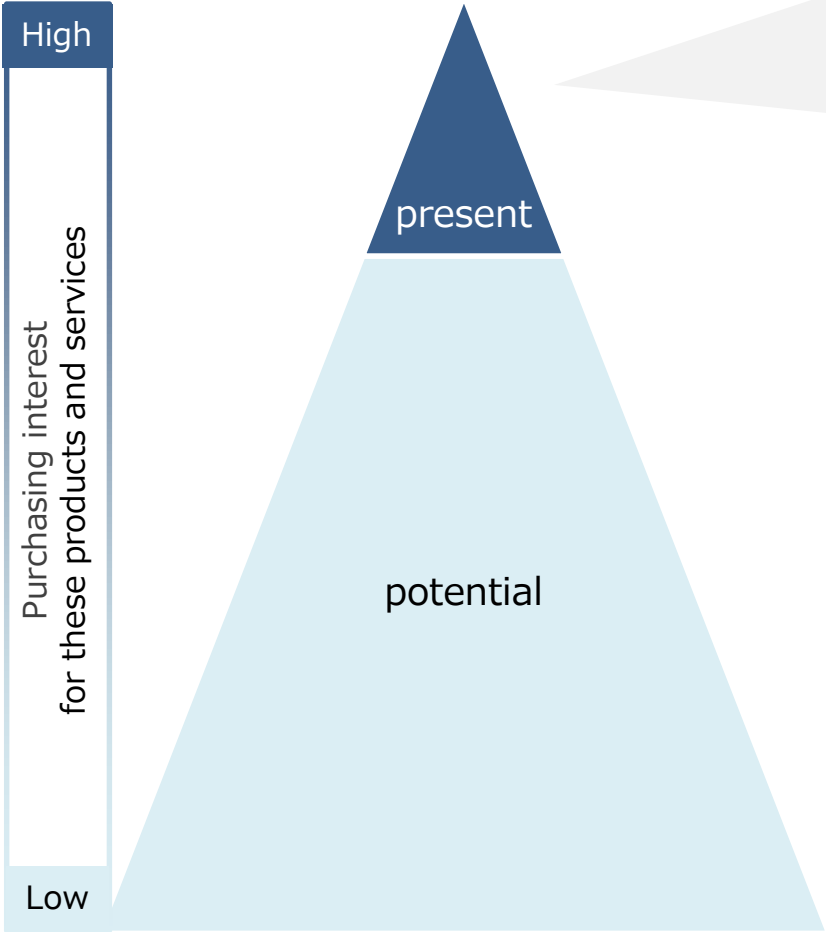
Pricing of Optional Services

Optional Menu (need to purchase the ABM Report to utilize the options below.)

Contents	Prices
Ranking extension (companies outside the Top 200 (up to 3000 companies) are listed) ※The fee will be added to the monthly reporting fee.	JPY 100,000 per month
Additional user registration (10 users) of ABM Report	JPY 100,000
Modification of the conditions for creating report (change of designation of companies and segment) ※Reporting fee will be changed when segment is changed from standard to customized one.	JPY 100,000 per modification
Targeting mail to ABM Report Top 200 companies and active members ※The number of deliveries will vary depending on the purchasing conditions of the the ABM Report (up to 20,000 names). ・Reminder mail (resend to non-clickers): JPY 50,000 per delivery ・Landing page production costs (survey or content downloads): JPY 100,000 ※The fee for the procurement and delivery of incentives which are not prepared by ITmedia must be paid at client's expense.	JPY 300,000 per delivery
A4 sized postal Direct Mail for ABM Report Top 200 companies and active members ※The number of possible deliveries will vary depending on the conditions when the ABM Report is conducted. ※Minimum order: 1,000 names ・Production cost for text and design of postal Direct Mail: JPY 100,000 ・Cost of fax answering bureau (including transcription of fax) :JPY 100,000 ・Landing page production costs (survey or content downloads): JPY 100,000 ※The fee for the procurement and delivery of incentives which are not prepared by ITmedia must be paid at client's expense.	JPY 300 per Direct Mail
Insert banners for ABM Report Top 200 companies and active members ※Impression inventories will vary depending on the conditions when the ABM Report is conducted. ※Minimum impressions: 60,000	JPY 5 per impression
Telemarketing to potential leads in ABM Report ※The number of possible telemarketing will vary depending on the conditions when the ABM Report is conducted. ※Minimum address: 100 ・Initial cost: JPY 100,000	JPY 2,000 per address

ABM Targeting Mail

✉ Targeted mailings to the Top 200 companies in the ABM Report with high purchasing intentions

Purchasing interest for these products and services

High
Low

present

potential

Imprementation Flow

Target Specification

ABM Report identifies companies that are actively gathering information.

