



Role and Influence of the Technology Decision-Maker Study 2024

Tech buyers lean harder on vendors for help while a new generation presages a shift in educational sources

As the information technology landscape grows

in complexity, senior executives are adapting and taking a greater interest in the buying process. The size of buying committees is expanding, reflecting a more collective effort toward technological advancement. IT decision-makers (ITDMs) demonstrate adaptability by remaining open to considering new suppliers that offer innovative technology. They are more willing than ever to factor vendor-provided content into their decisions, showcasing their progressive and forward-thinking approach.

With 65% of ITDMs acknowledging that the purchase process for technology products and services is becoming more complex, buyers are responding by conducting more thorough research than ever. Vendors have become a prime source of advice, particularly at the early stages of the process, continuing a trend that has developed over the past several surveys.

However, changes could be on the horizon as a new generation of IT leaders begins to assert their influence. Buyers in the Generation Z age group (those born after 1996) are showing a lesser reliance on

some traditional information sources compared to their older peers. These shifting preferences are a significant development to monitor for their potential long-term impact on the buying process.

The IT budget picture is bright for the next 12 months, and organizations show no signs of slowing their spending on initiatives that promote digital transformation.

Those are among the highlights of Foundry's 2024 Role and Influence study. Now in its 16th year, the survey of 938 IT decision-makers in North

48%

of ITDMs would seek a new vendor when making a tech purchase.

The no. 1 reason is that the product or service is more innovative or feature-rich.

America, Europe/Middle East/Africa and Asia-Pacific seeks to provide in-depth information about the evolving role and influence of players in IT purchases in small, mid-sized and large businesses. The research examines who's involved in the tech purchase process, where they need assistance from vendors, and the top information sources they rely upon.

Willing to spend

IT spending plans remain robust, with 87% of ITDMs saying their tech budgets will either increase or stay the same over the next 12 months. That is consistent with the 88% who said the same thing in 2023 and 90% in 2022. A larger share of EMEA respondents expect budget increases than those in other regions, a trend evident in several recent surveys. Growing regulatory demands in that region could drive this. A slightly larger percentage of enterprise organizations (those with over 1,000 employees) expect

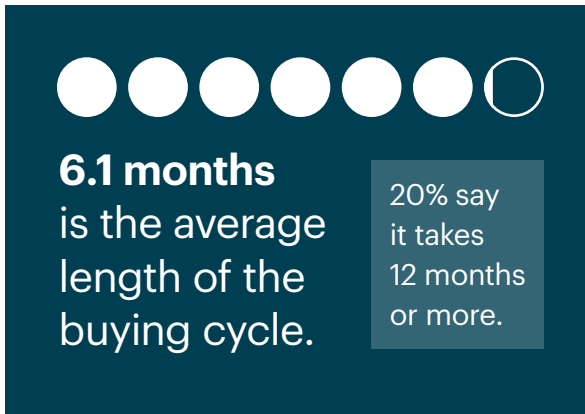
budget decreases: 16% compared to 11% at their smaller counterparts.

Underlying business fundamentals support this optimism; 91% of ITDMs say their organization's revenue will either increase or remain unchanged over the next 12 months.

Several past studies have asked about buyers' attitudes toward working with new vendors. The results have consistently shown an openness to new blood. This year, 48% of respondents said they would seek a new vendor when making a technology purchase, up from 43% in 2023 and 45% in 2022. Gen Z and Generation X (born between 1981 and 1996) were more willing to consider new sources.

The primary reason to purchase from a new vendor is that the product or service is more innovative or feature-rich; 39% of buyers seek out vendors for that purpose, followed by 34% who look to switch because current products no longer meet their needs. These top two factors are consistent with last year's study.

Vendor stickiness tends to be greater with well-established products, such as desktops and laptops or where the barriers to exit are high, such as servers and storage. More than one-quarter of respondents mentioned other factors, including increased cost/level of investment required by the current vendor, new initiatives from



line-of-business executives, poor customer service, and current products not meeting security requirements. These top factors have remained consistent over time.

