ATX/MI

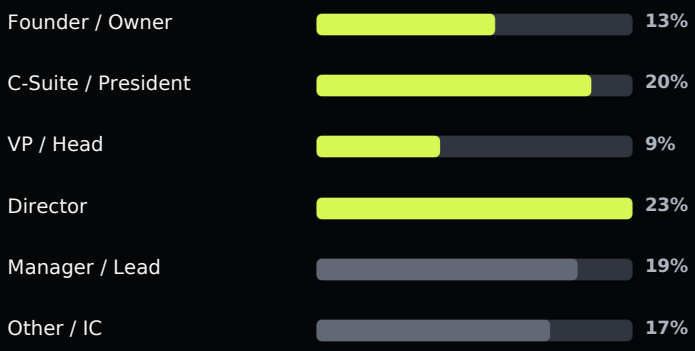
AUSTIN MARKETING INNOVATORS

Audience Marketing Kit

The people shaping Austin's brands, growth, and marketing community

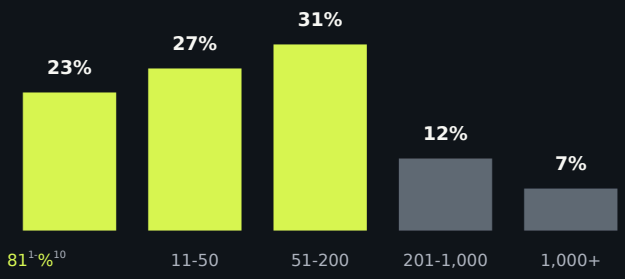
768	65%	42%	88%
COMMUNITY MEMBERS	DIRECTOR-LEVEL OR ABOVE	VP, C-SUITE & FOUNDERS	AUSTIN METRO

SENIORITY - A ROOM OF DECISION-MAKERS



TOP INDUSTRIES

COMPANY PROFILE



81[1-10]% work at companies under 200 employees

WHERE THEY ARE

88% **AUSTIN METRO**
Aconcentrated local audience

91% **TEXAS**

BRANDS IN THE ROOM

- Siete Foods
- Serenity Kids
- Nulo Pet Food
- Bloom Nutrition
- Maev
- Hometown Hero

REACH THE PEOPLE WHO SHAPE AUSTIN'S BRANDS

718
ACTIVE NEWSLETTER SUBSCRIBERS

53.84%
AVERAGE OPEN RATE

1,100+
WEB USERS IN THE LAST MONTH AND GROWING

PARTNERSHIPS WELCOME
hello@atxmarketinginnovators.com

Base: 768 community members; 718 firmographically identified. Percentages shown on records with the relevant field present.