

MEDIA KIT



The smarter way to source and sell network services.

Cloudscene is an independent global marketplace for buying and selling colocation, cloud, and connectivity services. Backed by the world's largest market intelligence platform for data centers, service providers, and network fabrics, buyers use Cloudscene to gather market intelligence and request quotes, fast.

Founded by Bevan Slattery, a renowned tech entrepreneur, Cloudscene is dedicated to improving the way the industry procures services, instilling greater transparency in the market and being the source of the most comprehensive data for our industry.

AUDIENCE

Exposure

Cloudscene attracts thousands of enterprise users every week from all corners of the globe, with the majority of visitors residing in the Americas. With respect to seniority, 10% of Cloudscene users hold c-level positions, 18% are senior management and 15% are at management level. The top 10 position titles of Cloudscene's users include: CEO, Director, CTO, Marketing Manager, Managing Director, Manager, Owner, President, Network Engineer and General Manager respectively.



Geographical spread of Cloudscene's userbase

68% OF THE USER BASE IS AGED 25 - 45

7k WEBSITE VISITORS EVERY WEEK

6 MIN AVERAGE SESSION DURATION*



Everything you need. In one place.

Whether it be market data, the location of a data center and who's within the facility, quotes to fulfill your connectivity requirements or leads to meet your monthly sales targets; Cloudscene is the industry's go-to resource for all this and more.

550+
MARKETS

7,000+
SERVICE PROVIDERS

Interests

From particular markets to service providers and data centers; the top user searches indicate the areas of direct interest to Cloudscene's global audience.



Marketplace

Cloudscene's Marketplace provides buyers and sellers of network services with the opportunity to connect via an independent industry platform. In just a few minutes, procurement teams/ enterprise buyers can list their requirements and attract responses from global service providers who meet their criteria. Cloudscene's Marketplace also presents sales teams with a unique opportunity to build new business pipeline. As a free service, sellers can respond to listings and provide quotations, with the only requirement being a Cloudscene user account.

1

Listing Creation

Buyers looking for connectivity services can create a free Marketplace listing describing their requirements.

2

Notification

Service providers will receive an email notification of the new listing and have the option to respond with a quotation if they can meet the buyer's requirements.

3

Quotes

Responses to the Marketplace listing are received by the buyer and shortlisted service providers contacted directly.

4

Selection

Once a service provider is selected by the buyer, the Marketplace listing is closed.

“ The pressures of digital transformation create significant challenges for enterprises. Simplifying the procurement of IT infrastructure is critical. Combining tools such as Cloudscene with open data center platforms like Digital Realty, helps enterprises simplify the complexity of rapidly deploying and managing the networking needs of hybrid IT architectures. ”

Chris Sharp
CTO - DIGITAL REALTY



Marketplace

Congratulations! You have received a new quote request via Cloudscene's Marketplace.

[Respond](#)

