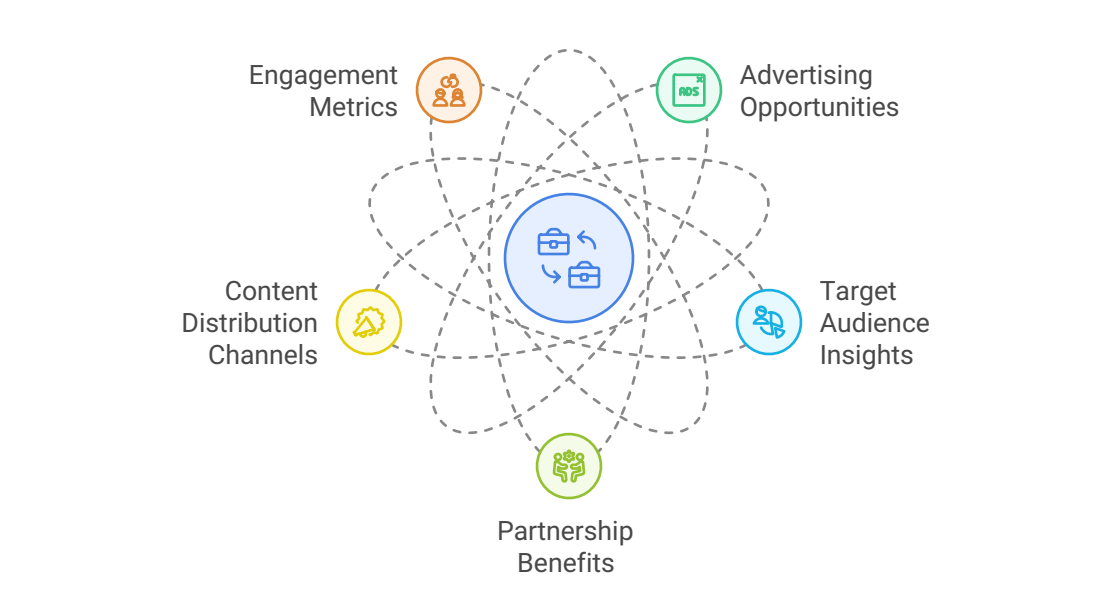
SBT RESEARCH B2B MEDIA KIT 2026



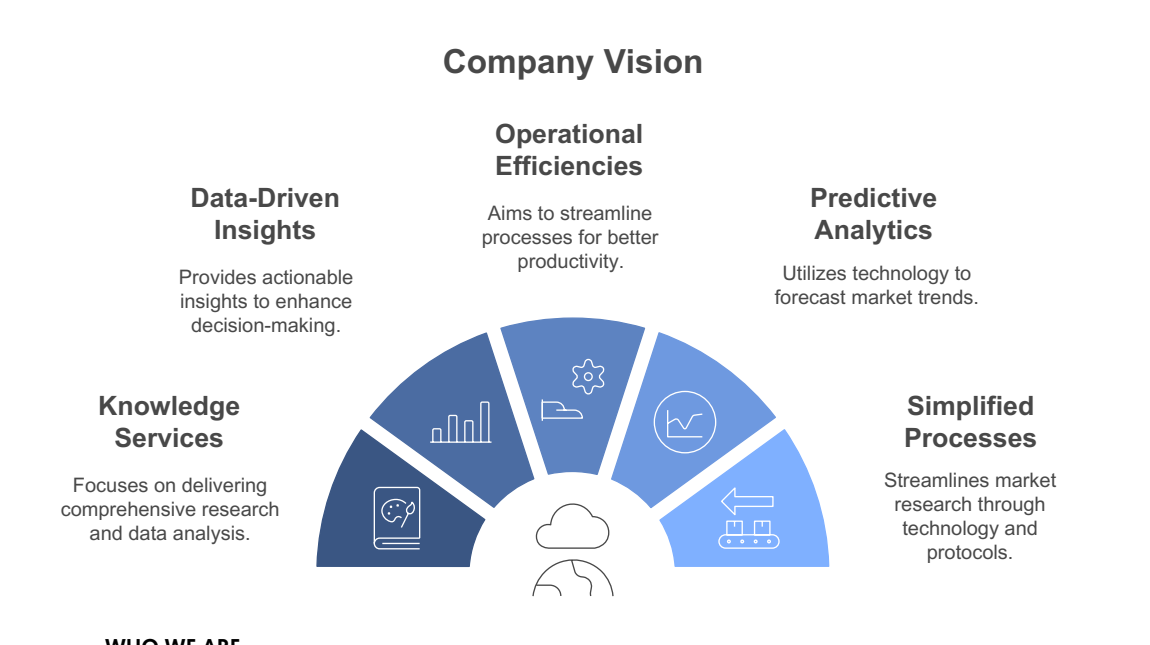
FORWARDISM WITH SBT RESEARCH: AI + DATA FIRST APPROACH
AI | ABM | INTENT | CONTENT | AUDIENCE | MARTECH



ABOUT COMPANY

OUR VISION

To be the partner of choice for all organizations in delivering knowledge and data driven services across the globe. We as a team of researchers are always intrigued by the "SW's and IH" round the clock which helps our clients bring in operational efficiencies. deliver actionable insights to their customers and predict the future markets. We want to simplify the entire process of Market Research with the help of our people. technologies and robust protocols.



