

# RETAIL & HOSPITALITY HUB

A B2B Media and Performance Marketing Company

## 2026

## Content

## Syndication &

## Media

## Planner



**THE ONLY RESOURCE DEDICATED TO  
RETAIL & HOSPITALITY TECHNOLOGY  
THOUGHT LEADERSHIP**

New for 2026!



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# About Us

## A HYPER-FOCUS ON TECHNOLOGY THOUGHT LEADERSHIP

**Content Syndication:** We help technology companies showcase their thought leadership to high-value retail and hospitality decision-makers—delivering a guaranteed volume of leads aligned with their ideal customer profiles.

**B2B Media Amplification:** We promote custom content and advertising from technology companies across multiple channels, including our website, our e-weekly, *Thinking Out Loud*, targeted email campaigns via *Knowledgeable Resources*, and *LinkedIn*.

### WE'VE LED THESE RETAIL, CPG AND HOSPITALITY B2B MEDIA BRANDS

- Progressive Grocer
- Top Women in Grocery
- Convenience Store News
- Path to Purchase Institute
- Drug Store News
- Chain Store Age
- Beverage Industry
- Store Brands
- Hospitality Technology
- RIS News
- Consumer Goods Technology
- Canadian Grocer
- Candy Industry
- Many more

Exclusive  
industry  
positioning!

# Industry Focus

## MARKET YOUR TECHNOLOGY THOUGHT LEADERSHIP TO THESE CHANNELS



### **RETAIL**

Food and Non-Food, Large and Small Format



### **FOODSERVICE**

Quick Service, Fast Casual and Fine Dining Restaurants



### **MANUFACTURING/DTC BRANDS**

Food and Non-Food Consumer Goods



### **SUPPLY CHAIN**

Transportation, Logistics and Procurement



### **HOSPITALITY**

Lodging, Travel, Fitness and Entertainment

# Our Clients

## TECHNOLOGY SOLUTION PROVIDERS

- Artificial Intelligence
- Commerce Platforms
- Customer Service & Experience
- Data & Analytics
- Digital Signage & Out-of-Home Media
- ERP & Back Office
- HR & Payroll Solutions
- In-Store Solutions
- IT & Infrastructure
- Marketing Solutions
- Merchandising, Pricing, Planning & Promotion
- Payments, Banking & Financial Services
- Professional Services
- Supply Chain & Logistics Services
- Web & Mobile Solutions



Examples for demonstration purposes

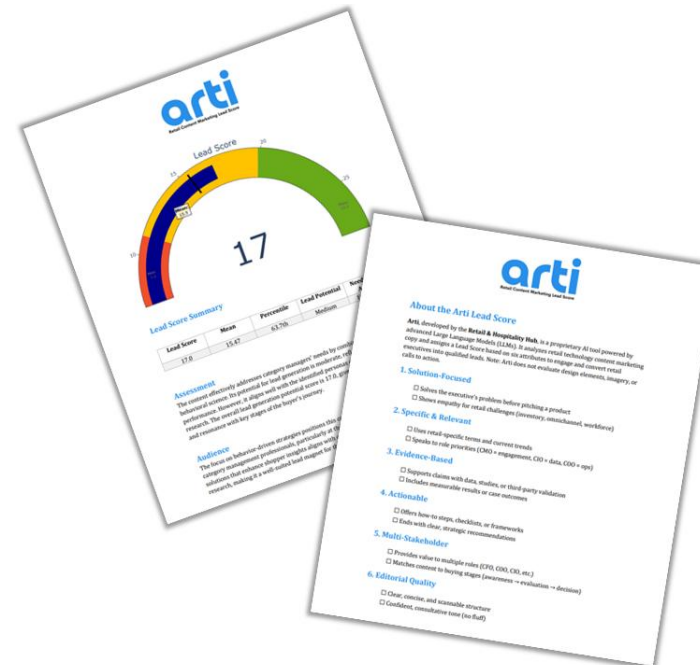
## WHAT'S YOUR CONTENT'S LEAD SCORE?

Exclusively from the Retail & Hospitality Hub, Arti is an AI tool powered by advanced Large Language Models (LLMs). It analyzes retail technology thought leadership content and assigns a Lead Score based on six attributes proven to engage and convert retail executives into qualified leads.

