

# PUT YOUR SOLUTION IN THE SPOTLIGHT

INTRODUCING INTERACTIVE ADVERTORIALS



## BRING YOUR BRAND TO LIFE— AND TRACK EVERY CLICK

If your brand is built on excellence, your content should be too.

In a competitive B2B landscape, immersive storytelling isn't just a nice-to-have—it's how you stand out. Audiences spend **twice as much time** with interactive, experiential content compared to static formats, making it one of the most effective ways to hold attention, measure engagement, and drive results.

That's why we're introducing **Interactive Advertorials**, powered by *Demand Gen Report's* sister brand and in-house agency, Emerald Studio. These dynamic digital experiences showcase your brand's story with elegance and clarity—featured through the media platform *Demand Gen Report (DGR)* visitors trust.

[GET IN TOUCH TO LEARN MORE](#)

# SECURE YOUR SPOTLIGHT

Starting at just \$5,600, we offer an option for every budget.

## ESSENTIAL SPOTLIGHT

- Templated interactive layout
- Client-supplied assets:
  - Up to 300 words
  - Up to 5 images or videos

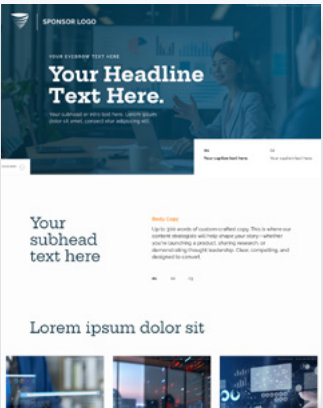
[VIEW EXAMPLE](#) ↗



## SIGNATURE SPOTLIGHT

- Bespoke interactive layout
- Custom content creation:
  - Strategic ideation call
  - Up to 300 words
- Client-supplied assets:
  - Up to 8 images or videos

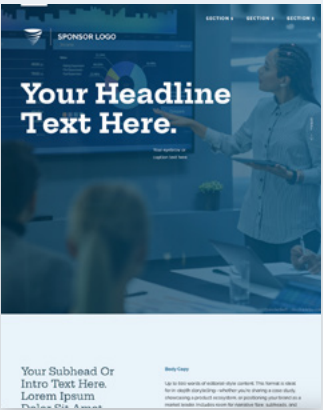
[VIEW EXAMPLE](#) ↗



## PREMIUM SPOTLIGHT

- Bespoke interactive layout
- Custom content creation:
  - Strategic ideation call
  - Up to 600 words
- Client-supplied assets:
  - Up to 10 images or videos

[VIEW EXAMPLE](#) ↗



# WHY IT WORKS



## ENGAGEMENT THAT GOES BEYOND IMPRESSIONS

Interactive content turns passive views into meaningful interactions—keeping your audience immersed in your brand.



## EXPERTLY CRAFTED BY SEASONED CONTENT STRATEGISTS

Emerald Studio brings deep experience across industries to shape your message. Our team doesn't just write copy—we craft content designed to resonate with your audience, demonstrate your brand's value, and drive performance.



## DESIGNED FOR YOUR ENGAGEMENT-DRIVEN BRAND

Showcase your solutions and services with rich media, scroll effects, animations, and elegant storytelling designed to match your brand aesthetic.



## ACCESSED THROUGH DGR'S TRUSTED WEBSITE

Your advertorial lives on **DGR's website**, reaching a highly engaged audience of B2B marketing leaders.



## AMPLIFICATION AVAILABLE

Add on multi-channel promotion via **email**, **social**, and even **print** (via a QR code) to drive more visitors straight to your experience.



## A TRUE TURN-KEY EXPERIENCE

We handle the creative heavy lifting—from strategy to copywriting to design—so you can focus on your business while we bring your story to life.

## READY TO BUILD SOMETHING THAT PERFORMS?

Contact our team today to get started or reserve your spot.

**STUDIOPROJECTS@EMERALDX.COM**

### KATE WALKER

Senior Director, Business Development

[kate.walker@emeraldx.com](mailto:kate.walker@emeraldx.com)

### KRISTINA PANTER

Senior Director, Business Development

[kristina.panter@emeraldx.com](mailto:kristina.panter@emeraldx.com)