

# Audience Demographics: DevOps

"Our developer and DevOps audience is comprised of core application developers, DevOps specialists and engineers, directors and managers from companies of all sizes and industries across North America. They are actively making or influencing new DevOps technology purchases and deployment. If you are a DevOps solution vendor, this is the audience you want to speak to."

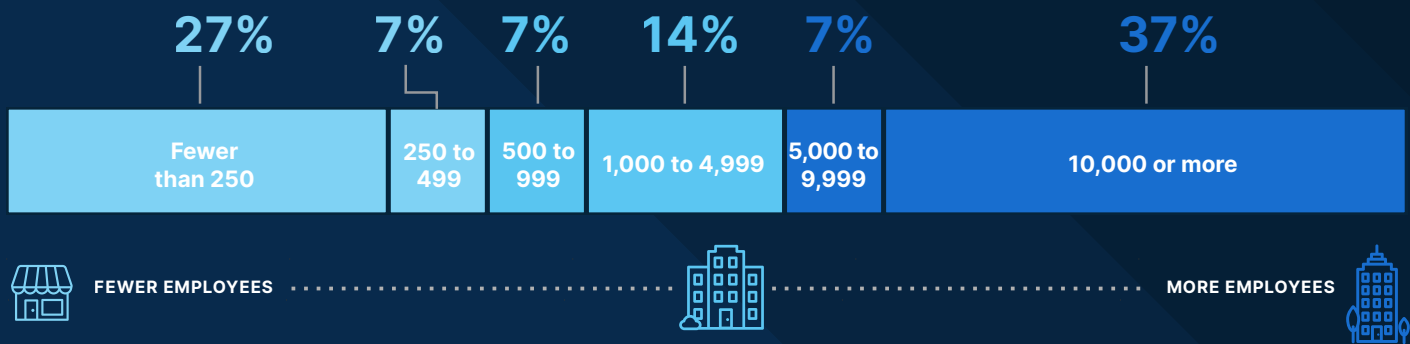
—Scott D. Lowe, CEO, ActualTech Media



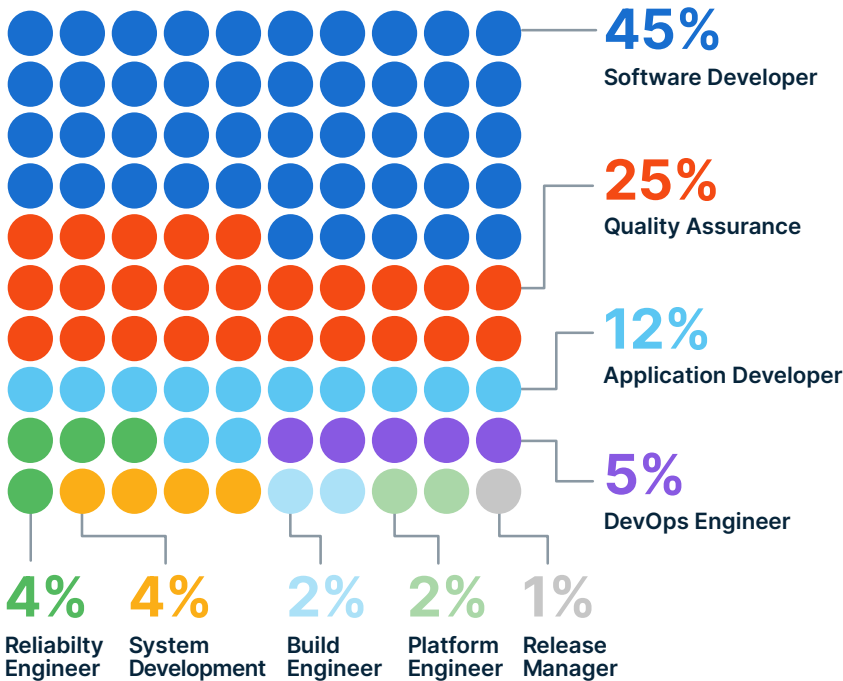
## 308,571

Full Development-Centric Audience Size

## Company Size



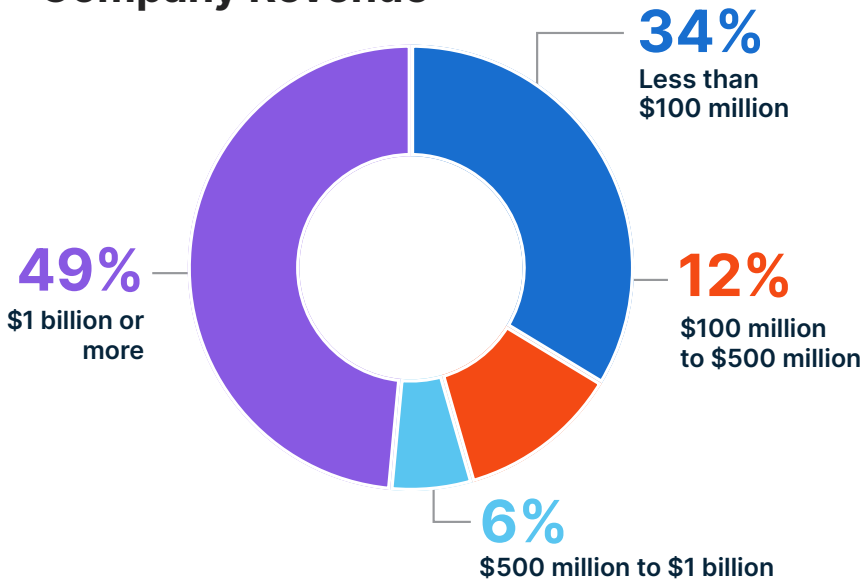
## Roles



## SAMPLE TITLES

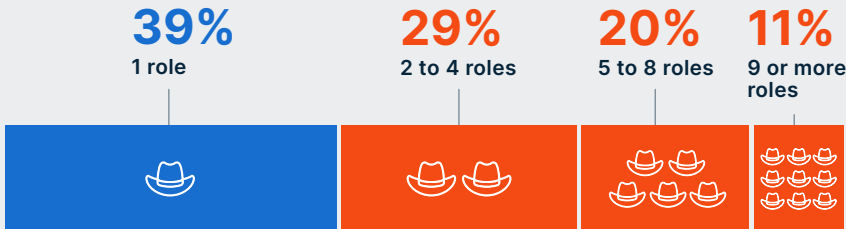
- DevOps Engineer
- Application Developer
- Software Developer
- Systems Development
- Quality Assurance & Testing
- Build Engineer
- Release Engineer
- Platform Engineer
- Automation Architect
- Reliability Engineer

## Company Revenue



## Number of Hats Audience Members Wear

Our audience members are often responsible for more than one technology area inside their organization, wearing multiple 'hats'. We recommend widening targeting wherever possible to capture maximum demand.



We are now using more than 10 tools that we learned about on ActualTech Media's webinars.

**Reddy K.** – Sr. Associate, Capital One

ActualTech Media's MegaCasts and EcoCasts give us the ability to see similar vendor offerings to compare and contrast with minimal effort. This gives us familiarity with different product offerings in a short period of time.

**Gijo G.** – Principal Systems Engineer, City of Philadelphia

## COMPANY HIGHLIGHTS

(North America only)

- |                           |                         |
|---------------------------|-------------------------|
| Deutsche Bank             | PNC                     |
| Intercontinental Hotels   | Medline                 |
| Little Caesar Enterprises | Huntington              |
| US Bancorp                | JP Morgan Chase         |
| Herbalife Nutrition       | Barclays                |
| US Dept of Defense        | Fidelity                |
| Fairway Financial         | Leidos                  |
| Inspire Brands            | New York Life Insurance |
| Procter & Gamble          | Williams-Sonoma         |
| Skechers                  | Ecolab                  |
| Novartis                  | Smithfield Foods        |
| General Electric          | Bell Canada             |
| Abbott                    | Union Bank              |
| AbbVie                    | Delta Airlines          |
| Johnson & Johnson         | DIRECTV                 |
| Walmart                   | McKesson                |
| Molina Healthcare         | Kyocera Group           |
| Citi                      |                         |



92%

say webinars play a role in their purchase process



67%

consume more than 3 pieces of vendor content per month