### Arti empowers marketers to:

- Predict content performance before publishing
- Optimize for specific buyer personas
- Benchmark effectiveness across campaigns
- Refine messaging for stronger conversions

Whether it's a white paper, eBook, blog, or another thought leadership piece, Arti helps ensure your content isn't just informative, it's influential.



More [Details](#)

Exclusive  
AI-powered  
technology!

# Content Syndication

## WE GUARANTEE YOUR IDEAL CUSTOMER PROFILES REQUEST YOUR CONTENT

Our performance-based content syndication markets your thought leadership to your B2B ICPs and delivers a guaranteed quantity of MQL, HQL, BANT or SQL leads that match your criteria

You may accept or reject all leads, and we invoice only after you confirm that we've successfully completed your campaign.



View :22 [Video](#)

Try a risk-free  
pilot campaign!



# It Starts With Great Content

## PROVIDE US WITH YOUR THOUGHT LEADERSHIP CONTENT

We market a wide range of custom content,  
including:

- Whitepapers
- eBooks
- Infographics
- Case studies
- Webinars
- Podcasts
- Videos
- Blogs
- Research Reports

Note: We can also assist with content creation



Example for demonstration purposes



# Your Ideal Customer Profiles

## OUR WORKSHEET HELPS US UNDERSTAND YOUR ICP'S

Tell us who you want to reach:

- Industry channels
- Titles and functions
- Employee and revenue size
- Geography
- Sales channels

Or provide us with your target account and/or suppression list



Name \*

First Name Last Name

Company Name \*

Email \*

Which Retailers do you want to reach?

☐ Grocery Stores

☐ Convenience Stores

☐ Discount/Mass Merchandisers

☐ General Merchandise/Department Stores

☐ Drug Stores

☐ Apparel/Accessories

☐ Home Improvement/Garden Centers

☐ Home Goods/Furniture Stores

☐ Consumer Electronics Stores

☐ Sporting Goods/Outdoors Stores

☐ Pet Stores

☐ Beauty/Cosmetics Stores

☐ Arts/Crafts Stores

☐ Automotive

☐ Jewelry Stores

☐ Retail Wholesalers/Distributors

☐ Other

Which Foodservice operators do you want to reach?

☐ Full Service Restaurants

☐ Quick Service Restaurants

☐ Fast Casual Restaurants

☐ Foodservice Management Firms

☐ Foodservice Wholesalers/Distributors

☐ Other

Which Hospitality sectors do you want to reach?

☐ Hotels/Resorts

☐ Casinos

☐ Stadiums/Arenas

☐ Cruise Lines

☐ Amusement Parks

Specify your ICPs with  
[Target Personas Worksheet](#)

# Partner Execution

## WE MATCH YOUR TARGETS WITH A STRATEGIC PARTNER AND PROVIDE A QUOTE

### Campaign quote elements:

- Your unique cost-per-lead
- The minimum number of leads we will guarantee
- The timespan in which we will deliver them

### Partner network advantages:

- Access to vast opt-in audiences
- No “list fatigue”
- No campaign scheduling limitations
- Buying power that we extend to you



Our partners  
work for us. We  
work for you!

# Campaign Execution

## GATED EMAIL CAMPAIGNS ARE DEPLOYED TO YOUR TARGET AUDIENCE

### Pre-launch campaign components:

- Your company has 100% share of voice, and the campaign mirrors your branding
- We design the email HTML and landing page for your approval
- You may select the required form fields
- Choose Single-Touch or Double-Touch campaign options
- Add qualifier questions

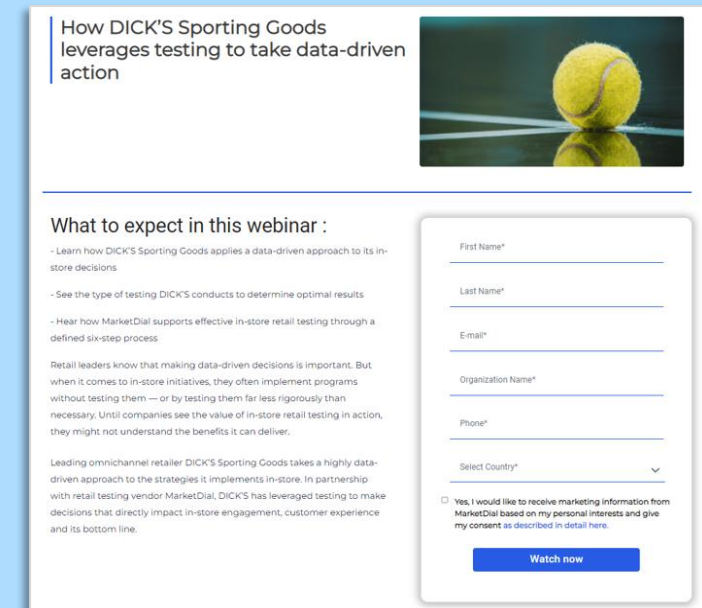
### Post-launch campaign components:

- You may reject leads that don't match your criteria, and they will be replaced
- You own the leads and free to nurture them as you wish
- We invoice after we've completed your campaign

### Email HTML



### Landing Page



Examples for demonstration purposes

# Qualifier Questions

## ADDING REQUIRED QUESTIONS PROVIDES ADDITIONAL USER INSIGHTS

Are you interested in a solution to gather ratings and reviews for better CX and SEO? \*

- Select -

- Select -

Yes

No

Not Sure

What is your interest level in our solutions? \*

Just looking for more information r

Please Select

Actively looking for a solution

Looking for a solution, but not immediately

Already have a solution

Just looking for more information right now

Have you heard of before downloading this content? \*

Please Select...

Please Select...

Yes, and I use the rewards app

Yes, but I don't use the rewards app

No

What is your top eCommerce priority for the next 12 months (Choose one)?

Implementing automation and AI to streamline operations a

Implementing automation and AI to streamline operations and boost efficiency

Optimizing or integrating your existing eCommerce ecosystem

Replacing and adopting new technology platforms to modernize your eCommerce infrastructure

All of the above

None of the above

\*Are reducing returns a priority for your business?

Yes

Yes

No

Not Sure

# Lead Delivery

**LEADS FROM  
DOWNLOADED CONTENT  
ARE AUDITED AND  
DELIVERED IN BATCHES  
UNTIL LEAD GUARANTEE  
IS MET OR EXCEEDED**

## Standard lead delivery fields:

- Name
- Title/Function
- Company name
- Business email
- Phone
- Address
- City
- State
- Postal code
- Country
- Employee size
- Revenues
- Prospect LinkedIn
- Company LinkedIn

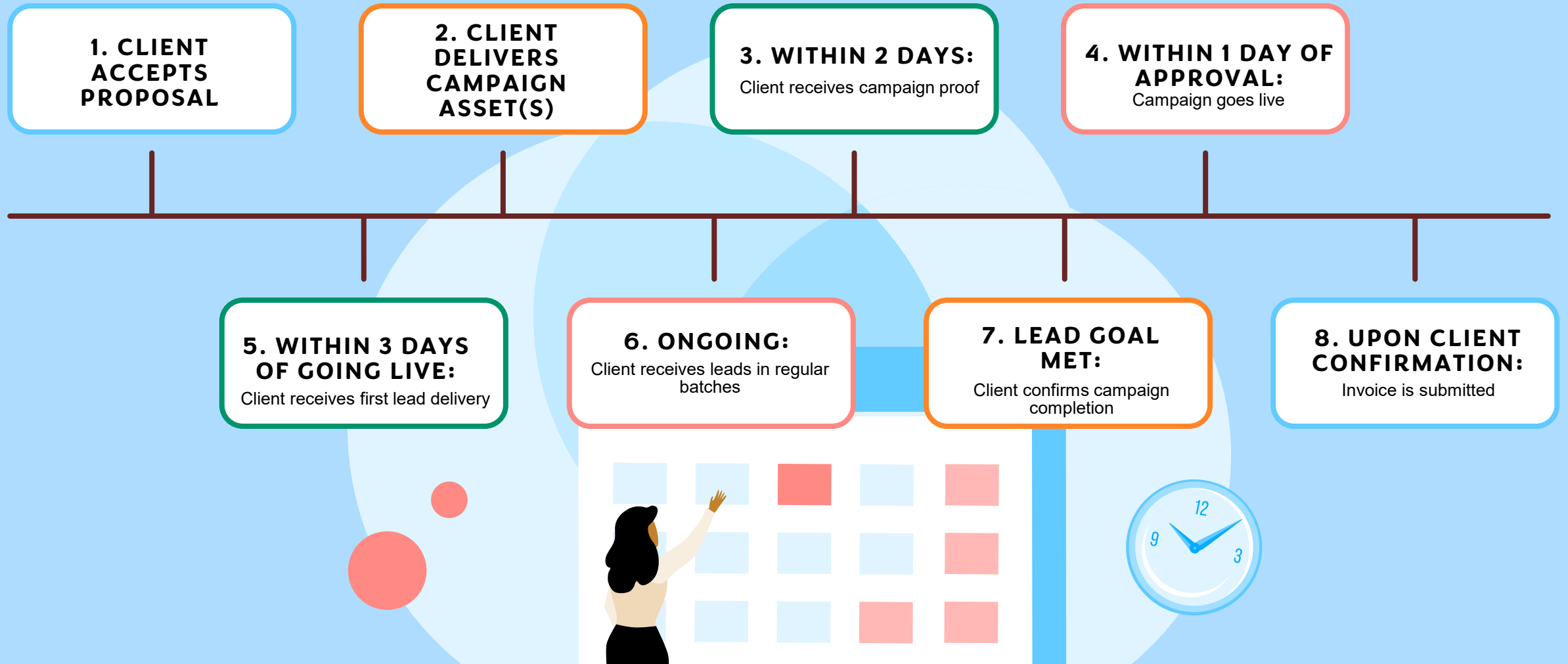
Client	[Redacted]						
Asset Name	[Redacted]						
Leads Ordered	150						
Date	3/4	3/11	3/13	3/18	3/20	3/27	3/29
Leads Delivered	23	19	20	28	17	51	11
Leads Rejected	2	2	2	0	1	0	0
Leads Accepted	21	17	18	28	16	51	11

