

Microsite

A customizable Microsite, built and hosted by Forrester, allows you to educate your audience, build brand awareness, and drive demand with your buyers

What's included:

- › A mobile friendly digital experience, built and hosted by Forrester
- › Up to 4 Forrester reports, exchanged quarterly. Waves or Breakout Vendors excluded
- › Your own content such as market analysis, comment on report, company, product, webinar, and contact information

In addition you can:

- › Have an analyst review the messaging of your microsite to optimize results
- › Include IBM or Forrester analyst videos, podcasts, or webinars on your microsite to emphasize your message

The image shows a screenshot of a microsite for IBM, illustrating various customizable features. The page layout includes a navigation menu on the left with links for 'EXECUTIVE SUMMARY', 'COGNITIVE COMPUTING', 'COGNITIVE HEALTHCARE', 'WATSON INTELLIGENCE', 'SHARE IT' (with social media icons for Twitter, Facebook, and LinkedIn), and 'DOWNLOAD REPORT'. The main content area features a large hero image of a man in a suit sitting at a desk, with text overlays such as 'Your logo and branding' pointing to the IBM logo, '1-Click social sharing' pointing to the social media icons, and 'Forrester report PDF Download' pointing to a download icon. Below the hero image is a 'See Whats Inside' section with three smaller images: 'Cognitive Computing at work, by IBM', 'Healthcare Meets Cognitive Computing', and 'Watson Augments our intelligence'. A callout 'Your introduction to the Forrester report' points to the main text area. At the bottom, a callout 'Links to your related resources' points to the three smaller images. The page is powered by Forrester, as indicated by the 'POWERED BY FORRESTER' logo at the bottom left.

Please note that all custom content is subject to citations guidelines and review.