



How to Drive Awareness and Demand for Your Security Tools and Services

Achieve your Marketing Goals with Stack Overflow Advertising

As organizations accelerate their digital transformation, the need for technology to secure data and access to corporate resources has never been more important. The rapid growth of the cybersecurity industry is exciting and fast-paced, but it also comes with challenges - particularly for marketing teams.

Challenges for Security Marketers

As a marketer tasked with driving awareness and demand for security tools and services, you're likely faced with a number of challenges, including:

1.

Standing out in a very crowded marketplace

2.

Reaching developers and other technologists that influence the buying process - at scale

3.

Educating prospects on the value of your solution

4.

Driving demand and pipeline revenue



Over 81% of developers and technologists visit Stack Overflow at least a few times per week and 53% of them visit daily.

Source: [2022 Stack Overflow Developer Survey](#)

How Stack Overflow Advertising Can Support Your Marketing Strategy

Stack Overflow is the world's largest technology-focused platform. With more than 100 million visitors a month to Stack Overflow and our technical Stack Exchange sites, we can put your security solution in front of the right audience at precisely the right moment.

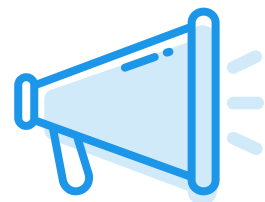
Let us help you achieve your marketing objectives.



Increase awareness of your brand or product



Generate free trials and demos



Amplify go-to-market messages



Distribute your technical content







Increase event and webinar registrations

Reach Prospects Engaging with Security-focused Content

We Deliver Technical Audiences at Scale

While Stack Overflow is our flagship site, you can also activate your campaign across +66 additional sites focused on technology and computing on our Stack Exchange network. Collectively, these sites are visited by more than 100 million users a month. This extends the reach of your campaigns, delivering the right audience - at scale.

Advertisers promoting a security technology or service have found success on these sites:

 stackoverflow	
Stack Overflow: Q&A for developers and technologists	Information Security: Q&A for information security professionals
50-60M average monthly unique users (global)	950K - 1.05M average monthly unique users (global)
23M Questions	66K Questions
34M Answers	114K Answers
	
Super User: Q&A for power users of hardware, software, & programming solutions	Server Fault: Q&A for system and network administrators
11.5 - 12.5M average monthly unique users (global)	3.5 - 4.5M average monthly unique users (global)
475K Questions	313K Questions
689K Answers	498K Answers

Unique Targeting Ensures Ad Relevance

Every question on Stack Overflow and our Technical Stack Exchange sites must have one, and can have up to five Topic Tags, which help to categorize the question content. Currently, there are more than 60,000 Topic Tags active on our sites. We use these tags to contextually target your ads, ensuring you reach the right user, with the right message, at precisely the right moment.

Here's a sample of the security-related Topic Tags trending on our sites:

encryption

tls

authentication

passwords

web-application

network

certificates

cryptography

malware

hash

windows

linux

privacy

email

php

web-browser

wifi

xss

penetration-test

http

public-key-infrastructure

man-in-the-middle

password-management

android

javascript

exploit

vpn

attacks

certificate-authority

openssl

firewalls

ssh

mobile

appsec

virus

webserver

vulnerability

sql-injection

key-management

aes

digital-signature

cookies

brute-force

dns

java

databases

password-cracking

rsa

gnupg

pgp

See Topic Tags for each site:

- ☐ [Stack Overflow](#)

☐ [Super User](#)

☐ [Information Security](#)

☐ [Server Fault](#)



66% of Professional Developers have at least some influence over their organization's purchases of new technologies. This is up from 56% in 2020 when we last asked this question.

Source: [2022 Stack Overflow Developer Survey](#)