DISCOVER

Cloud Pathfinder

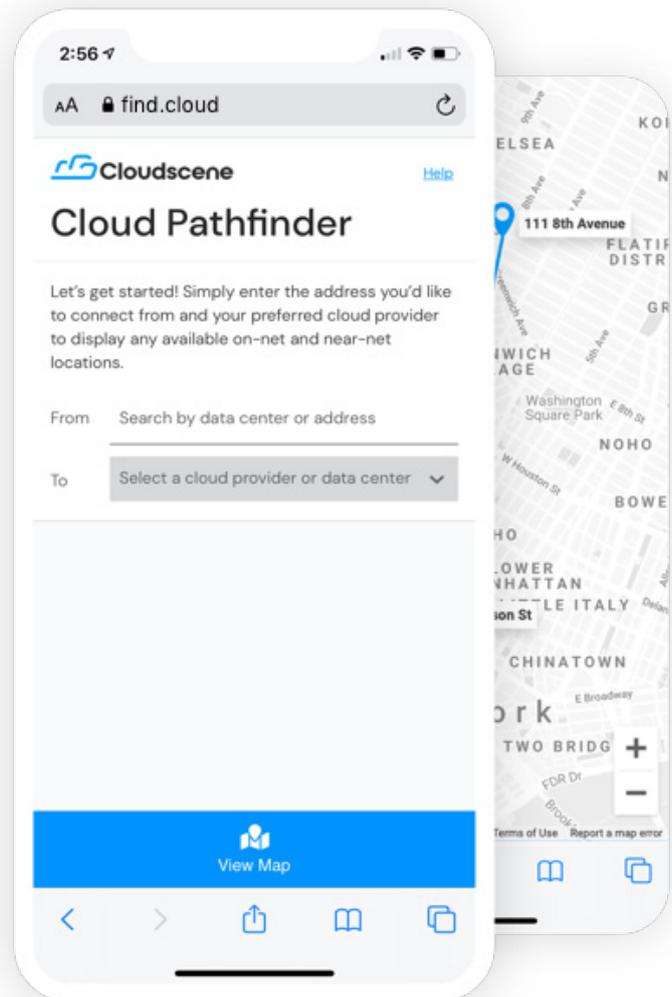


Cloud adoption plays a key role in enterprise digital transformation. Yet the process for an enterprise to connect their network or data center resources to a cloud provider is often manual, time-consuming and lacking in market intelligence.

Cloud Pathfinder is the first independent cloud procurement solution for the industry and the initial phase of Cloudscene's wider procurement solution that streamlines the way buyers and sellers of cloud services transact.

Following a search from any data center or enterprise building address worldwide, quotations can be requested in a matter of minutes, resulting in notifications being sent directly to the service providers from the app.

Visit find.cloud to get started



ADVERTISE

Get Involved

Market Advertising

FROM
\$100 (USD)

Reach prospects in key markets by driving traffic to your desired landing pages and boosting your brand's exposure on Cloudscene with a top banner placement and first-position search result for market keywords. Available exclusively to one advertiser on the market page, prices are month-to-month and based on market tiers.

Country Advertising

FROM
\$800 (USD)

Stand out from your competitors, drive traffic to your website and increase quote requests with a top banner placement and first-position search result for country keywords. Available exclusively to one advertiser on the country page, prices are month-to-month and based on country tiers.

Exclusive Advertising

\$5k (USD)

Available exclusively to just one advertiser for a one month period. Achieve the highest level of brand exposure and impressions, click through rates, and lead conversions with multiple banner placements across Cloudscene's platform.

