

# Tech Advertisers

## Case Studies

### Campaign Name -



### Campaign Ideation

- Targets Entry Level Programmers to Middle Level Management, mainly IT developers who influence technology purchases in organizations they work.
- Premium Technology inventory is best suited with the exact target audience.
- Tend to spend substantial time on the sites i.e. 20-30 minutes thereby increasing the chances of advertisement interaction.
- Run-of-Network inventory works well for overall branding in conjunction with Premium technology inventory.

### Key Learnings

- The campaign worked best on Premium Technology inventory and overall conversions were best when compared to what achieved on other inventories.
- Premium News inventory too ran well, with most decision makers being present on news sites.



**tyroo** Internet Advertising. Made Easy

**SITG - YAHOO!**