Mail delivery

Email your content to the companies actively gathering information.

Your Content

The email can be used to drive traffic to content on TechTarget Japan / Keyman's Net or to attract visitors to the company's website.

ABM Report contract is required to use the targeting mail and recommended contact provision.

Cooperation of ABM Data with various services

☑ **Cloud**

☑ **Virtualization**

☑ **Server & storage**

☑ **Data analysis**

Company A, Company B…

Extract companies by degree of interest in the genres

List companies that are considering introduction of products

Company C, Company D, Company E……

Postal Direct Mail Delivery

Telemarketing Call

ITmedia DMP Insertion

ITmedia DMP

External DSP Delivery

Market **one**

ADMATRIX DSP

Target extraction | **Reach companies which consider introduction through various routes**

※Please contact ITmedia sales team for more details on how to cooperate ADM data with each service.

ABM Telemarketing Service - Implementation Flow

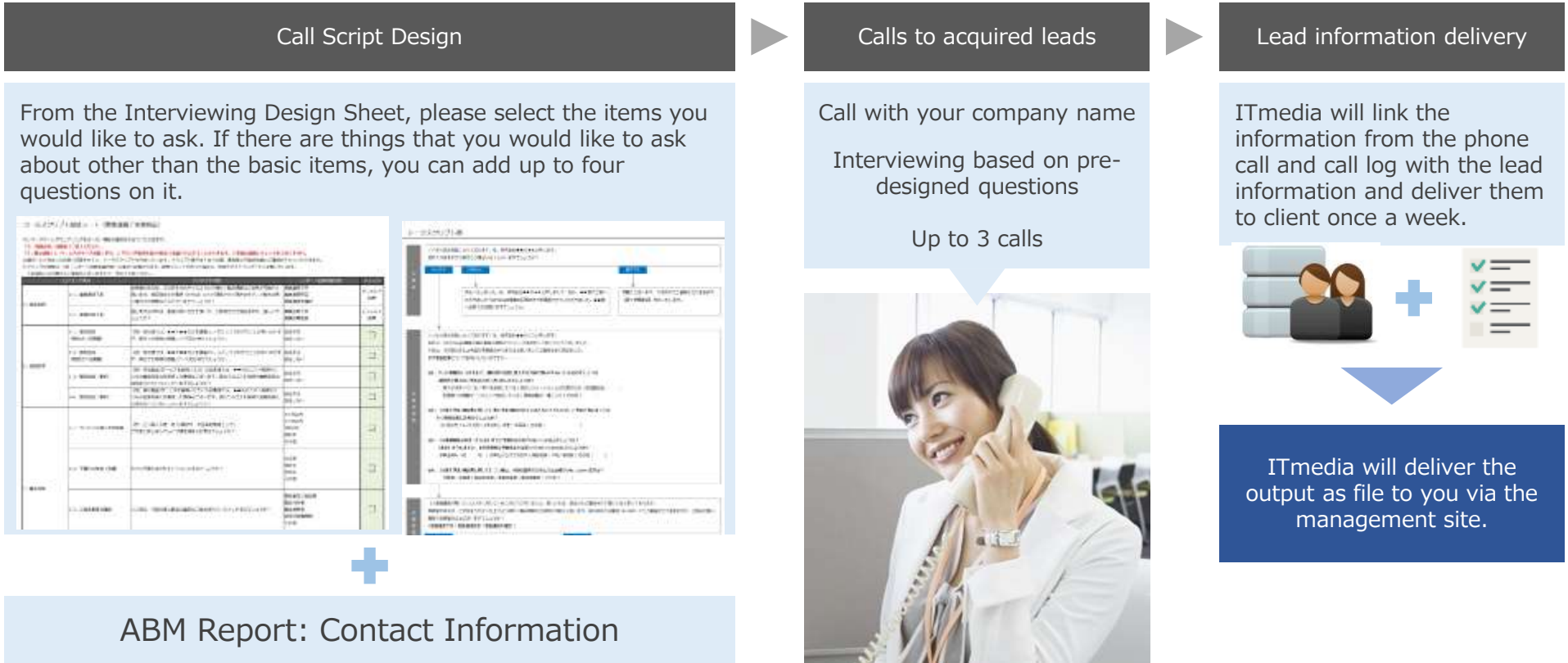## Extract a list of recommended leads to call from the ABM Report leads and conduct an interview.

This is appropriate for the case of:
- Inadequate follow-up organizational structure such as inside sales
- Want to provide leads with a high degree of certainty to sales and distribution partners.

