



SCHEDULE A BRIEFING

CabinetM™ accepts briefings with MarTech vendors or marketing service providers with news to share about new products, product features and services. Our goal is to keep our user community informed about the latest innovations in marketing technology and services.

Briefing requirements

To ensure that briefings are as productive as possible we require the following:

- A complete company and product profile created or claimed on CabinetM so that we don't waste time covering the basics. Though we do offer a paid premium profile option starting at \$750 per year, our basic Company and Product profiles are free. A premium profile is not a pre-requisite for a briefing. Note we do not sign non-disclosure agreements for briefings but will honor embargos.

How we approach briefings

Our first priority is to obtain enough information to give our enterprise and agency users a meaningful snapshot of the product, feature set or service that you are launching. Our second priority is to ensure that you and your new product or service is made visible to the CabinetM community. Some of the questions that we are likely to ask:

- What is the pain point that you are addressing?
- What is the profile of the decision maker for your product or service (title, business type, size, industry)?
- What is your value proposition?
- What differentiates your product from your competition?
- What does the technology environment look like in your prospect accounts? What other systems tend to be in place? Is there a need to integrate your product into other stack elements?
- What skills are required to install, operate and manage your product?
- How is the product priced? What is the price of a typical install?
- From the time of sale how long before a customer is up and running?
- How does your customer assess the performance and value of your product? What benefits should they expect to gain?

Post briefing we would like the opportunity to interview up to three customers or beta users by phone to hear their perspectives on your offering. This is highly desirable and will greatly enhance the impact of our report but is not mandatory.

The CabinetM Briefing Report

CabinetM will produce a 2 - 3 page summary briefing report within two weeks of the briefing. This report will be distributed to our users through our onsite messaging, weekly newsletter, social channels and will be linked to your CabinetM profile.

CabinetM is technology neutral, we do not endorse specific vendors nor do we provide a qualitative assessment about products and services. Our extensive experience as marketers has shown us that the way a product performs is often environment specific. That, combined with the fact that we do not have sufficiently deep expertise in all of the 300+ categories and the many products in each category that we cover, makes us reluctant to anoint winners and losers. Instead, we aim to provide enough information for a marketing technology user to assess whether your product might be a fit for their requirements and environment, and inspire those who are interested to engage directly with you. To this end, we are happy to provide you with a draft copy of our briefing report to review and edit prior to publication with the exception of the customer interview section of the report.

Briefing Fees

CabinetM does not currently charge for briefings or report publication and distribution.

Schedule a Briefing

To schedule a briefing please email Erica Ross (eross@cabinetm.com)

Briefings are scheduled for 15 or 30 minute time slots.

About the CabinetM Community

CabinetM has a highly targeted user community of senior level digital marketers and technology professionals, agency personnel and marketing consultants, as well as enterprise C-Suite personnel and business owners. CabinetM registered users are spread across B2B, B2C, Agency and Non-profit businesses with B2B representing the highest concentration of users.