アイティメディア株式会社

EE Times Japan

EDN Japan

Advertorial Email Edition Launch Campaign

EE Times Japan/EDN Japan

https://eetimes.itmedia.co.jp/

https://edn.itmedia.co.jp/

ITmedia Inc. Sales Division

12/13F Kioicho Building 3-12, Kioicho, Chiyoda-ku, Tokyo 102-0094 Japan

Mail : sales@ml.itmedia.co.jp

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What is “Advertorial Email Edition”?

Deliver information about your products and services to our readers in the HTML format email

The advertorial email edition is an advertorial that delivers content explaining information about your company's products and services to readers in a single, exclusive email advertisement.
ITmedia compiles the article in a text volume suitable for email (approximately 700 Japanese characters) so that it is easy to read even when delivered via email.
ITmedia also posts the advertorial on our website, so the content will not end after the email distribution, but will remain as content.

Feature

The ITmedia editorial staff will create an advertorial that provides information about your new products and services with a unique perspective and easy-to-understand explanations, and distribute the content in HTML email.

We recommend this for:

- Clients who want to promote unrecognized products and services effectively.
- Clients who would like to conduct digital promotions through an advertorial, but do not have the budget to do so.
- Clients who would like to try out an advertorial, but are too busy to spend a lot of time and effort on it.
- Clients who want to post an advertorial on ITmedia website in addition to providing information in e-newsletter.

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【Launch Campaign ①】 Advertorial Email Edition

Release summary of key points

Product and service introductions in the form of regular news articles, based on press releases and product literature

Number of characters: About 500
Illustration : Up to 1

Editor's perspective

A summary of the key points for the readers will be given with the editorial viewpoints.

Number of characters: About 200

2020/07/01

EE Times Japan EDN Japan

営業生産性をアップする「セールス・イネーブルメント」とは？

働き方改革を推し進める上で、業務効率化と営業力の向上の同時実現は企業にとって重要課題の1つだろう。だが、具体的にどうすればいいのか分からないと頭を悩ます企業も多いのではないか。

いま、「SalesTech」（セールステック）という言葉がクローズアップされつつある。ITと融合した新しい金融サービスを生み出す「FinTech」などと同様、テクノロジーを営業力アップにつなげる新しいトレンドがSalesTechだ。

「Handbook」はビジネスシーンで必要なプレゼンテーション資料や提案書、勉強資料などのコンテンツをクラウド上で管理し、タブレットやスマートフォン、Windows 10搭載PCといったモバイルデバイスで共有・活用できる管理システムだ。

直感的に操作でき、専門知識がなくても簡単にコンテンツ作成や配信が可能な点も特長。対応するコンテンツは、オフィスソフトやPDFを始め、動画、360度ビュー、VRコンテンツ、HTML5を利用したリッチコンテンツ――など多岐にわたる。

これまで営業先に出向く際にはたくさんの資料やカタログを印刷して持ち運ばなければいけなかった場合でも、「Handbook」搭載デバイスが1台あればその煩わしさから解放されるというわけだ。

コンテンツにはフィードバック機能やアンケート機能を設定でき、情報収集機能も持つ。管理者側は営業担当者のコンテンツ利用状況なども確認できるため、営業活動を定量的に把握することも可能だ。集積した貴重なデータはセールスツールの最適化などさまざまな用途に生かせるだろう。

ITmedia ビジネスオンライン編集部の「ここがポイント」

営業にITなどのテクノロジーを適用し、営業生産性向上を支援する仕組みを指す「SalesTech」が急速に注目を集めているように、営業部門でのIT活用の必要性が見直されている。今回ご紹介した「Handbook」は営業コンテンツの作成から活用、情報収集・分析に至るまで、多方面から営業担当者をサポート。これからの時代のニーズを捉えたツールの1つといえるでしょう。

サービス詳細、お問い合わせはこちら

[提供：○○株式会社]

Image of the HTML email content
※ Design of actual delivery may change.

Promoted via e-newsletter for registered members

E-newsletter: Electronic Design / Embedded Mail Special Edition

Number of subscribers: About 98,000　Issue date: Weekdays

For about the same price as the delivery of the e-newsletter (USD 10,320), this service covers everything from article creation to email promotion.
Very cost effective!

Also posted in the media website as an archive.

※Traffic driver to the website is at an extra cost.

Rate

List price　JUSD 14,400
⇒ Special campaign price

USD 10,800

(Consumption Tax is not included)

※Material deadline: Jun. 3(Fri.)

Specifications

Provided items	・Production of 1 simple advertorial - Product information summary (about 500 characters) - Editorial commentary (about 200 characters) ・Distribution of content via HTML e-mail ・Content posting in production media
Report	・Number of email sent ・Email open rate ・Number of clicks of email ・Email Click Through Rate ・Archive page viewing report (page views, unique browsers, clicks, etc.)

- This is a simple advertorial program with no interview. Please let us know in advance if there are points you would like to emphasize in product information, etc.
- After receiving the materials, ITmedia will send you text file to proofread the contents within about 5 business days.
- Please note that we may not be able to meet your request on the date of delivery due to the status of other companies' transactions. We appreciate your understanding in advance.
- Attracting visitors to the archive page is also available as an option. Please contact our sales representative..

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【Launch Campaign ②】 Advertorial Email Edition + 1,000 Pave Views Guaranteed

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Illustration : Up to 1

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コンテンツにはフィードバック機能やアンケート機能を設定でき、情報収集機能も持つ。管理者側は営業担当者のコンテンツ利用状況なども確認できるため、営業活動を定量的に把握することも可能だ。集積した貴重なデータはセールスツールの最適化などさまざまな用途に生かせるだろう。

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※ Design of actual delivery may change.