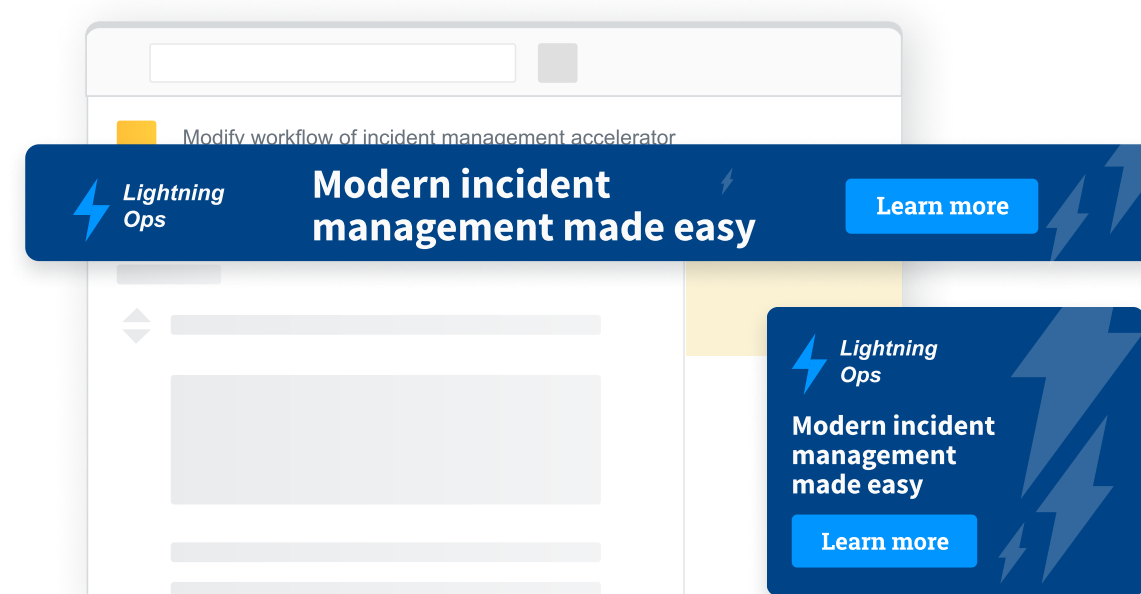
Engage Your Audience with a Full Portfolio of Advertising Solutions

Stack Overflow Advertising offers a variety of advertising solutions that were designed for the developer and technical community. Tactics are available across a variety of channels to support your brand awareness and conversion goals.

Banner Advertising

Put your security technology or service in front of the world's largest developer and tech community

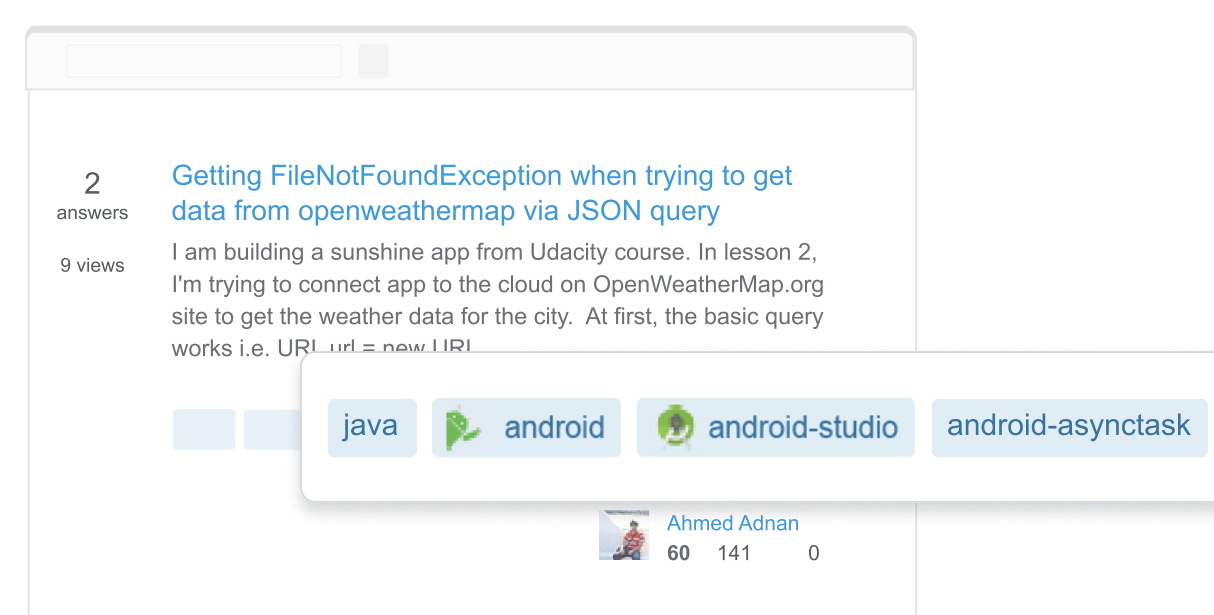
- Contextually targeted advertising using our proprietary Topic Tags
- Additional targeting options include geography, company size, industry and account targeting