WHO WE ARE

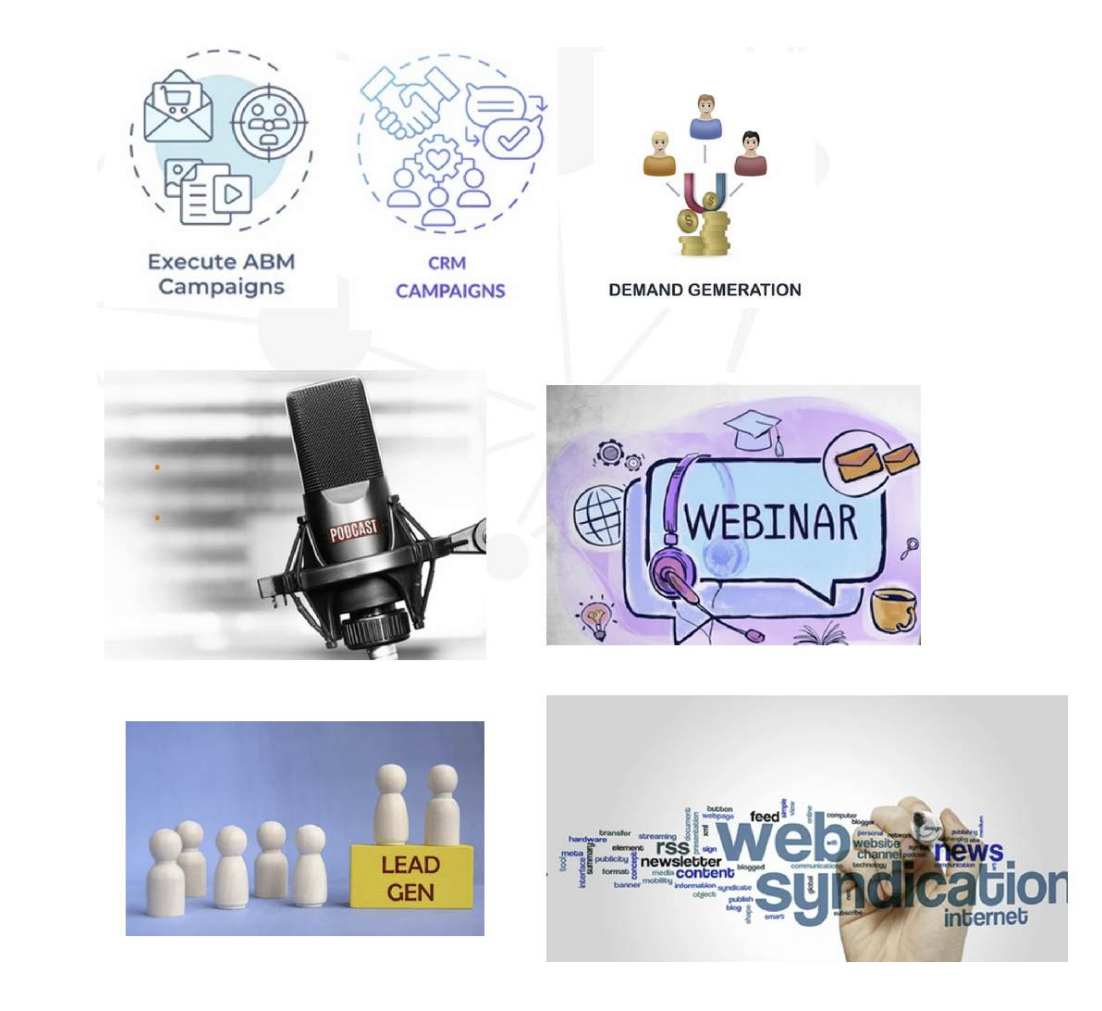
SBT Research B2B is a global Integrated Marketing and Sales acceleration company that specializes in helping companies to build sales pipeline with qualified opportunities and reduce sales cycle time for portfolio of products/services. As part of our capability we also help create market visibility, build awareness and establish business relationships in new markets.