Market Advertising

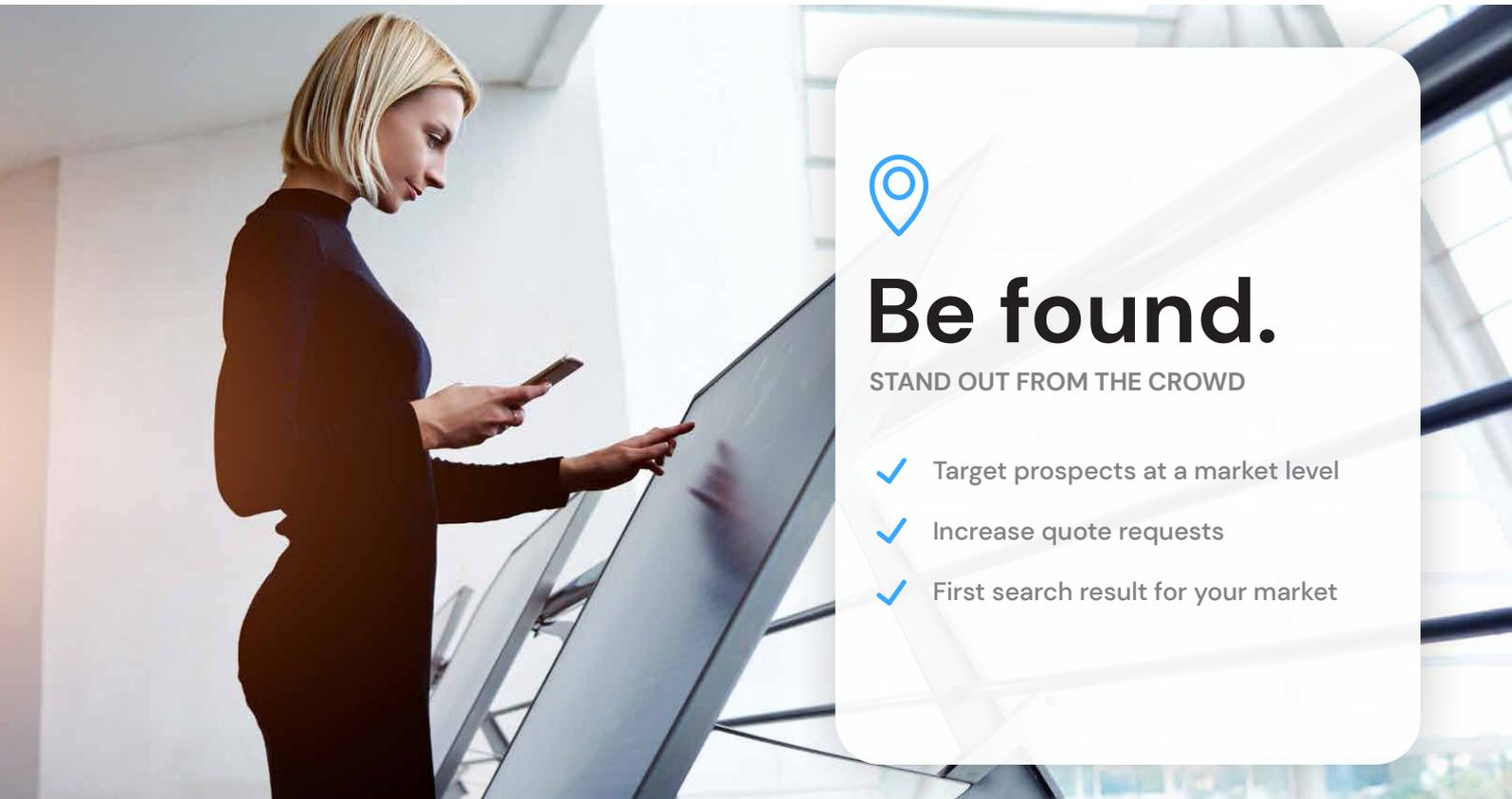
FROM (USD)
\$100

Boost your impressions across key markets, drive traffic to your website or landing page, and increase high-quality quote requests with the Market Advertising package. Advertising provides you with an opportunity to promote your business to prospects looking for quotes within the markets you provide services.

Starting from just \$100 per month, target prospects at a market level with a top page banner advertisement and prioritized search results relating to your market placement.

Ideal for data center operators, this package includes prioritization of your colocation facility, boosting it to page one, row one on the market page, and to the top of search results. This package also includes exclusive styling, unique content (up to 240 characters), and the company logo on Cloudscene's Marketplace.

Offered exclusively to one advertiser for the given market, Market Advertising is available month-to-month with prices based on market tiers.



Be found.

STAND OUT FROM THE CROWD

- ✓ Target prospects at a market level
- ✓ Increase quote requests
- ✓ First search result for your market

Market Advertising

Top banner placement and priority search results

Stand out from your competitors by elevating your services to a premium position, increasing impressions and the likelihood of more quote requests.

Cloudscene MARKETPLACE CLOUD PATHFINDER SEARCH

United States of America Bay Area

PROMOTED Premium Advertising Placement 850px x 115px

BAY AREA, UNITED STATES OF AMERICA

Based on a combined score that factors in data center density, service provider connectivity and total network fabrics, Bay Area earned the #7 spot in Cloudscene's **Fast 50 Markets to Colocate in 2018**. Did you know you can compare important market data side-by-side? Compare [Bay Area](#) now.

COUNTRY OVERVIEW	United States of America Overview	129 Data Centers
TOP DATA CENTER ECOSYSTEMS	Los Angeles	427 Service Providers
LARGEST DATA CENTER OPERATORS	Bay Area	15 Network Fabrics
TOP SERVICE PROVIDERS	Chicago	
	Dallas	
	New York	

Intellicentre 3 (IC3) Macquarie Telecom Group

Promoted

14 Providers **0** Network Fabrics

Located at Macquarie Telecom Group's 43MW Macquarie Park campus and opening in 2020, Intellicentre 3 (IC3) will offer vendor neutral colocation, wholesale and hyperscale tenancy in a premium location 15km north of Sydney's city centre. The facility will be fully owned and operated by Macquarie Telecom Group. Certification will include Uptime Tier III, ISO9001, ISO27001, ISO45001, SOC 2, PCI-DSS and ASD CSSL.

DATA CENTERS IN SYDNEY, AUSTRALIA (80)

To view 77 more results and for advanced search tools, please [join](#) or [log in](#) to Cloudscene.

