

Reaching a target audience

VeriPark is a global solutions provider that helps businesses with customer acquisition, retention and cross-selling by providing proven, secure and scalable tools based on Microsoft Azure. We spoke with İrem Dinçer of Veripark to find out about their experience as a sponsor of *Technology Record*.

Has your sponsorship of *Technology Record* met your expectations?

It absolutely has met our expectations. Through *Technology Record* we are able to reach our target audience effectively and engage them both with traditional brand marketing and more the innovative 'deep dive' of content submission.

How does the team at Tudor Rose make this a positive experience for you?

Everybody in the team is great to work with. Any queries we have are responded to right away and the magazine's editorial staff are extremely easy to work alongside when creating articles or viewpoints.

What have you been most impressed with?

The magazine's writers have an extensive knowledge of the content we provide and the industries we serve, ensuring that VeriPark is consistently presented to readers of *Technology Record* in the most expansive and appealing way possible.

What plans do you have to continue working with *Technology Record*?

We will continue to work with *Technology Record* in the future and look forward having this platform play a part in our global marketing activity by having articles and viewpoints published regularly. We're looking forward to further leveraging *Technology Record's* digital channels, which I'm positive we can use more effectively. With this in mind, we're eager to play more of a role in the monthly newsletter and the social media which the team curates, to further drive our digital presence.

Based on your experience, how likely are you to recommend *Technology Record* to others?

We'd definitely recommend it!

Find out more about VeriPark at www.veripark.com.



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İrem Dinçer
Marketing Executive
VeriPark