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RETAIL & HOSPITALITY HUB

View a [Lead Report](#)

We can deliver leads via this report or upload them directly into your CRM



# Typical Campaign Timeline

# Need More Details?

## CHECK OUT OUR FREQUENTLY ASKED QUESTIONS

Whether you have questions about our processes, workflows, data management practices, or other policies, we offer complete client transparency.

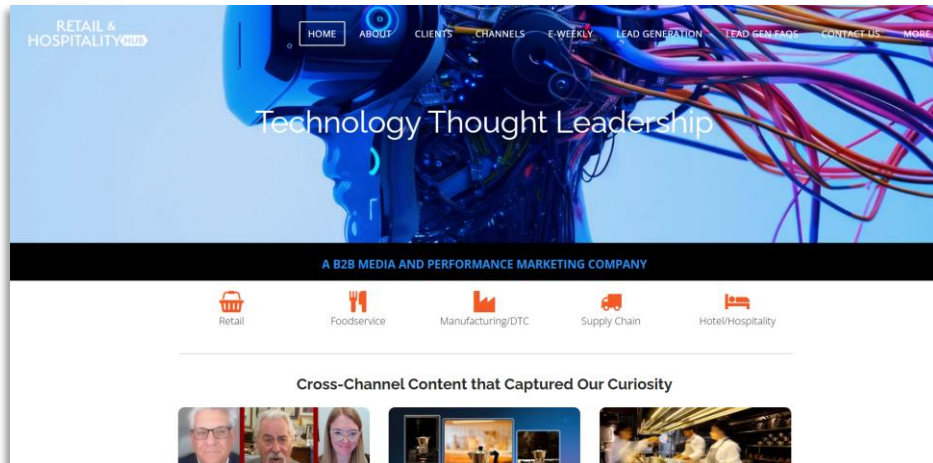
WHAT KIND OF ASSETS CAN WE MARKET?	+
HOW ARE COST-PER-LEADS CALCULATED?	+
HOW ARE THE LEADS DELIVERED?	+
ARE THERE A MINIMUM NUMBER OF LEADS REQUIRED PER CAMPAIGN?	+
WHAT'S THE TYPICAL TIMEFRAME OF A CONTENT SYNDICATION CAMPAIGN?	+
CAN WE APPROVE THE CAMPAIGN LANDING PAGE AND REQUIRED FORM FIELDS?	+
HOW ARE THE CAMPAIGNS EXECUTED?	+
CAN WE CHOOSE THE FIELDS THAT ARE COLLECTED AND DELIVERED TO US?	+
DO YOU OFFER ABM AND SUPPRESSION CAMPAIGNS?	+
CAN WE ADD QUALIFIER AND INTENT QUESTIONS?	+
CAN WE REJECT LEADS THAT DON'T MATCH OUR TARGETS?	+
WHEN ARE WE INVOICED?	+
CAN YOU FULFILL INTERNATIONAL CAMPAIGNS?	+
CAN WE MARKET MORE THAN ONE ASSET PER CAMPAIGN?	+
WHAT IS A DOUBLE-TOUCH CAMPAIGN?	+

