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'Traditional marketing talks at people. Content marketing talks with them.'



NO ONE OWES YOU ATTENTION; IT MUST BE EARNED.

Your buyers are busier and more distracted than ever before, yet they will still use their spare moments to research topics of interest and self-educate about products and solutions. Your value to your prospective buyer lies in your ability to make it easier for them to find the information they need. We help you create content that informs, influences and educates your audience.

Maravedis is a premier wireless/Wi-Fi infrastructure analyst firm. We focus on broadband wireless technologies (including 5G, LTE, Wi-Fi, Small Cells) as well as industry spectrum regulations and operator trends. We capitalize on our long experience and partnerships to expand our content marketing production and distribution with the objective of helping you meet your thought leadership and lead generation objectives.

'We hired Wi-Fi 360 to help us create useful content marketing, and promote our own in-house made content to generate quality leads and position Cloud4Wi as a thought leader in the industry. We were very happy with the quality and timeliness of the work as well as the support we have received. The team at Wi-Fi 360 were very flexible and proactive!'

- Elena Briola, VP Marketing, Cloud4Wi

'Customers are eager to learn - but about the things they care about, in terms that are specific, relevant and impactful to them'



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SOLUTIONS: Creating Unique Content

WI-FI 360 is the first service dedicated to producing great content for the Wi-Fi industry. It puts your solutions in the context of your customers' perspective to solve their problems. We produce:



LEAD GENERATION WEBINARS



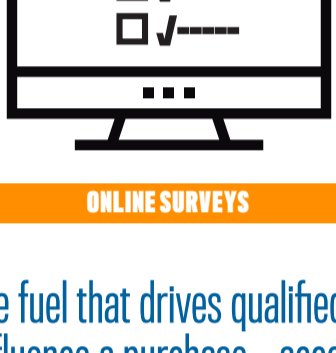
THOUGHT LEADERSHIP WHITE PAPERS



CURATED BLOGS



MARKET STUDIES



ONLINE SURVEYS



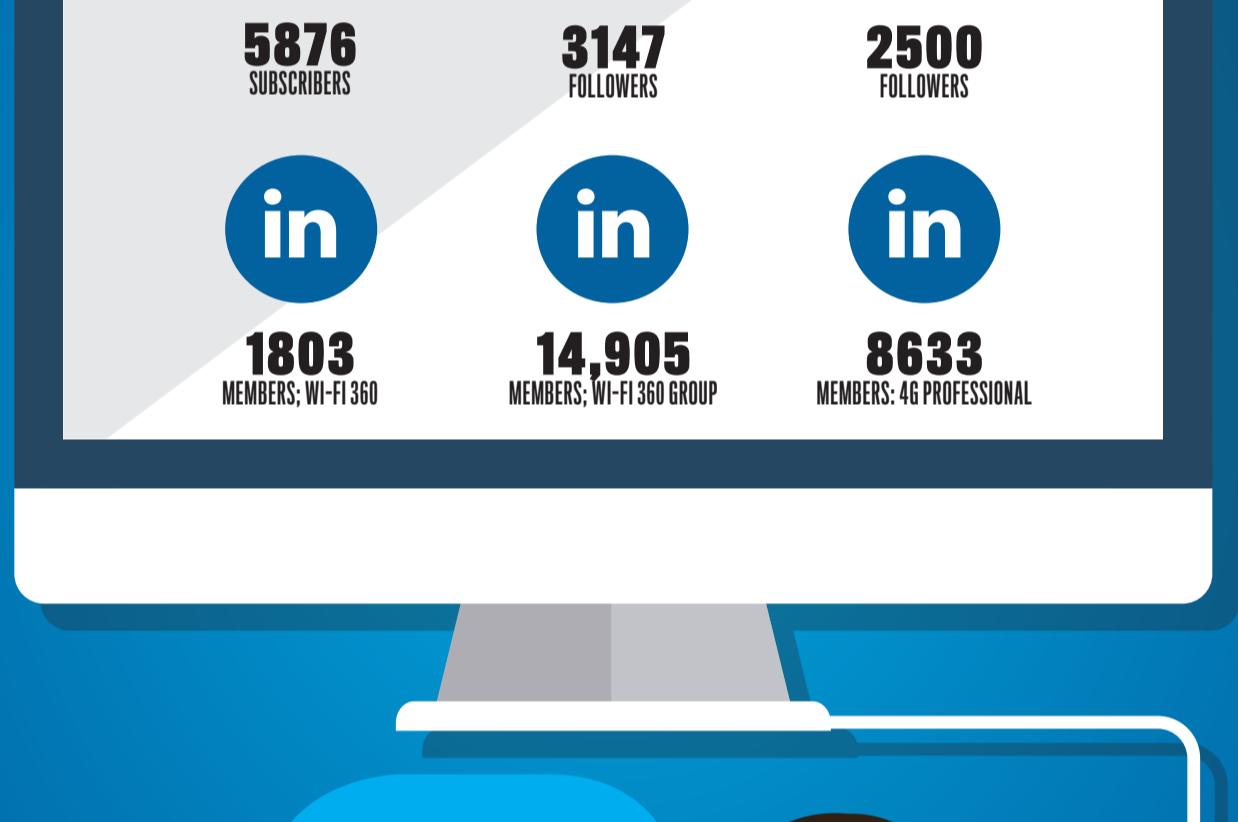
PRIME VIDEO INTERVIEWS

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Content is the fuel that drives qualified demand. And it takes a lot of content to influence a purchase - according to an IDG Enterprise study, buyers of B2B technology consume **AT LEAST 7 PIECES OF CONTENT** per persona before a purchase decision is made.