Older respondents differed from younger ones on this question: About 41% of buyers born before 1981 said they seek new vendors because current products no longer meet business needs, compared to 28% of those born after 1981. This could be because older IT professionals are more likely than younger ones to be in senior-level positions tied closely to business value.

Baby Boomers (born between 1946 and 1964) cited poor customer service

as a factor by a two-to-one margin compared to millennials (39% vs. 20%).

This year's study found that the average length of the purchase process is 6.1 months. That figure has varied little over the years, ranging from 5.4 months in 2019 to 6.5 months in 2023. The process is generally longer in the APAC region, with 28% of APAC respondents saying their average buying cycle extends 12 months or more, well ahead of the 17% of North American and 15% of EMEA respondents who said the same thing. This is consistent with previous studies and is probably a function of the consensus-oriented decision process common in many Asian regions.

Content needs grow

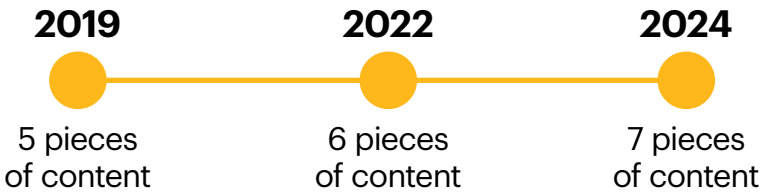
The heart of the Role and Influence study has long been assessing how technology vendors can make their way onto the shortlist, and providing sufficient and relevant content is key. Over the past several studies, one clear trend has been growth in the number of content

Tech marketer takeaway

As the purchase process grows more complex, ITDMs need reliable resources to keep them up to date on new technologies and strategies. These information pieces must appeal to a variety of age groups and titles, as their involvement in the purchase process differs.

Why is it taking so long?

Tech buyers need sufficient content



assets tech buyers consult. This year, the average buyer downloaded seven pieces of information (i.e. white papers, research reports, project briefs, etc.), and the figure was somewhat higher among the youngest respondents. This compares to five assets in the 2019 study and six in 2022. APAC respondents downloaded an average of 7.3 assets compared to 6.2 in EMEA. A takeaway here for marketers is that as the purchase process grows more complex, ITDMs need reliable resources to keep them up to date on new technologies and strategies. These information pieces must appeal to a variety of age

groups and titles, as their involvement in the purchase process differs.

The average number of information sources IT decision-makers turn to at each stage peaks during product/service evaluation at 6.9 assets for enterprise companies and 5.9 for SMBs. Usage falls steadily after that to an average of 3.8 assets during the purchase authorization stage.

North American respondents use the most sources. During the product evaluation stage, they sought out just over seven content assets on average, compared to 5.8 for EMEA and 5.5 for APAC.

Continuing to explore where ITDMs go for work-related information, this year’s study asked about social media. To be effective in their role, 72% of buyers regularly consult YouTube. That’s followed by LinkedIn (58%), Instagram (51%) and Facebook (46%).

IT decision-makers rely on social media to be effective in their roles

YouTube		LinkedIn		Instagram		Facebook		X, formerly Twitter	
Boomer	76%	Boomer	80%	Boomer	28%	Boomer	44%	Boomer	28%
Gen X	69%	Gen X	83%	Gen X	29%	Gen X	38%	Gen X	40%
Millennial	69%	Millennial	42%	Millennial	51%	Millennial	51%	Millennial	51%
Gen Z	80%	Gen Z	45%	Gen Z	71%	Gen Z	54%	Gen Z	54%