Promoted via e-newsletter for registered members

E-newsletter: Electronic Design / Embedded Mail Special Edition
Number of subscribers: About 98,000　Issue date: Weekdays

Also posted in the media website as an archive.

Traffic driving with behavioral history targeting: Guaranteed 1,000 page views

Rate

Special campaign price

USD 13,200

(Consumption Tax is not included)

※Material deadline: Jun. 3(Fri.)

広告仕様

Provided items	・Production of 1 simple advertorial - Product information summary (about 500 characters) - Editorial commentary (about 200 characters) ・Distribution of content via HTML e-mail ・Content posting in production media ・Guaranteed traffic driving to archived pages (1,000 page views)
Report	・Number of email sent ・Email open rate ・Number of clicks of email ・Email Click Through Rate ・Archive page viewing report (page views, unique browsers, clicks, etc.)

- This is a simple advertorial program with no interview. Please let us know in advance if there are points you would like to emphasize in product information, etc.
- After receiving the materials, ITmedia will send you text file to proofread the contents within about 5 business days.
- Please note that we may not be able to meet your request on the date of delivery due to the status of other companies' transactions. We appreciate your understanding in advance.
- Traffic driving ads will be suspended as soon as the guaranteed page views is achieved, but are guaranteed to remain up for at least one week.

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Traffic Driver

Increasing effectiveness of publication by attracting target audience + similar users

Target of this program

By using readers' article browsing history, "**readers with high interest in specific topics**" can be extracted.

Identify the target readers with ITmedia DMP

ITmedia DMP

①Attract the target readers

Target "the high-interest readers" and drive them to the archive page through ITmedia's various media.

Archive page

② Retargeting on external websites

Retarget and drive "interested people" extracted by ITmedia DMP on DSP and Facebook.

Linking audience attributes

GDN

YDN

Other DSP

Face book

③Expand to display to similar users

By using the Audience Extension feature, **drive more "interested people"** to the advertorial page.

- When using DSP/SSP, ITmedia will use our own whitelist to ensure safety.
- Keywords can be freely selected, but ITmedia may ask you to make adjustments if the number of unique browsers in our media groups falls below 100,000.
- This service is a plan with extended audience distribution and external media.
- ITmedia will select the most suitable destination for external media according to the content. (You cannot specify the destination.)
- ITmedia will prepare the materials of traffic drivers. (You cannot confirm or specify the materials in advance.)

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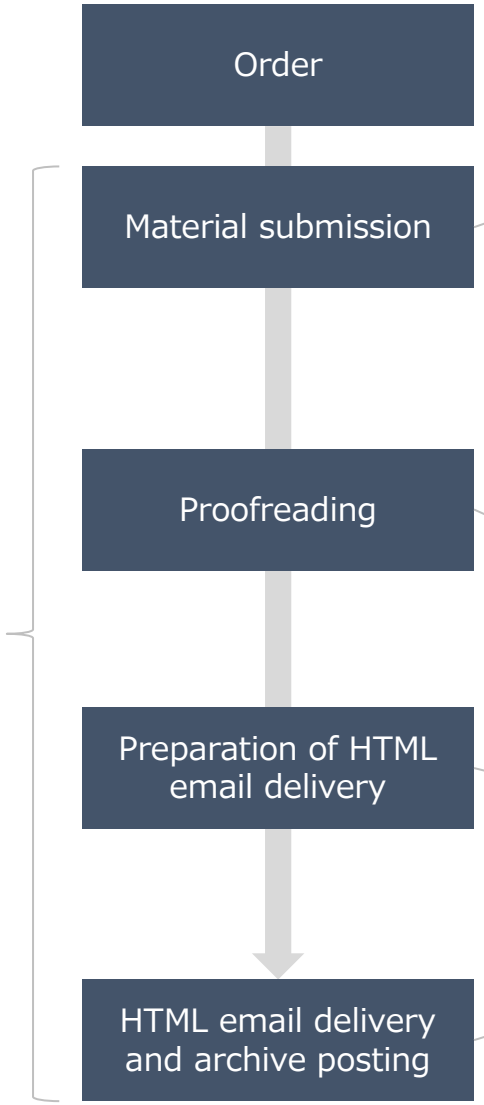
Schedule Image



Please provide the following information required for advertorial and HTML email production. (This plan does not include interviews.)
・Product and service information (product literature, press releases, etc.)
・Images (1 image)
・Link URL and link text (maximum of 3 items, one of which will be placed as a link button)
If you have any key points you would like to emphasize in the product/service information, please let us know in advance.
The summary of key points will be approximately 500 characters plus 200 characters for the editorial team's point of view.

The schedule and content of proofreading will be as follows:
5 business days later: First draft → 3 business days later: Return
3 business days later: Final draft → 2 business days later: Return (Approval)
Proofreading is limited to 2 times. If the number of proofreading times exceeds the limit, a fee of USD 1,200 (net) per proofreading will be charged. If the number of proofreading increases, the schedule for publication and email delivery will be adjusted again.

An HTML email will be created based on the completed manuscript.

※ Readers who do not receive HTML emails in their mailer settings will see a text email.

After email delivery, a report (including number of deliveries, open rates, clicks, CTR) and URL for archive posting will be provided.
※ In the case of the 1,000 page views guaranteed plan, the traffic driving will start after the archive page is published.

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