B2B SERVICES -

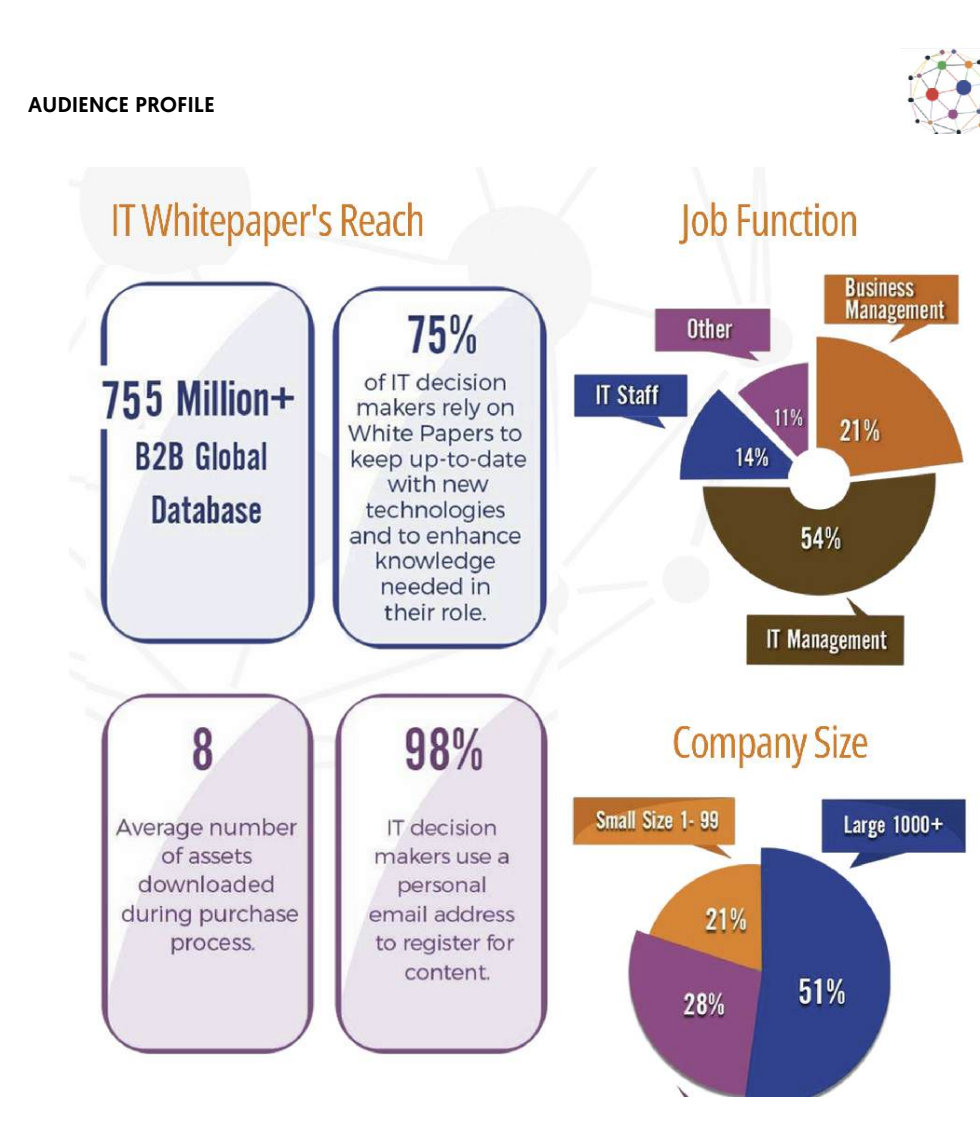
- ABM [Account Base Marketing]
- AI DataStream Integration
- MARTECH Services
- MQL [Marketing Qualified Leads]
- Content Syndication
- Events registration
- Email / Digital Marketing
- Lead / Demand Generation
- Appointment Generation
- Live Webinar, On demand webinar registration
- B2B Account Lists /Contacts
- Intent Data layering Campaigns
- Install Base campaigns
- leads QC
- Sales call Back Leads
- BANT Leads
- Data Driven marketing
- Content Library
- Website Traffic
- Other Customized Research Services



LET REACH YOUR ANY TYPE OF CONTENT WITH OUR SERVICES TO 755 MILLION+ B2B GLOBAL AUDIENCE I NSTANTLY.



AUDIENCE PROFILE



WHITEPAPER'S OVERVIEW

Influencers/Decision makers use central resource for educational content pie of the major technology topics they need to research for IT purchases and to overall IT strategy.
Whitepaper Library

Industry

- Aerospace & Defense
- Agriculture
- Apparel
- Associations
- Automotive
- Biotech
- Biotechnology
- Business Services
- Communications
- Construction
- Consumer Goods & Services
- Education
- Energy
- Energy & Uti lit ies
- Financial Services
- Furniture
- Government-Federal
- Government-Local
- Government-State
- Hardware
- Healthcare & Medical
- Home & Garden
- Hospitality & Travel
- Insurance
- Lega I Services
- Manufacturing
- Media & Entertainment
- Mining
- Other
- Pharmaceuticals
- Printing & Publishing
- Rea I estate
- R e c reation
- Retail & Distribution
- Socia I Services
- Software & Tee hnology
- Telecommunications
- Textiles
- Transportation & Logistics
- U nc lassi fied
- Utilities
- W h o lesale

Popular Topics

Information Technology

- AI
- Cloud
- Data Infrastructure
- Data Tools Desktops.
- Laptops and OS
- Enterprise Applications
- IT Infrastructure
- IT Management
- Networking and Communications
- Security
- Servers and Server OS
- Software and Web Development
- Storage

Finance

- Business Financing
- Capital Structures
- Financial Accounting
- Financial Services Free
- Trade
- Investment Managerial
- Accounting Operational
- Accounting

WHITE PAPER DISTRIBUTION

White Paper distribution is done by using marketing tools and technology platforms to reach key decision-makers and influencers looking to implement solutions. A successful White Paper will help you reach following goals:

- Educate users on a technology solution Identify problems or concerns Position the sponsor as an industry expert on the topic
- Capture leads as user's access the paper. turning them into potential customers Program Detail

The average IT decision-maker needs to consume **3 pieces of content** before they are ready to **speak with a sales representative.**

70% consume **at least 4-5 pieces of content** before they are ready to speak to a sales representative.