Topic Tag Sponsorship

Deliver evergreen awareness of your brand, technology or service

- Add your logo to relevant Topic Tags*
- Get 50% share of voice on banner ads targeting that Topic Tag

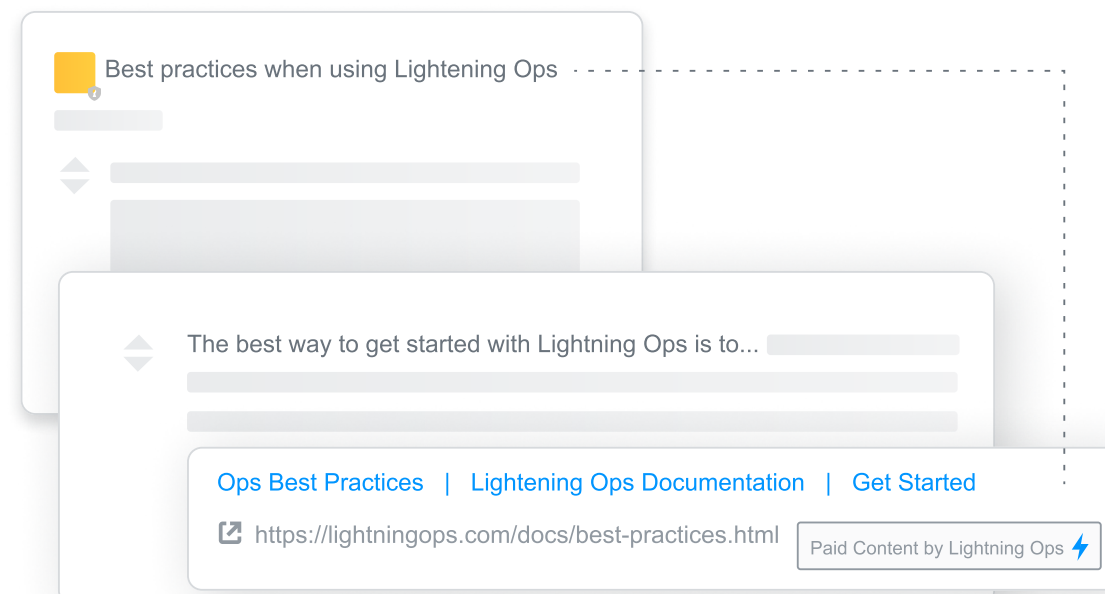


*Logos on Topic Tags are only allowed for copyright holders

Direct-to-Developer

Distribute technical content across our sites

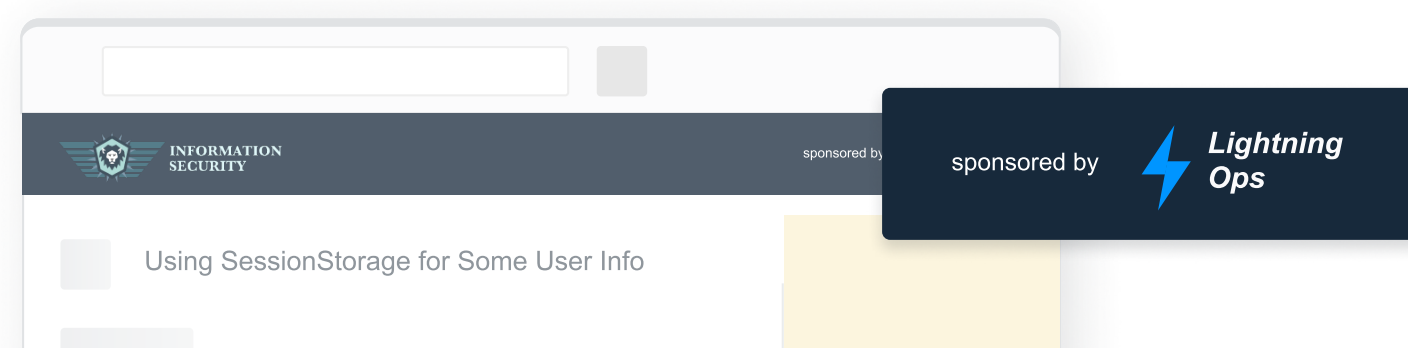
- Precisely map your technical documentation and content to millions of questions on Stack Overflow and Stack Exchange sites
- Ensure technical content is available at the moment developers and technologists need it