IT decision-makers run into roadblocks along the tech purchase process

Top internal barrier

41%

Skills shortages

Top external barrier

32%

Government regulations

The generational differences are significant. More than 80% of boomers and Gen Xers consider LinkedIn useful for their role, while only 42% of millennials and 45% of Gen Zers agree. The youngest cohort relies on Instagram and TikTok much more than their elders. For example, 71% of Gen Zers use Instagram compared to 28% of Boomers and 56% of the youngest use TikTok compared to just 7% of Gen Xers. Marketers should consider these channels when trying to reach these young constituents. There were some notable regional variations on this question. More than 75% of respondents in the EMEA and APAC regions use YouTube, compared to 64% in North America. Conversely, half of EMEA buyers rely on LinkedIn compared to 64% of North Americans. APAC respondents reported a much higher reliance on Facebook, with 57% consulting it compared to 26% in EMEA and 38% in North America.

Where decisions stall

The buying process is rarely a straight line, so we wanted to find out where decisions are most often sidetracked. The answer is in the early stages, with 39% of buyers at enterprise companies and 34% at SMBs saying the process frequently fizzles during needs determination or product evaluation. The technical requirements determination stage was cited as a stall point by 38% of buyers at enterprises and 27% at small ones. SMBs were less likely to cite the risk of projects stalling at every stage, possibly due to a smaller buying committee.

The top internal barrier to purchase decisions is skill shortages, cited by 41% of respondents overall and well ahead of changes in leadership, government/compliance requirements and reorganizations in a virtual tie for

94%

of ITDMs need additional resources or assistance from vendors at some point in the tech purchase process.

46% need help when evaluating products and services.

43% need help when determining the technical requirements.

68%

say that when all stakeholders are aware of a brand it makes the internal sell through process easier.

business case around their investment in the technology may have something to do with this. This is an important partnership because 68% of ITDMs also say that when all stakeholders are aware of a brand it makes the internal selling process easier.

second place at around 30%. The top external barrier is government regulations at 32%, followed by market/economic changes at 31%. It's in these areas that vendor assistance is most welcome.

Overall, 94% of ITDMs need additional resources or assistance from vendors at some point in the technology purchase process. Specifically, they most likely need help evaluating products and services (46%) and determining technical requirements (43%). Reliance on vendor resources falls as the buying process moves along, with only 21% of buyers needing help selling choices internally. The fact that 65% of ITDMs say they already work with vendors to help them develop the

The sweet spots for technology vendors looking to accelerate the buying decision are in the technical requirement determination and product/service evaluation stages. These are the two areas in which the data shows that information needs are highest, the process is most likely to stall, and buyers most need additional resources.

For example, about one-third of projects in North America and 43% in APAC stall during the product evaluation stage. Information needs are high, averaging 7.1 assets in North America and roughly 5.5 in other regions. In addition, between 45% and 50% of buyers say they need additional resources from vendors during product evaluations.

Tech marketer takeaway

Brand awareness is important to everyone. Thinking about the complexity and length of the buying cycle, it is intuitive that having many of the stakeholders aware of your company and products will make it easier for you to engage with them, and also make it easier for your advocates to sell your solutions through within their organizations.

The figures are similar during the technical requirements determination stage. Buyers consume, on average, between 5.3 and six information resources to help with decision-making, and about one-third say projects often stall there. Over 40% value additional assistance from vendors.

Vendor involvement is seen as less useful deeper in the funnel. For example, only about 25% of buyers seek vendor advice during the recommendation stage and 20% when selling products internally.

Marketers can use these insights to target their customers at the point in the buying cycle where their input is most valued and appreciated.

Purchase involvement and influences

More people than ever are involved in the purchase process: 28 on average compared to 25 last year and 20 in 2022. The breakout between IT and line of business influencers this year is 15 IT and 13 LOB, a pretty consistence difference between the two. The average buying committee comprises 32 people at enterprise organizations (17 IT and 15 LOB) and 22 at SMBs (12 IT and 10 LOB). The generational breakdown is interesting; Gen Z and Millennials reported an average of 37 and 36 influencers, respectively, with Boomers reporting just 16. This may be a matter of perception,



with those lower in the organization likely to see more people participating in the decision than the higher-ups.