REGISTRATION FORM DROPDOWNS

Industry

- Aerospace & Defense
- Agriculture
- Apparel
- Associations
- Automotive
- Biotech
- Biotechnology Business Services
- Communications
- Construction
- Consumer Goods & Services
- Education
- Energy Energy & Utilities
- Financial Services
- Furniture
- Government-Federal
- Government-Local
- Government-State
- Hardware
- Healthcare & Medical
- Home & Garden
- Hospitality & Travel
- Insurance
- Lega I Services
- Manufacturing
- Media & Entertainment
- Mining
- Other
- Pharmaceuticals
- Printing & Publishing
- Rea I estate
- R e c reation
- Retail & Distribution
- Socia I Services
- Software & Tee hnology
- Telecommunications
- Textiles
- Transportation & Logistics
- Un c lassi fied
- Utilities
- Wholesale

Number of employees

- to 9
- 11 to 49
- 50 -199
- 200-499
- 500 -999
- 1,000 - 4,999
- 5.000 -9.999
- 10.000 -24.999
- 25.000 -49.999
- 50.000 -99.999
- 100.000 +

Job Function

- Analyst
- Architecture
- Consultant
- Database Administrator
- Data Center
- Executive Leadership
- (Non-IT)
- Finance
- Information Security
- Infrastructure
- IT/IS
- Marketing
- Network
- Research
- Sales
- Other

Annual Revenue

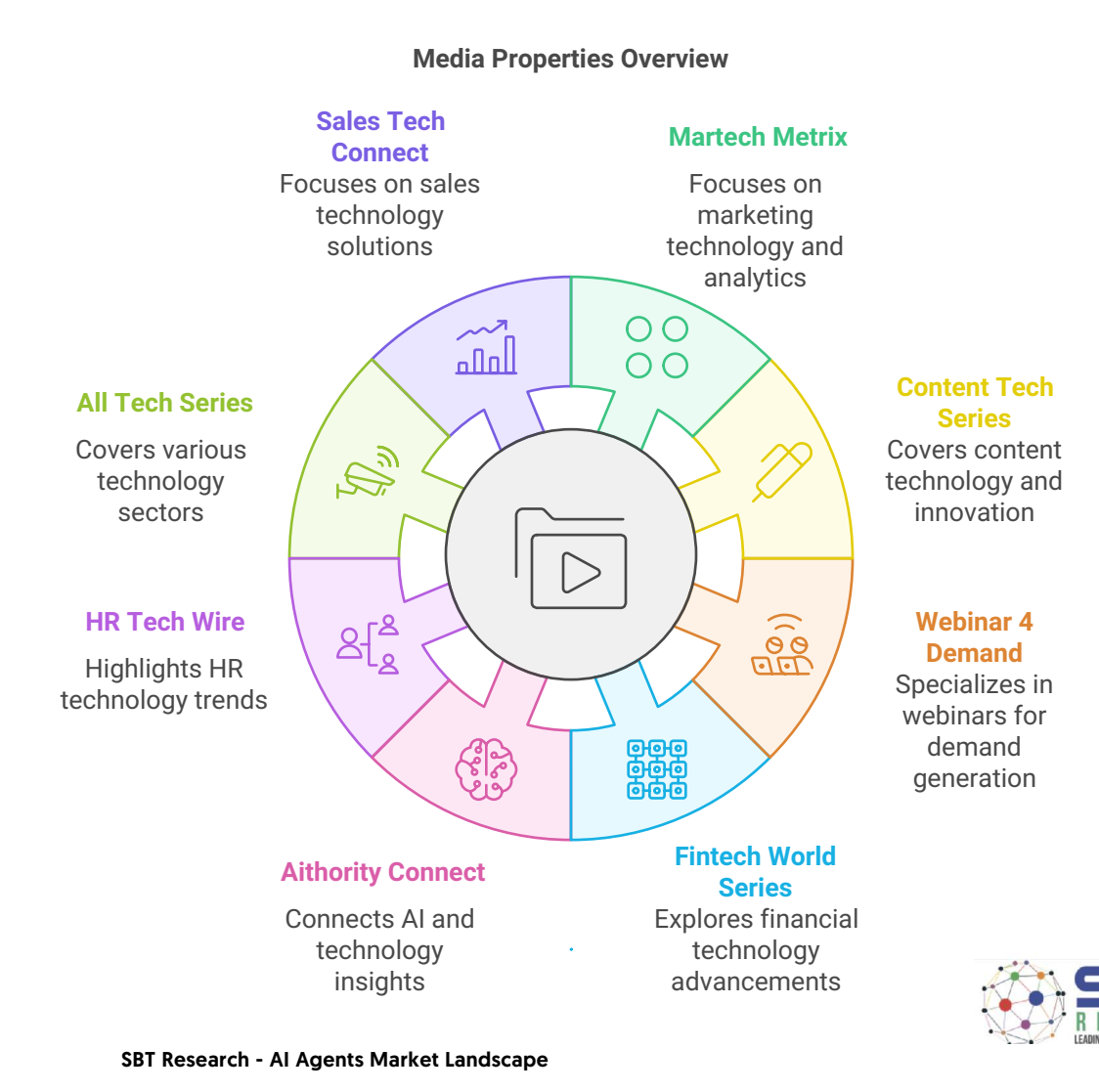
- < $10M
- $10M -$250M
- $250M -$500M
- $500M -$18
- $1 8 -$108
- > $108