Initial fee : JPY 100,000 +
JPY 2,000/call

Call Script Design		Calls to acquired leads		Lead information delivery

Call Script Design

From the Interviewing Design Sheet, please select the items you would like to ask. If there are things that you would like to ask about other than the basic items, you can add up to four questions on it.

ABM Report: Contact Information

Calls to acquired leads

Call with your company name

Interviewing based on pre-designed questions

Up to 3 calls

Lead information delivery

ITmedia will link the information from the phone call and call log with the lead information and deliver them to client once a week.

ITmedia will deliver the output as file to you via the management site.

Precautions to use ABM Telemarketing

Implementation condition
- Purchasing the ABM Report is requirement to utilize ABM Telemarketing service.
- ITmedia will make a call to people whose personal information has been earned by the client already.
- "Cold Call" is not available.
- ITmedia need enough contacts to make more than 100 calls. (Reports composed of multiple month are acceptable.)

Interviewing contents
- Please understand in advance that there are some questions that ITmedia can't ask depending on the customers.
- If ITmedia gets information other than the interviewing contents, ITmedia will provide them as call log. (ITmedia doesn't guarantee quality and quantity of the call log.)

Operation
- Up to 3 calls will be conducted when the interviewee is absent.
- ITmedia won't guarantee frequency of the call. (We will try to have done within a contracted period.)

Reporting
- ITmedia will provide the log data with personal information through ReportCenter (management site) once a week.
- ITmedia will report weekly, and there is no final review report.

ITmedia has use cases and script examples. Please contact.

Cancellation Policy

In the event of cancellation by the advertiser after receipt of an order, the following rates will be charged as a cancellation fee.

Advertising Menu			Cancellation Fee	Applicable Products / Services(Please ask us if you can't find the product in the list below.)
Display Advertising / Email Advertising			Before the material deadline: 50% After the material deadline: 100%	Display Advertising / Email Advertising
Advertorial (Tie-in Article)			Before submission of the first draft for proof-reading: 50% of the advertising fee (including production fee, insertion fee and promotion fee) After submission of the first draft for proof-reading: 100% of the advertising fee (including production fee, insertion fee and promotion fee)	Guaranteed Insertion Term Advertorial (Tie-in Article) Guaranteed Page View Advertorial (Tie-in Article)
Lead Generation	Guaranteed Number of Leads	Lead Generation	Before the campaign starts: 50% of the advertising fee (basic fee + lead generation fee) After the campaign starts: 100% of the advertising fee (basic fee + lead generation fee)	LG. Basic / Segment
		Production Option	Before submission of the first draft for proof-reading: 50% of the production fee After submission of the first draft for proof-reading: 100% of the production fee	LG. Segment Option - Advertorial (Tie-in Article) Production LG. Segment Option - White Paper Production
		Other Options	Before the campaign starts: 50% of the advertising fee (option fee) After the campaign starts: 100% of the advertising fee (option fee)	LG. Segment Option - Customized Survey LG. Segment Option - Telemarketing
	Guaranteed Insertion Term	White Paper	Before the campaign starts: 50% of the advertising fee After the campaign starts: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
		Advertorial (Tie-in Article)	Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
	Long Term Lead Generation Program (6 months or more)		Up to the spending of half of the amount applied for: 50% of the advertisement fee(basic fee+lead generation fee) After the spending of half of the amount applied for: Unused portions can be cancelled	LeadGen. Segment (6 months or more Lead Generation Program)
Seminar	Collective Seminar		Until 41days before the seminar opening date: 50% of the advertising fee After 40days before the seminar opening date: 100% of the advertising fee	Seminar Hosted by ITmedia / Virtual Expo Sponsoring Plan
	Entrusted Seminar		Planning Fee / Operating Fee ・Until 41 days before the seminar: 50% of the advertising fee ・Within 40 days before the seminar: 100% of the advertising fee Other actual cost will be charged in accordance with the cancellation policy of the subcontractor. ・Venue Fee/ ITmedia's Operating Fee ・Any other costs incurred as a result of customizing program	Entrusted Seminar
Others	ABM Report		Before the first delivery: 50% of the advertising fee After the first delivery: 100% of the advertising fee	ABM Report
	Customized Booklet / Offprint		Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	Custom Booklet Offprint
	Video Production		Until 2 days before video shooting date: 50% of the advertising fee After the previous day of video shooting date: 100% of the advertising fee	Video Production
	Customized Research		Before the research starts: 50% of the advertising fee After the research starts: 100% of the advertising fee	Customized Research

For more inquiries, please contact:

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http://corp.itmedia.co.jp/ad/lgmediaguide/