<p>Intellicentre 3 (IC3) Macquarie Telecom Group</p> <p>Promoted</p> <p>14 Providers 0 Network Fabrics</p> <p>Located at Macquarie Telecom Group's 43MW Macquarie Park campus and opening in 2020, Intellicentre 3 (IC3) will offer vendor neutral colocation, wholesale and hyperscale tenancy in a premium location 15km north of Sydney's city centre.</p>	<p>SY3 Equinix</p> <p>190 Providers 8 Network Fabrics</p> <p>Market Sydney, Australia</p> <p>Address New South Wales, 2015, Australia</p>	<p>SY1 Equinix</p> <p>183 Providers 8 Network Fabrics</p> <p>Market Sydney, Australia</p> <p>Address Mascot, New South Wales, 2020, Australia</p>
---	--	--

VOCUS VDC-SYD01 Doody St Vocus Communications

125 Providers **4** Network Fabrics

Market Sydney, Australia

Address Sydney, New South Wales, 2015, Australia

There are 80 results

Join or log in to see 77 more results [Join free](#)

RELATED MARKETS

Melbourne Australia	47 Data Centers	5 Network Fabrics
Perth Australia	39 Data Centers	5 Network Fabrics
Brisbane Australia	31 Data Centers	6 Network Fabrics

There's a smarter way to source and sell your network.

[Discover Marketplace](#)

Country Advertising

FROM (USD)
\$800

Stand out from your competitors, drive traffic to your website or landing page, and increase quote requests. Cloudscene's Country Advertising package provides you with the opportunity to promote your organization to enterprises already on their buying journey.

Delivering top-of-mind brand positioning, and the ability to drive traffic to your website for optimum conversion, this package is ideal for service providers wanting to stand out from the crowd.

Starting from just \$800 per month, target prospects at a country level with a top page banner advertisement and prioritized search results for keywords relating to your country placement.

This package is available month-to-month, with prices based on country tiers.



7,000+

UNIQUE VISITORS PER WEEK

- ✓ Drive traffic to your website
- ✓ Increase quote requests
- ✓ Stand out from your competitors

Country Advertising

Top banner placement and priority search results

Never miss an opportunity to promote your organization to prospects already on their buying journey. Drive traffic to dedicated pages to optimize conversion and generate leads for your sales teams.

PROMOTED Premium Advertising Placement
850px x 115px

[Compare](#)
[Get alerts for this Market](#)

UNITED STATES OF AMERICA

The United States is the largest single region for connectivity and the cloud in the world today. Major markets include the financial hubs of New York and Chicago, the Tech hubs of the Bay Area (San Francisco), Seattle and Portland; the population hubs of Dallas, Los Angeles and the center of Government in Washington DC/Virginia. With the country's total data center numbers outweighing its nearest market (the United Kingdom) by five times; the United States is the undisputed 'home of the internet'. In Cloudscene's 2017 Global Top 10 Colocation Ecosystems, it was Washington DC, Bay Area, Los Angeles, Dallas and Chicago that dominated the list.

Premium Provider Promoted

21 PoPs **9** Data Centers

270 Providers	5 Network Fabrics	205 Providers	3 Network Fabrics	201 Providers	9 Network Fabrics
Market: Los Angeles, United States of America		Market: Los Angeles, United States of America		Market: Los Angeles, United States of America	
Address: Los Angeles, California, 90017, United States of America		Address: Los Angeles, California, 90017, United States of America		Address: Los Angeles, California, 90017, United States of America	

There are 2542 results [Join or log in to see 2539 more results](#) [Join free](#)

SERVICE PROVIDERS IN UNITED STATES OF AMERICA (2245)

To view 2,242 more results and for advanced search tools, please [join](#) or [log in](#) to Cloudscene.

Premium Provider Promoted	CenturyLink	Cogent Communications
21 PoPs 9 Data Centers	667 269 PoPs Data Centers	614 36 PoPs Data Centers

There are 2245 results [Join or log in to see 2242 more results](#) [Join free](#)

NETWORK FABRICS IN UNITED STATES OF AMERICA (61)

To view 2,539 more results and for advanced search tools, please [join](#) or [log in](#) to Cloudscene.