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OUR CONTENT DISTRIBUTION CHANNELS



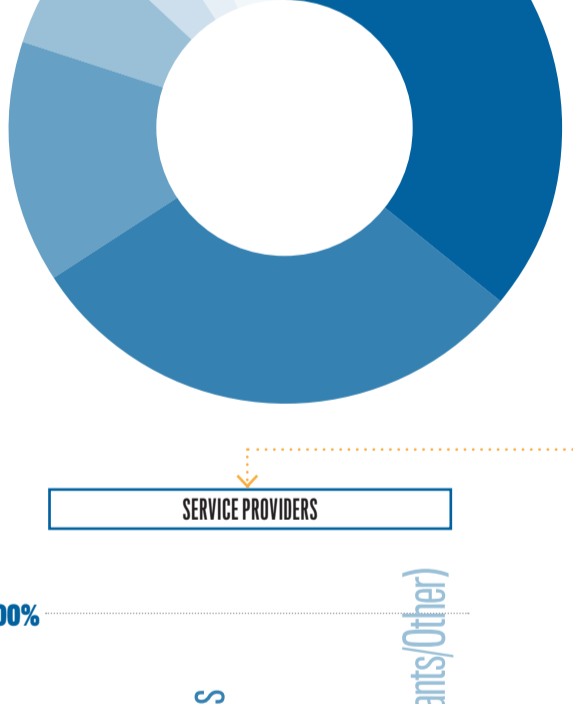
Spending money, resources and effort on content that no one reads or responds to is not sustainable - or even rational

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AUDIENCE

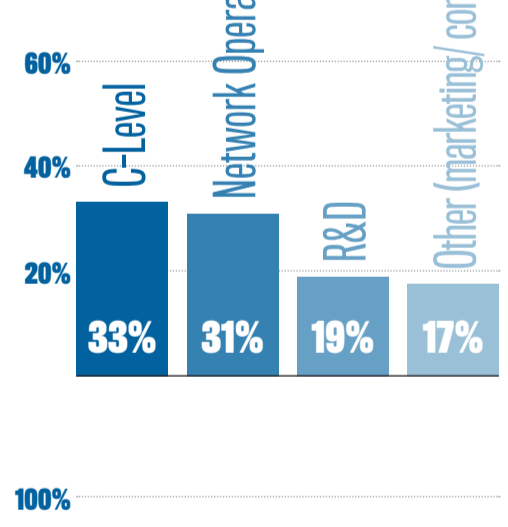
Made up of senior management across the global network operator and vendor landscape including: Network operations across radio, backhaul & core, R&D, IT and project management. As well as global service providers, equipment manufacturers and content providers.

DEMOGRAPHICS



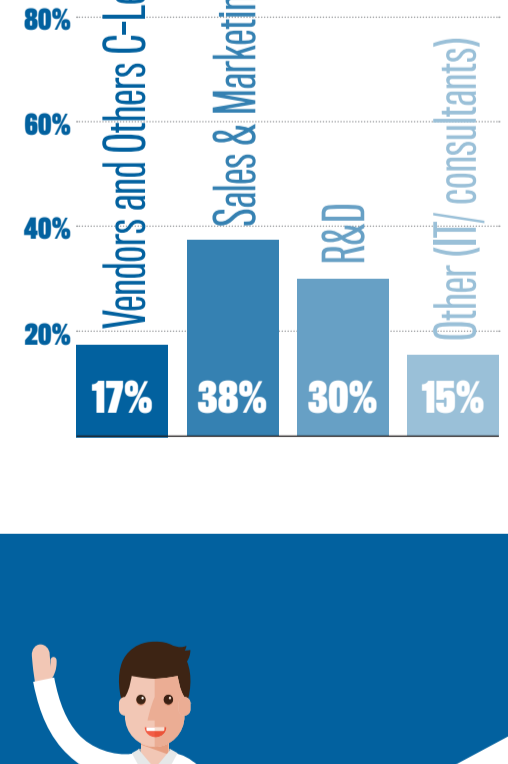
- 36% Service Providers
- 30% Equipment/Software Vendors
- 14% System Integrators
- 7% Consultants
- 4% Press/Analysts
- 3% Regulators
- 6% Other

SERVICE PROVIDERS



GEOGRAPHIC REACH

- 25% Europe
- 30% Americas (US & Canada)
- 22% Asia-Pac
- 8% Middle East
- 10% Latin America
- 5% ROW (including Africa)



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How did we grow our contact database?

Opt-in contacts have been generated throughout the years when viewers and/or customers:

- Subscribe to our free weekly newsletter
- Sign up to download our brochures
- Purchase our research products: reports, customized research, etc
- Sign up to watch archived webinar videos

KPIs

- 1 Targeted database of over key wireless industry opt-in contacts;
- 2 Contact list is cleaned yearly
- 3 Open Rate is above 12-22%
- 4 Average CTR: from 0.75% for web banners up to approx. 2.5% for dedicated panels for white papers and webinars.

Media Partners

- The Mobile Network, Newsletter: 12,276 Opt-in registered users, Cross promotion available
- RCR Wireless, Blog contributions

We have been working with Maravedis/Wi-Fi 360 for several years now, where they have been contributing to our reports and our content marketing. Adlane and his team has been instrumental in the development of several industry and Research reports, case studies, webinars and blogs. I would highly recommend Wi-Fi 360/Maravedis and Adlane and his team.

- Ton Brand, Director of Marketing - Wireless Broadband Alliance