Rol e

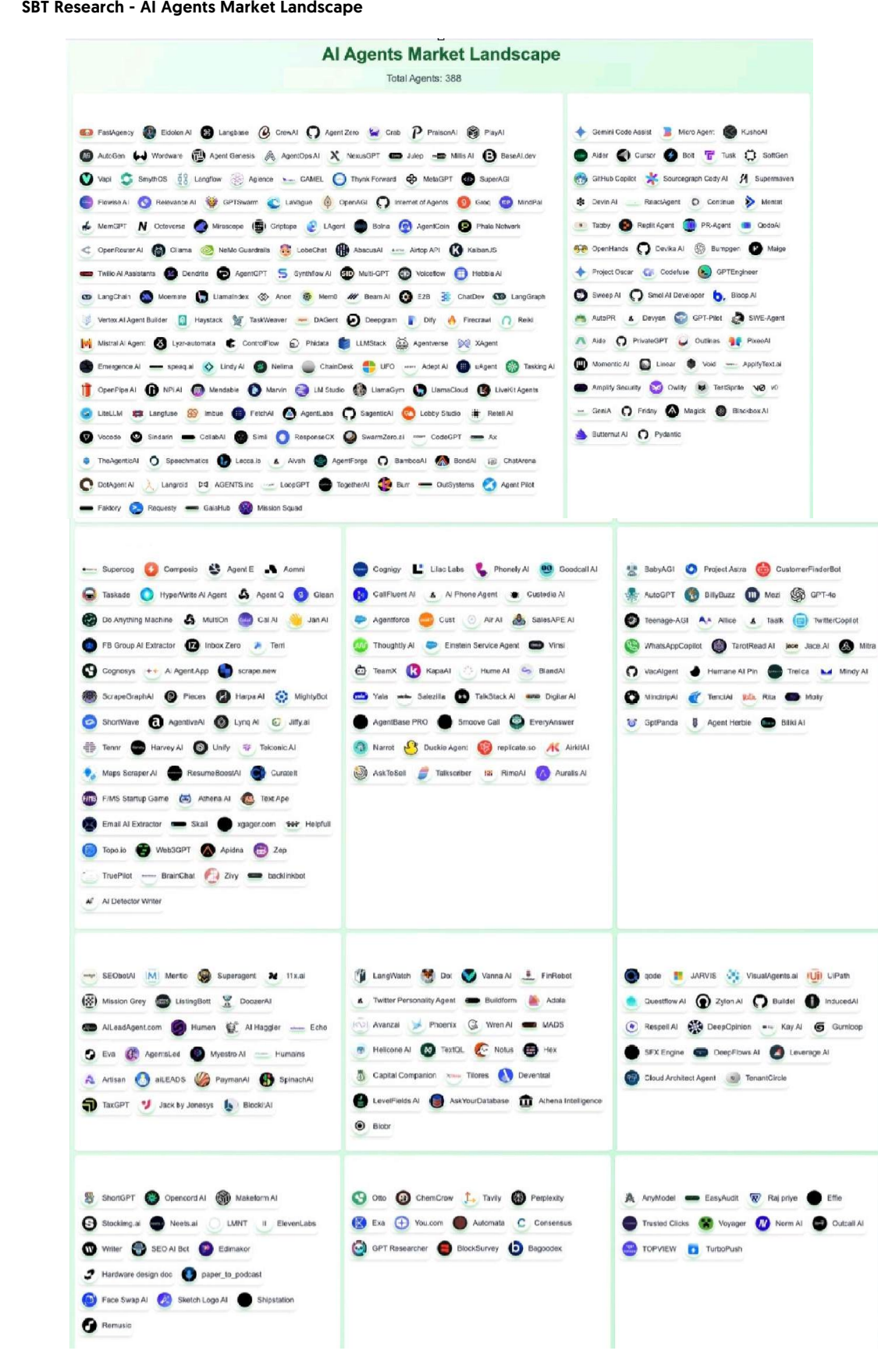
- C-Level. Chairman
- Principal. President.
- Owner. Partner
- EVP. SVP. VP
- Director. Sr. Director Manager. Sr. Manager Developer Other

MEDIA PROPERTIES

https://www.martechmetrix.com
https://www.contenttechseries.com
https://www.webinar4demand.com
https://www.fintechworldseries.com
https://www.aithorityconnect.com
https://www.hrtechwire.com
https://www.alltechseries.com
https://www.salestechconnect.com
https://www.healthtechseries.com
https://www.evtechseries.com