The level of involvement varies by technology, with the most significant number of people taking part in edge computing and services decisions —39—followed by IT services at 32 and a virtual tie between enterprise software applications, the Internet of Things, and data and analytics at around 30. Mature markets for desktops/laptops and collaboration tools have the fewest influencers at 21 and 23, respectively.

Each year the Role and Influence research examines which groups or roles are involved in each stage of the tech purchase process. The results this year show the CEO as the top driver of determining the business need, followed closely by CIOs and IT managers. As buyers move

to determine technical requirements, evaluate products, select vendors, and sell internally, IT executives take over as the top influencers. IT networking staff is the second most influential force in the product evaluation stage.

CTOs assume a more prominent role in recommending vendors and selling internally, and CEOs, CIOs, and CFOs are the most important players in purchase authorization. CEOs play a more prominent role in all stages of the buying process at smaller companies than at larger ones.

To find out how influence patterns are changing, this year's study asked which roles have recently become involved in the purchase process and which have become more involved over the past 12 months.

The results show that CEOs and CIOs are stepping up to the table, with just over one-quarter of respondents saying people in those roles have recently become involved. CFOs were second at 20%, followed by CTOs and IT/networking managers at 18%.

CIOs top the list of executives becoming more involved, earning mentions from 23% of respondents. CEOs were a close second at 20%, followed by IT/networking managers at 18%.

The takeaway from this question is that top executives are becoming more involved

Who should you pay attention to during each stage of the purchase process?

Determine the business need

- CEO
- CIO
- IT management

Determine technical requirements

- IT management
- CIO
- IT staff

Evaluate products or services

- CIO
- IT management
- IT staff

Recommend and select vendors

- CIO
- IT management
- CTO

Sell internally

- CIO
- IT management
- CTO

Authorize and approve

- CIO
- CEO
- CFO

Post sales engagement

- CIO
- IT management
- IT staff

Be on the lookout for AI-specific roles

52% of ITDMs say their organization is adding AI-specific roles, who are increasingly involved in tech purchase decisions.

in tech purchases and deserve more attention from marketers. An interesting footnote is that 52% of ITDMs said that their organization is adding artificial intelligence-specific roles who are becoming increasingly involved in tech purchase decisions. This year's

study also pinpointed the internal and external events expected to influence purchasing decisions over the next 12 months. The most-cited internal factor is increased automation, noted by 53%. This isn't surprising given the attention paid to generative AI, robotic process automation and other labor-saving technology over the past year. Process change was a distant

A mix of research, meetings, and content are most helpful to tech decision-makers as the complexity of the purchase process increases

Most helpful information sources:

- Analyst firms
- Technology content sites
- In-person meetings with vendors
- Third-party market research
- Vendor meetings via phone, email, video conference
- White papers

second at 37%, followed by governance/compliance requirements at 32%.

Customer requests top the list of external decision influence factors at 49%, followed by breaking into new markets or product areas (42%) and competitive threats (37%). APAC respondents cited customer requests more than North Americans (55% versus 44%) and environmental, social, and governance initiatives (36% versus 20%). Large companies are more motivated by ESG efforts than smaller ones (27% to 22%).

Preferred information sources relied upon for content

Valuable content appears in a variety of sources, from technology news sites to vendor resource libraries, analyst firms, conferences and multimedia. The value of each source varies with the stage in the buying cycle, and buyers apply different value criteria to each source.

Credibility is the number one value criterion when assessing tech content sites, with 44% of respondents saying it is important. That's followed by clarity of information (41%) and relevancy (39%)

Vendor content sites are prized less for credibility than accessible information, brand reputation and currency. This indicates that the definition of helpful content is contextual. Vendors are

not expected to provide a balanced view of a buyer's choices but should present their offerings in an easily discoverable and consumable way.

Where tech buyers go for information changes markedly as the buying process proceeds. Technology content sites are most vital for determining business needs and selling internally. That makes sense since independent content sites typically focus on new technology developments and product reviews.