View [FAQs](#)

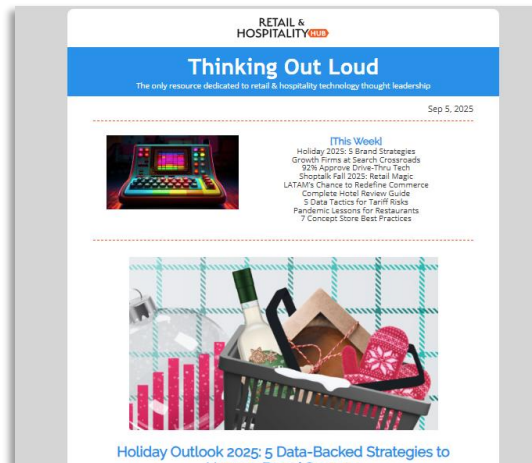


# Media Exposure

**PROMOTE YOUR CONTENT AND ADVERTISING  
ON OUR WEBSITE, E-WEEKLY AND LINKEDIN**



[Website](#): 12k+ active users



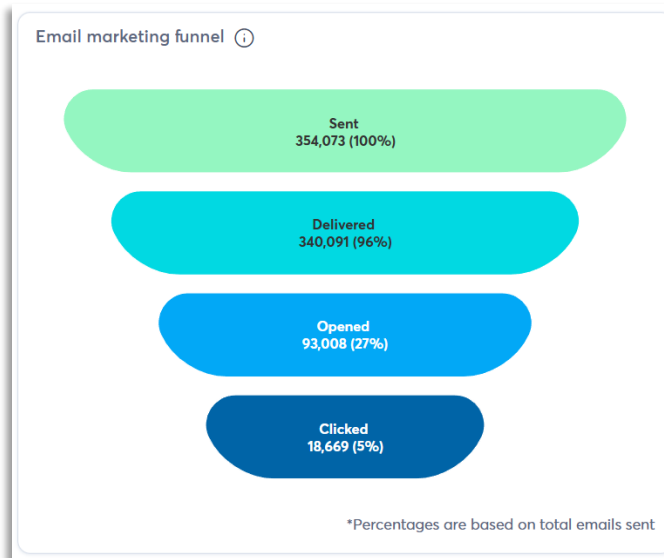
[e-Weekly](#): 10k+ subscribers



[LinkedIn](#): 7k+ followers

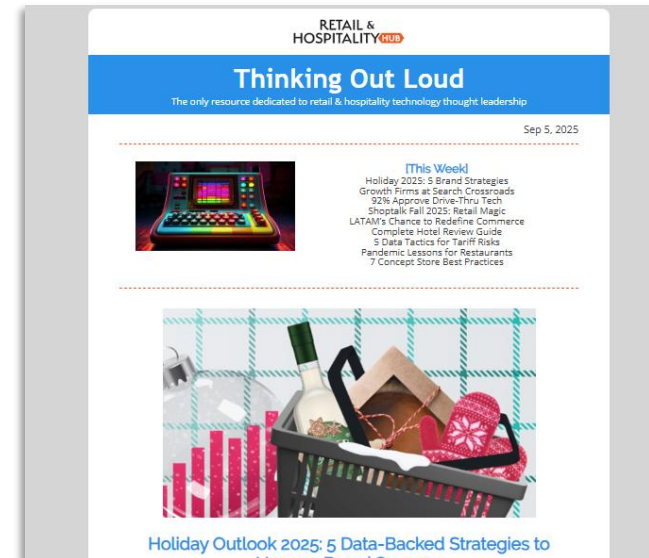
# Thinking Out Loud

## THE ONLY E-WEEKLY DEDICATED TO RETAIL AND HOSPITALITY TECH THOUGHT LEADERSHIP



### Performance Metrics:

Source: Constant Contact, Sep 30, 2024 - Sep 30, 2025

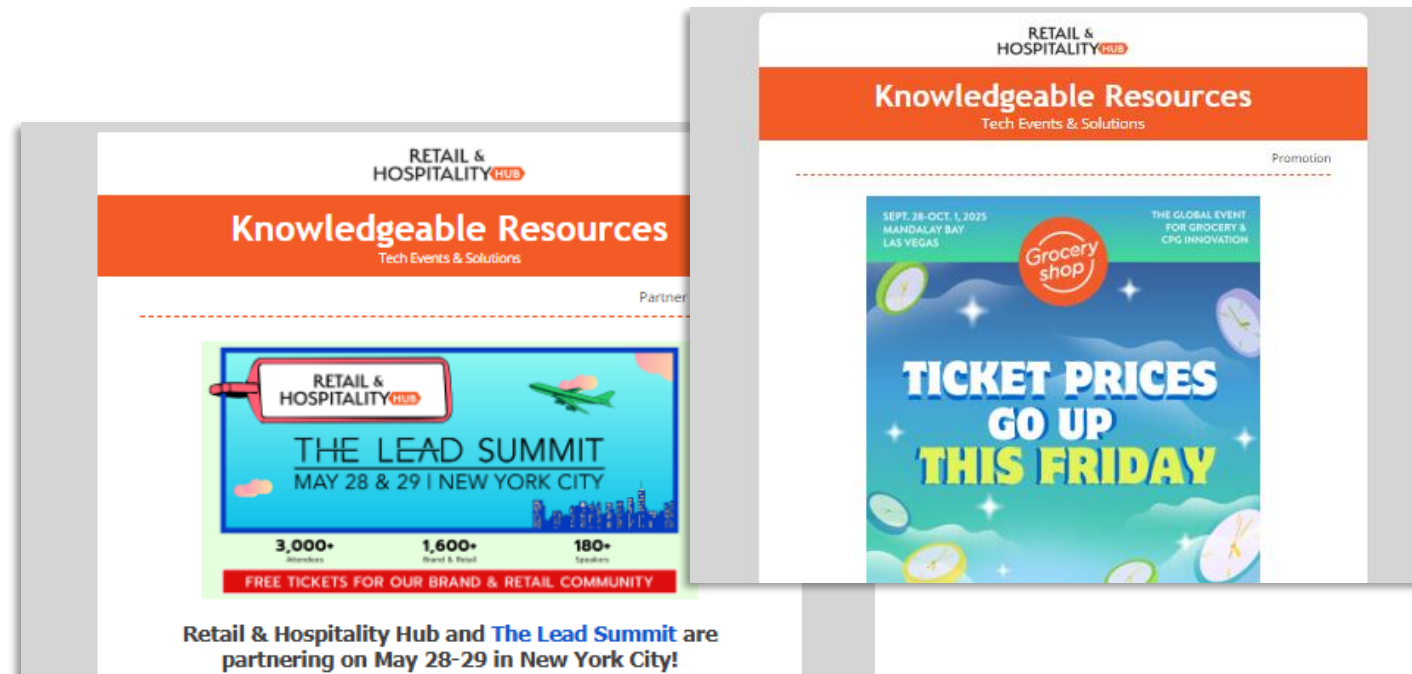


View Current [e-Weekly](#)

No news.  
Just innovation

# Knowledgeable Resources

## PROMOTE YOUR SOLUTIONS AND EVENTS WITH SPONSORED EMAIL BROADCASTS



Receive 100%  
share of voice

# Event Marketing

## THE RETAIL & HOSPITALITY HUB PARTICIPATES IN THESE INDUSTRY EVENTS

We can help you maximize your event investment:

- Groceryshop\*
- GROW\*
- eTail\*
- NRF: Retail's Big Show\*
- Shoptalk\*
- The Lead Summit\*
- The National Restaurant Association Show

\*Media Sponsor



# More Marketing Services

## WE CAN ASSIST YOU WITH ADDITIONAL MARKETING SOLUTIONS

### Services offered:

- Thought leadership content creation
- Video, webcast and podcast development
- Appointment-setting
- Event sponsorships
- Research and insights
- Public relations



Content Creation, Insights, Events and Public Relations Partners



# Contact Us

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A B2B Media and Performance Marketing Company