SBT Research - AI Agents Market Landscape



SBT Research B2B Audience Counts Worldwide

Regions

Counts By Job Function -

Job Function	Regions	Counts
IT	APAC	3160846
	CANADA	404338
	EMEA	3377003
	LATAM	1055379
	Others	544985
	US	4660563
Finance	APAC	1417493
	CANADA	325877
	EMEA	1899773
	LATAM	649432
	Others	321173
	US	3251762
HR	APAC	1525345
	CANADA	191958
	EMEA	1330371
	LATAM	370999
	Others	230705
	US	1919779
Sales & Marketing	APAC	4907080
	CANADA	659102
	EMEA	3480710
	LATAM	1778306
	Others	915702
	US	7921653
Operations	APAC	4661746
	CANADA	956817
	EMEA	6153265
	LATAM	2522324
	Others	9228
	US	11041092
Customer Service	APAC	4446285
	CANADA	760699
	EMEA	5569265
	LATAM	1702438
	Others	972484
	US	8507606
Executives & Board	APAC	1228210
	CANADA	326509
	EMEA	2055702
	LATAM	1408983
	Others	358437
	US	3171436
Planning	APAC	4661746
	CANADA	956817
	EMEA	6153265
	LATAM	2522324
	Others	9228
	US	11041092
Manufacturing	APAC	1148886
Research and Development	[illegible]	[illegible]
Risk/Exposure Management	[illegible]	[illegible]
Social/Community Services	[illegible]	[illegible]
Retail	[illegible]	[illegible]
Senior Management	[illegible]	[illegible]
Training & Academic	[illegible]	[illegible]
Purchasing and Procurement	[illegible]	[illegible]
Hospitality	[illegible]	[illegible]
Academic	[illegible]	[illegible]
C Level	[illegible]	[illegible]
External Relations	[illegible]	[illegible]
Other	[illegible]	[illegible]
TOTAL		[illegible]

Regions	Counts
APAC	45850941 +
CANADA	5872256 +
EMEA	45939083 +
LATAM	18757020 +
Others	8079044 +
US	68138367 +
TOTAL	192636711 +

Counts By Job Level -

Region	Job level	Counts
APAC	VP/AVP	1291063
	Director	2267302
	Manager	4619466
	Staff	34958121
CANADA	C Level	186334
	VP/AVP	179493
	Director	380990
	Manager	559318
	Staff	4741382
EMEA	C Level	918577
	VP/AVP	1043168
	Director	3715177
	Manager	4774039
	Staff	35936849
LATAM	C Level	286654
	VP/AVP	268110
	Director	757604
	Manager	1814539
	Staff	14947034
Others	C Level	221515
	VP/AVP	200648
	Director	679681
	Manager	828111
	Staff	5997553
US	C Level	2086977
	VP/AVP	2735587
	Director	5050193
	Manager	7073962
	Staff	54626204
TOTAL		193803788+

Counts By Country -

Region	Country	Counts
APAC	[illegible]	[illegible]
EMEA	[illegible]	[illegible]

LATAM	
Argentina	1261486
Bolivia	93878
Brazil	8297443
Chile	1029281
Colombia	1064891
Costa Rica	219962
Cuba	13719
Dominican Republic	144957
Ecuador	314455
El Salvador	78369
Guatemala	121102
Haiti	22251
Honduras	61775
Mexico	2474805
Nicaragua	48950
Panama	123900
Paraguay	54758
Peru	801467
Puerto Rico	167799
Uruguay	152014
Venezuela	433347

US	US	68141724 +
Canada	Canada	5872030 +
Others	Others	8080690 +

Counts By Industry -

Region	Industry	Counts +
APAC	Agriculture	89303
	Mining	383541
	Business Services	745543
	Computers&Electronics	3009795
	Consumer Services	318004
	Energy	1010799
	Financial Services	2689493
	Healthcare	1604511
	Utilities	193669
	Manufacturing	447068
	Media & Entertainment	1808376
	Real Estate & Construction	1606492
	Retail	1640175
	Software & Internet	6741885
	Telecommunications	1129133
	Transportation	630820
	Travel	803641
	Recreation & Leisure	118922
	Wholesale & Distribution	84517
	Government	844129
	Education	1586435
	High Tech	582764
	Non-Profit	804306
	Other	9745440

Region	Industry	Counts +
CANADA	Agriculture	14299
	Mining	68612
	Business Services	15406
	Computers&Electronics	115409
	Consumer Services	39996
	Energy	3529970
	Financial Services	15515074
	Healthcare	14686354
	Utilities	1077233
	Manufacturing	4959233
	Media & Entertainment	2551825
	Real Estate & Construction	8781225
	Retail	9018730
	Software & Internet	19715603
	Telecommunications	3993865
	Transportation	1548123
	Travel	4261631
	Recreation & Leisure	839097
	Wholesale & Distribution	740657
	Government	6571564
	Education	11374310
	High Tech	2112741
	Non-Profit	4261691
	Other	1151017