Vendors dominate with their in-depth technical information during the research-intensive technical requirements, product evaluation and vendor recommendation stages. Peers inside the company are most prized for selling internally and authorizing

purchases, where their deep knowledge of business objectives and people carry the greatest influence.

Content priorities change over time, and some trends in the most recent studies are worth

noting. Technology vendors are now the most influential information sources in three categories—determining technical requirements, evaluating products and recommending vendors. In the 2022

Word of mouth value

63%

of ITDMs are more likely to trust information read online if it was a recommendation from a peer.

study, technology vendors ranked third or fourth in each category.

Also worth noting is that peer recommendations were a top source in five categories in 2020 —determining business needs, determining technical requirements, selling internally, authorizing purchases, and post-sales engagement. This year, they were the top choice only for selling internally and authorizing purchases. In fact, peers fell from the most influential source for product evaluations in 2020 to the seventh most useful source this year.

One reason for this may be an overhang from the pandemic. With more people working at home, there is less opportunity for informal office discussions that ultimately influence decisions. It may also indicate that technology vendors have gained credibility over time at the expense of content sites and internal peers. This would affirm that the work vendors have done in recent years to stress helpful content rather than sales

Technology content sites are the number one source relied upon by tech buyers when determining the business need.

Video content is powerful

95%

of ITDMs watch tech-related videos for business purposes.

pitching is paying off. Despite where peers fall in sources relied upon, they still play a huge role in word-of-mouth marketing. Close to two-thirds of ITDMs are more likely to trust information read online if it was recommendation from peers.

When asked to choose up to three information sources most helpful in making a technology purchase decision, some interesting generational splints emerged. Younger respondents are much less influenced by research, vendor materials and events than older groups. For example, just 20% of Gen Z and 22% of Gen X respondents said they value research (analyst firms and third-party market research) compared to 37% of Boomers. Following analyst firms, older tech buyers rank technology content sites as their most helpful source when it comes to making purchasing decisions. However, the younger cohorts rank YouTube, peers inside their company, and then technology content sites as their most helpful.

Video is ubiquitous, with 95% of ITDMs saying they watch technology-related

streaming media for business purposes. The most popular topics are industry research/tech analyst reports and in-depth product reviews, which dead heat at 44% and 43% usage rates, respectively. Those are followed closely by interviews with industry experts and technology news reports. “Unboxing videos” are the least popular of the options offered.

Podcasts continue to creep up the acceptance curve; 61% of ITDMs said they have listened to a business-related podcast in the past year. The top reasons are to learn about emerging technologies (46%), business trends (37%), and recent

Are podcasts part of your content marketing strategy?

61% of ITDMs say they have listened to a business-related podcast in the past year. This increases to **73%** among Gen Zers.

Why? They want to:

- Learn about emerging technologies
- Listen for business trends
- Hear breaking tech or industry news

technology or industry news (32%). These results were consistent with the 2022 study.

Podcasts are an excellent way to reach the Gen Z audience. Just under three-quarters said they've listened to business-related podcasts in the past year, compared to 60% of Boomers and 58% of Gen Xers.

However, webcasts may be on the decline among the younger group. Overall, 64% of ITDMs registered for a webcast in the past 12 months, down slightly from 71% in the 2022 study.

Notably, interest in live webcasts was significantly lower among Gen Z and millennial respondents, with 55% of millennials and 54% of Gen Z saying they have registered for at least one, compared to 77% of Boomers.

Three-quarters of business managers and two-thirds of IT executives said they have listened to a live webcast in the past 12 months, compared to just 36% of IT professionals. This indicates that webcasts are more effective at reaching senior executives and business

influencers. However, the lower popularity with younger professionals may indicate that their value will decline with time.