MegaPort	PacketFabric	Performance IP
MegaPort	PacketFabric	INAP

[Suggest a correction](#)

Exclusive Advertising

\$5K_(USD)

Available to just one advertiser per month, achieve the highest level of brand exposure and impressions, click through rates and lead conversions with multiple banner placements across the Cloudscene platform.

Banner placements include: Cloudscene home page, Marketplace home page, all service provider profile pages, all Marketplace buyer listings, all data center profile pages and the top 10 rankings page. Plus a placement in one Cloudscene user eDM/newsletter during the advertising period and an interview-based blog post featured in Cloudscene's news blog.

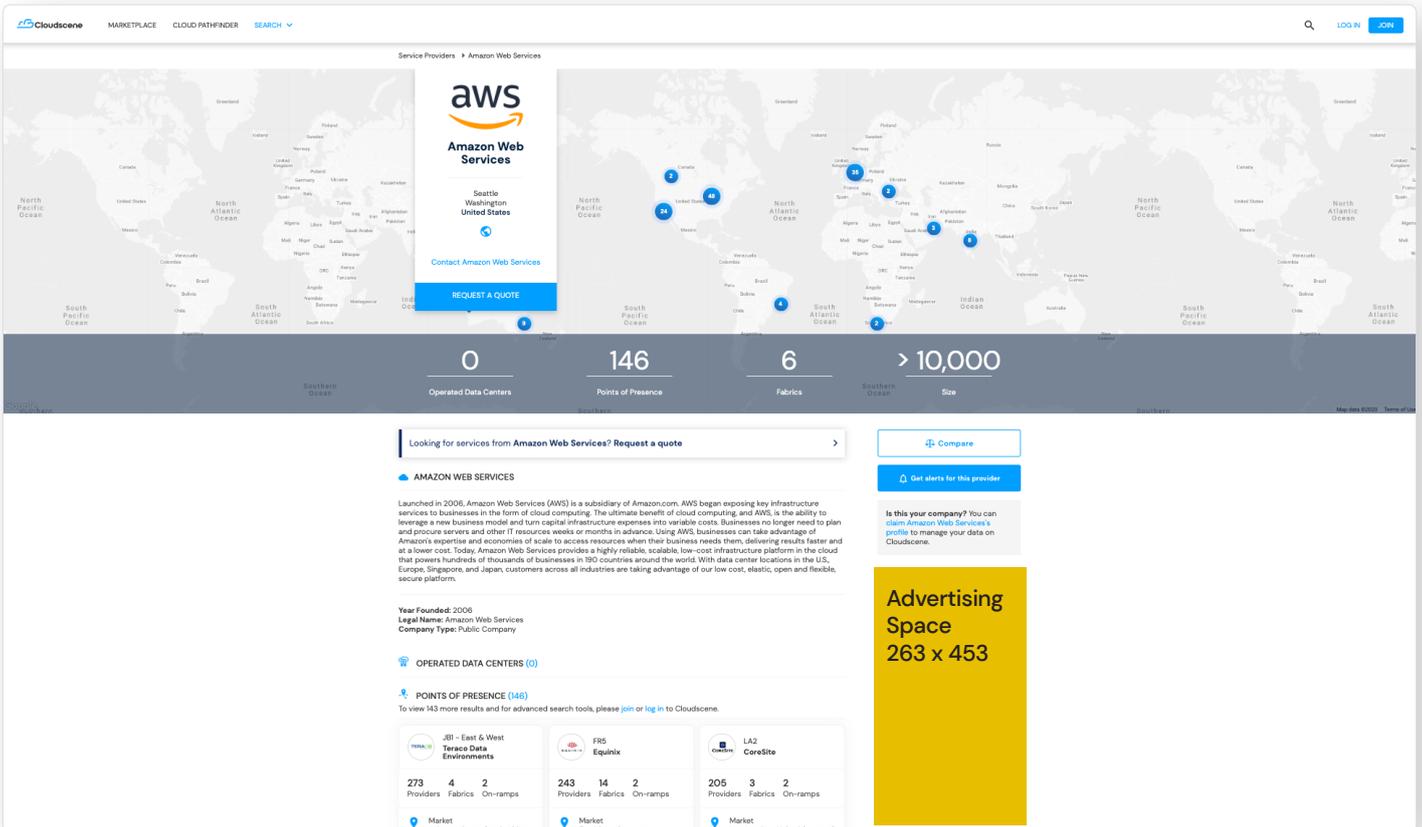


- ✓ Cloudscene home page
- ✓ Marketplace home page
- ✓ All service provider directory listings
- ✓ All Marketplace buyer listings
- ✓ All data center directory listings
- ✓ Cloudscene user eDM/newsletter
- ✓ Top 10 rankings page

EXCLUSIVE ADVERTISING cont.