Region	Industry	Counts +
EMEA	Agriculture	146776
	Mining	248886
	Business Services	126639
	Computers&Electronics	885628
	Consumer Services	155167
	Energy	727606
	Financial Services	4131840
	Healthcare	2201823
	Utilities	315052
	Manufacturing	550083
	Media & Entertainment	795638
	Real Estate & Construction	1683489
	Retail	1911446
	Software & Internet	4142916
	Telecommunications	976161
	Transportation	901661
	Travel	1105157
	Recreation & Leisure	269975
	Wholesale & Distribution	238494
	Government	1492113
	Education	1726925
	High Tech	604922
	Non-Profit	1170263
	Other	19426574

Region	Industry	Counts +
LATAM	Agriculture	164407
	Mining	268426
	Business Services	419260
	Computers&Electronics	168138
	Consumer Services	150952
	Energy	425378
	Financial Services	1318088
	Healthcare	717364
	Utilities	203442
	Manufacturing	157981
	Media & Entertainment	316809
	Real Estate & Construction	671174
	Retail	977792
	Software & Internet	1270632
	Telecommunications	555152
	Transportation	433836
	Travel	205165
	Recreation & Leisure	155276
	Wholesale & Distribution	114976
	Government	688461
	Education	1157316
	High Tech	348965
	Non-Profit	447832
	Other	7419165

Region	Industry	Counts +
Others	Agriculture	20950
	Mining	49822
	Business Services	187090
	Computers&Electronics	254828
	Consumer Services	24532
	Energy	261783
	Financial Services	549783
	Healthcare	410870
	Utilities	36988
	Manufacturing	155920
	Media & Entertainment	154329
	Real Estate & Construction	408979
	Retail	329549
	Software & Internet	779769
	Telecommunications	234210
	Transportation	80714
	Travel	202324
	Recreation & Leisure	90962
	Wholesale & Distribution	39884
	Government	432115
	Education	338359
	High Tech	183594
	Non-Profit	265957
	Other	2587379

Region	Industry	Counts +
US	Agriculture	137435
	Mining	181671
	Business Services	163362
	Computers&Electronics	3041693
	Consumer Services	555200
	Energy	821133
	Financial Services	1067311
	Healthcare	4726343
	Utilities	446422
	Manufacturing	493228
	Media & Entertainment	959973
	Real Estate & Construction	3583561
	Retail	4120799
	Software & Internet	2181794
	Telecommunications	957183
	Transportation	1494574
	Travel	181848
	Recreation & Leisure	92388
	Wholesale & Distribution	1726441
	Government	3560068
	Education	4915047
	High Tech	1950565
	Non-Profit	1067311
	Other	29636476