Help buyers manage growing complexity

Foundry's 2024 Role and Influence study reveals a dynamic IT purchasing landscape where evolving roles, increased content consumption and sources used, and generational shifts shape decision-making. As technology buying processes become more complex and the influence of different generations becomes more pronounced, businesses must adapt their strategies accordingly. GenZ's growing influence highlights a shift towards newer media and less reliance on traditional information sources, which marketers must consider to reach this emerging group effectively. Additionally, the willingness among IT decision-makers to consider new vendors underscores the importance of innovation and partnerships.

With IT budgets remaining robust and a clear demand for advanced technology solutions, vendors have a greater

Tech marketer takeaway

Providing the right resources to your audience is key. Make sure you have a variety of content that fits the needs of the different roles and generations that make up the buying committee.

opportunity than ever to provide valuable resources and assistance throughout the buying process. Understanding these trends and responding with tailored,

credible content can help vendors not only meet their clients' diverse needs but also accelerate purchasing decisions in an increasingly competitive market.

About the survey

Foundry's 2024 Role and Influence of the Technology Decision-Maker Research was conducted online among the audiences of Foundry's B2B brands (CIO, Computerworld, CSO, InfoWorld, and Network World) representing IT decision-makers involved in the technology purchase process for their organization. Results in this study are based on 938 respondents, all involved in the purchase process for major IT or security products and services, to the 30-question survey across multiple industries and countries.

Key global differences

For many survey questions, security leaders report similar results across all three regions surveyed. However, a few key points of difference stick out.

North America



5.9 months is the average length of the buying cycle for IT decision-makers in North America.

Why does it take so long?

- **93%** of tech buyers in North America need additional resources from vendors. The average number of information sources needed during the purchase process is **6.8**.
- The buying team in North America is made up of **25** members—**12** from the line of business and **13** from IT.
- There are also some internal and external barriers that IT decision-makers in North America face when making purchase decisions. The top internal barriers expected for this year are **skills shortages** and **changes in leadership**. Externally, North American IT decision-makers anticipate market changes to be their top barrier to making tech purchases.

When do they need help?

At different stages of the buying cycle.

- **45%** of North American IT decision-makers need help when they are determining the business need and selling internally (i.e., outside of the IT team). **33%** also cite needing vendor assistance.
- **49%** of North American IT decision-makers need additional resources when they are evaluating products and services. They also said the purchase process is likely to stall when determining the business need (**34%**) and selling internally (i.e., outside of the IT team) (**34%**).

Where and how to reach your audience

When making a purchase decision, North American IT decision-makers find third-party market research, analyst firms, and technology content sites to be the most helpful.

IT decision-makers in North America rely on social media channels to be effective in their roles. The top 3 are:

1. YouTube
2. LinkedIn
3. X (formerly Twitter)

Video content is a powerful way to reach North American IT decision-makers as **95%** cite watching tech-video content for business purposes and **73%** have watched an on-demand webcast in the past 12 months.

EMEA



5.2 months is the average length of the buying cycle for IT decision-makers in the EMEA region. This is the shortest of the three regions, but still a long and complex process.

Why does it take so long?

- **95%** of tech buyers in EMEA need additional resources from vendors. The average number of information sources needed during the purchase process is **6.2**.
- The buying team in EMEA is made up of **28** members—**14** from the line of business and **14** from IT. This is right on par with the overall average.
- There are some internal and external barriers that IT decision-makers in EMEA face when making purchase decisions. The no. 1 internal barrier expected for this year is **governance/compliance requirements**. They also anticipate **government regulations** to be their top external barrier to making tech purchases.

When do they need help?

At different stages of the buying cycle.

45% of EMEA IT decision-makers need additional resources when they are evaluating products and services and say this is when the purchase process is likely to stall (**38%**).

Where and how to reach your audience

When making a purchase decision, IT decision-makers in EMEA find third-party market research, technology content sites, and vendor meetings over the phone, video conference or email to be the most helpful.