Service Provider Profile Pages

Strategic positioned side bar banner (263x453)



Rankings Page

Lead banner (728x90)



Cloudscene MARKETPLACE CLOUD PATHFINDER SEARCH

LOG IN JOIN

CLOUDSCENE RANKINGS

Top Data Centers & Service Providers Worldwide

Cloudscene's Rankings

With Cloudscene, you can search and compare thousands of data center operators and cloud service providers across 110 countries. Cloudscene's rankings provide further insight as to who the major players are in any given region and which markets are the most connected worldwide. Cloudscene also publishes a leaderboard of the top data center operators based on both **data center density** (total operated data centers) and **connectivity** (the total number of PoPs) for the given region.

Advertising Space 728 x 90

Data Center Ecosystem Leaderboard

The H2, 2019 Leaderboard reflects the top ten data center operators in North America, EMEA, Oceania and Asia for the July to December 2019 period. Further data on the H2, 2019 Leaderboard is available via our [news page](#).

NORTH AMERICA

EMEA

OCEANIA

ASIA

NORTH AMERICA LEADERBOARD (H2, 2019)

Rank	Operator
1	Equinix
2	Digital Realty
3	CoreSite
4	ColoGig
5	Centimark
6	Zayo
7	Dynabone
8	TierPoint
9	Cytera
10	Rackentel

EXCLUSIVE ADVERTISING cont.

Marketplace Listings

Side bar banner (263x453)



Cloudscene MARKETPLACE CLOUD PATHFINDER SEARCH

[Back to Listings](#)

BigPipe
2gig over 10GigE IP at 505 marquette nw Albuquerque New Mexico 87102 Public Listing Expires in 14 hours

[Edit Listing](#)

Service Requirements

IP Transit

IP Transit

From	To		
505 Marquette Avenue Northwest, Albuquerque, NM, USA	The Internet		
Contract Term	RFS Date	Bandwidth	Transit Type
24 months	1 April 2020	1 Gbps	Domestic

Advanced Features
BGP Community Support

Markets

Albuquerque United States of America

Additional Information
2gig over 10gig port IP/DIA

Respond to Listing

First Name *
David

Last Name
Hyde

Advertising Space
263 x 453

[Create a Marketplace Listing](#)

EXCLUSIVE ADVERTISING cont.

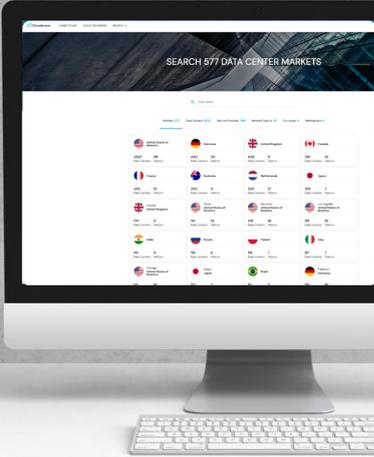
Cloudscene eDM

Email banner (600x150)

\$5k



COMPARE THE
UNITED STATES
DATA CENTER MARKET
ON THE GLOBAL STAGE



Search and compare 2,000+ Colocation Data Centers in the United States

Home to some of the most important tech hubs in the world, the United States is also considered a data center giant boasting more colocation data centers than any other country across the globe.

With more than 2,000 facilities operating across the US, Cloudscene has made it easier to search, compare and connect with data center operators via our world-class directory. So whether you're looking for colocation data centers in [Los Angeles](#), [Washington DC](#), [Bay Area](#), [Chicago](#) or any one of the other 500+ data center markets listed, begin your search with Cloudscene (it's free).

[Search Data Centers in the US](#)

Advertising Space
600 x 150

Follow Cloudscene for more updates:



cloudscene.com



marketing@cloudscene.com
cloudscene.com/advertise

+61 7 3193 3260