Site Sponsorship

Stay top-of-mind with followers of our Stack Exchange community sites

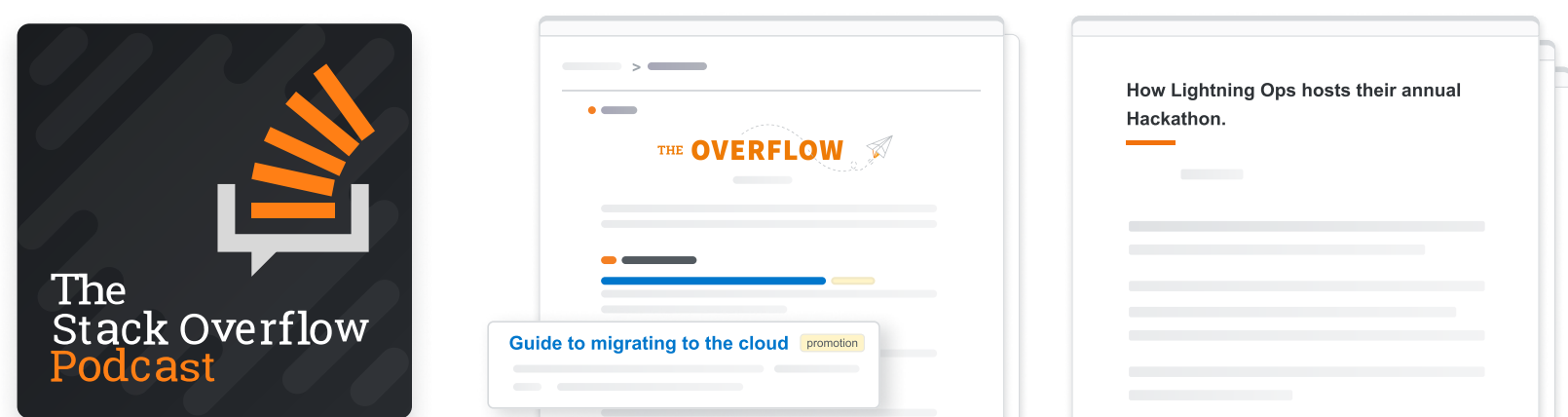
- Stand out with exclusive branding on Information Security, Super User or Server Fault
- Get 50% share of voice on banner ads running on the site you sponsor



Sponsored Content

Showcase your company's experience in the security category across available Stack Overflow channels

- Advertising opportunities available in our podcast, newsletter and blog



Benefits of Advertising on Stack Overflow



Highly Relevant, Technical Content

Developers and technologists are our audience and the content on our sites reflects that. You'll only find technical questions and answers on Stack Overflow and our Information Security, Server Fault and Super User sites. We've optimized our content to make it easy for users to find an answer, whether they start from a search engine or Stack Overflow's home page. They know they can quickly get to the answer they need, discover other helpful information, and get back to work.



Brand Safe with Constant Moderation and Universal Guidelines

Our moderators come from and are elected by the community. They are vigilant in keeping the content relevant and the answers civil and useful. The trust we've built around relevancy and usefulness flows into our advertising as well. Universal ad guidelines protect the user experience and create a halo of trust for the brands that advertise with us



Exclusive, Real Interest-based Targeting

Developers and technologists using our sites add topic tags to every question, self-defining the specific keywords that describe the content. These exclusive topic tags allow for real interest-based targeting to ensure you reach the right person, with the right message, at the right moment.



Advertising Solutions Designed for the Technical Community

We offer a full portfolio of advertising solutions built with our community of developers and technologists in mind. From banner advertising to technical content distribution, and newsletter, blog, and podcast advertising opportunities, we can help you drive brand awareness and conversions.



Unparalleled Support

For more than 10 years, we've been partners to the developer and technical community. Rely on our expertise to tailor a media strategy that aligns with your goals. And when you need help along the way, we'll be here. Our post-sales support ensures seamless execution and optimization of your campaign.



Start driving awareness and demand for your security tool or service today on the world's largest technology-focused platform. Let us build a media plan tailored to your marketing and business goals.

Learn more now:

- [Visit this question](#) on Stack Overflow to see our focused approach to content
- [Get best practices](#) for advertising to developers and technologists
- [See how](#) developers and technologists investigate new technology

[Talk to an expert](#) ▶