IT decision-makers in EMEA rely on social media channels to be effective in their roles. The top 3 are:

- 1.** YouTube
- 2.** Instagram
- 3.** LinkedIn

Video content is a powerful way to reach IT decision-makers in EMEA as **96%** cite watching tech-video content for business purposes and **63%** have watched an on-demand webcast in the past 12 months.

APAC



7 months is the average length of the buying cycle for IT decision-makers in the APAC region, the longest of the 3 regions. In fact, **28%** of APAC ITDMs say that the entire process takes **12 months**.

Why does it take so long?

- **95%** of tech buyers in the APAC region need additional resources from vendors. The average number of information sources needed during the purchase process is **7.3**, which is the highest of the three regions.
- The buying team in APAC is made up of **31** members, which is also the highest of the three regions. The team is comprised of **14** line-of-business and **17** IT members.
- There are also some internal and external roadblocks that IT decision-makers in APAC face when making purchase decisions. In fact, **38%** say that **internal skills shortages** will be a barrier to tech purchases over the next year. In terms of external influences, **55%** cited **customer requests** as a barrier for the course of the next 12 months.

When do they need help?

At different stages of the buying cycle.

49% of APAC IT decision-makers need additional resources when they are evaluating products and services, and **43%** say the process is likely to stall when determining the technical requirements.

Where and how to reach your audience

When making a purchase decision, APAC IT decision-makers find analyst firms, technology content sites, and third-party market research to be the most helpful.

IT decision-makers in this region also rely on information sources like social media to be effective in their roles. The top 3 are:

1. YouTube
2. Facebook
3. LinkedIn

Video content is a powerful way to reach APAC IT decision-makers as **96%** cite watching tech-video content for business purposes.

Examining the marketplace

Research is an invaluable way for marketers to better understand customers and prospects, with the goal of building quality connections. At Foundry this is one way we are focused on building bridges between tech buyers and sellers. Our first-party relationships with the most important tech buyers and influencers around the world, allows us to apply value across our customers marketing stack. Our research portfolio explores our audiences' perspectives and challenges around specific technologies—from analytics and cloud, to IoT and security—and examines the changing roles within the IT purchase process, arming tech marketers with the information they need to identify opportunities.

To see what research is available, visit foundryco.com/tools-for-marketers.

For a presentation of full results from any of these studies, contact your

Foundry sales executive or go to foundryco.com/contact-us.

Buying process

Each year we take a deep dive into the enterprise IT purchase process to learn more about who is involved and who influences decision-making, what sources purchasers rely on to keep up to date with technology—and throughout the purchase process—and how they want to engage with the vendors they are working with. Visit foundryco.com/customerjourney for more information.

Buying process studies

- Customer Engagement
- Role and Influence of the Technology Decision-Maker

Technology insights

Each year we explore the technologies that are top of mind among our audiences to understand the business challenges, drivers, and adoption within the enterprise. These research studies are designed to help IT marketers understand what their customers are focused on and where the market is moving.

Role and priority studies

- CIO Tech Poll: Tech Priorities
- State of the CIO

Technology-specific studies

- AI Priorities
- Cloud Computing
- Security Priorities

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About Foundry

Foundry's vision is to make the world a better place by enabling the right use of technology, because we believe that the right use of technology can be a powerful force for good.

Foundry (an IDG, Inc. company) is a trusted and dependable editorial voice, creating quality content to generate knowledge, engagement and deep relationships with our community of the most influential technology and security decision-makers. Our premium media brands, including CIO®, Computerworld®, CSO®, InfoWorld®, Macworld®, Network World®, PCWorld® and Tech Hive®, engage a quality audience of the most powerful technology buyers with essential guidance on the evolving technology landscape.

Our trusted brands inform our global data intelligence platform to identify and activate purchasing intent, powering our clients' success. Our marketing services create custom content with marketing impact across video, mobile, social and digital. We simplify complex campaigns that fulfill marketers' global ambitions seamlessly, with consistency that delivers quality results and wins awards. Additional information about Foundry is available at foundryco.com.