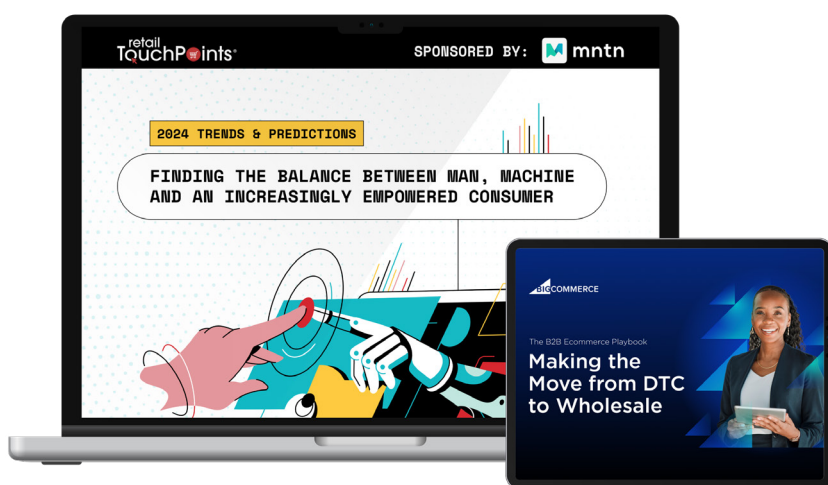


EXPERT-CRAFTED CONTENT. RICH EXPERIENCES. TARGETED REACH.

We're taking content creation to a whole new level. In collaboration with full-service agency **Emerald Studio**, we harness the collective expertise of hundreds of journalists, influencers, and subject-matter experts from Emerald's rich portfolio of 142 events and 17 media properties. With limitless access to deep expertise and engaged communities across retail and other key industries, we help brands create, connect, and convert like never before.



Whether you are a team of one or a busy department of many, when it comes to content strategy, we can support you every step of the way, including:



**CONTENT
IDEATION**



**ASSET
CREATION**



**DEMAND
GENERATION**

YOUR ONE-STOP CONTENT SHOP

WE CRAFT THE CONTENT YOUR BUYERS WANT TO SEE

We specialize in crafting and distributing relevant and compelling content that converts. With traditional, interactive, video, influencer, and other rich formats, we help you reach the retail decision makers you're targeting.

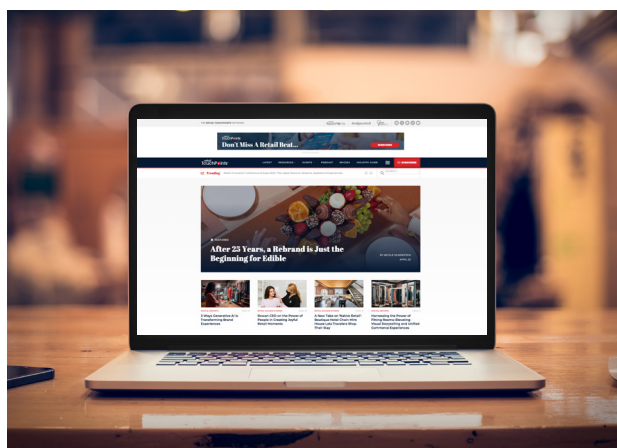


UNPARALLELED ACCESS TO DEEP INDUSTRY EXPERTISE

Our strategy, design and marketing teams have decades of journalism and industry-specific experience in the retail space. We put our wide-reaching network of experts and analysts to work for you.

AN EXTENSION OF YOUR MARKETING TEAM

As a client, you'll have a dedicated team who's aligned with your market focus and fully immersed in your business, and that team will collaborate with experienced writers. Our well-oiled content machine handles all the project management so you don't have to!



OUR COMMUNITIES = YOUR CLIENTS & PROSPECTS

90,000+ engaged retail professionals trust Retail TouchPoints as their go-to source for news and education around retail technology, operations, and innovation. We know what content resonates with retail executives, and we have the channels to distribute your assets to them. Whether you have a content team in place or not, Retail TouchPoints can help boost your brand's clout and credibility.

READY TO GET STARTED?

Reach out to us and tell us about your content goals and challenges. We can't wait to get started!

CONTACT US