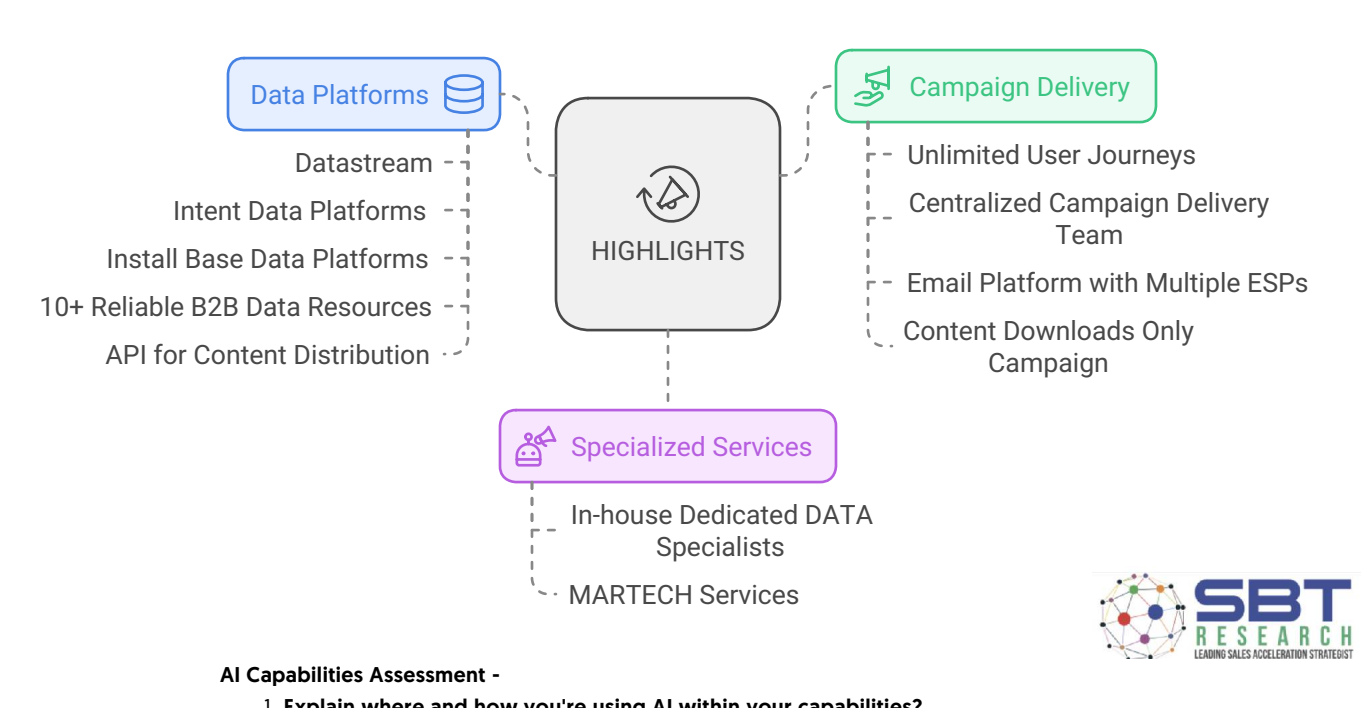
Counts By Company Size -

Regions	Company Size	Counts +
APAC	Small(0-100)	13792728
	Mid-market (101-1000)	6638060
	Enterprise (1001+)	24876245
CANADA	Small(0-100)	1916458
	Mid-market (101-1000)	831227
	Enterprise (1001+)	3050919
EMEA	Small(0-100)	21256035
	Mid-market (101-1000)	9248129
	Enterprise (1001+)	30211551
LATAM	Small(0-100)	5026374
	Mid-market (101-1000)	2544931
	Enterprise (1001+)	8637949
Others	Small(0-100)	1178784
	Mid-market (101-1000)	512718
	Enterprise (1001+)	1296170
US	Small(0-100)	23142603
	Mid-market (101-1000)	10175305
	Enterprise (1001+)	36281513

WORKED FOR -

HIGHLIGHTS -

- Ready to launch Datastream to feed any AI platform/tool/module
- Intent Data Platforms in use, when required
- Install base Data platforms in use, when required
- 10+ reliable B2B Data Resources for data search globally
- Use Unlimited user journeys for Audience engagement
- Team of In-house dedicated DATA - Specialists for manual data search
- Tech enabled Centralized Campaign Delivery team for on time deliveries
- Email platform with multiple ESPs for 100% content delivery
- Content Downloads only campaign for better performance
- API in use for content distribution [for client's]
- MARTECH services



AI Capabilities Assessment -

1. **Explain where and how you're using AI within your capabilities?**
1. We are using AI enabled DATA platform's, tools for DATA patterns and to monitor active surging audience for content engagement which helps us to create data alignment or data stream to fuel clients – AI needs or etc.
2. **What are some of your recent or upcoming AI releases that you're excited about?**
2. We are excited to launch a campaign called "FORWARDISM" with DATA first Approach For - ABM | All AI modules or AI tools. This will be a unique DataStream for each individual AI or tools available in the market and will act as a fuel for AI to generate high quality performance or you can say it will act in the form of Directional AI at the backend.
3. **Are there opportunities to partner with us on AI related releases or projects?**
3. We can work on advanced AI projects to tackle complex problems with sophisticated solutions, which may not include programming or development skills, but the logic and ideas will create use cases efficiently or depends on projects.
4. **What challenges have you encountered in implementing AI, and how have you overcome them?**
4. Most of the AI's are still in an immature state or under development phase. There are a lot of AI platforms and tools available and finding a right one which can fit to our requirements is a task. So, we are more focusing on our campaign to fuel the client's AI implementation with our DataStream for better and right direction by understanding needs.
5. **What measurable impacts have your AI implementations had on your business?**
5. Helps us improve campaign performance, Data Driven approach, more personalization of content, monitor behavior, tracking of actively surging audience for content, insights on audience and accounts activities, etc.
6. **Are there specific AI capabilities you're looking to expand or innovate further in the near future?**
6. Yes, we are considering DATA Driven or Data First approach to expand and to create Directional AI method for clients in their needs.
7. **How do you ensure ethical considerations and compliance in your AI projects?**

. Fairness and bias
. Transparency
. Privacy
. Safety
. Explainability
. Human oversight
. Trustworthiness
. Human-centered design

8. **Are there AI-driven insights or trends you're seeing across your client base that could help inform our strategy?**• We are seeing across clients about their deeper understanding of data collection from different content types or pattern of customer experience or behavior with personalized content and with different types – Video, Audio, Interviews, Interactive group sessions, and etc.
   - Predictive Analytics to gain a better understanding of their customers and create unique segments.• Content Recommendation-Reducing churn using predictive analytics.
   - Delivering personalize content at scale by maintaining data hygiene.

8. **Leads Delivery -**

8. **Leads can be delivered as follows -**

- Spreadsheet [via email]
- API
- Dropbox
- FTP
- Directly to client portal
- Landing page leads submission
- Leads delivery platform i.e. Integrate or etc.

- **Weekly All campaigns lead deliver tracker will be provided.**

Monthly Available Bandwidth for Leads as follow -

- Email/ Content Syndication campaigns - up to 10,000 leads [ABM/Non-ABM]
- TM/BANT campaigns- up to 1000 leads



Global Reach -



Contact -

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SBT Research B2B
https://www.sbtresearch.com
Martech Metrix

AI |Content Syndication & Lead Generation | Demand Generation | Email Marketing | Digital Marketing | B2B Database Services|

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