

REPORT FOR JANUARY 1, 2025 - DECEMBER 31, 2025

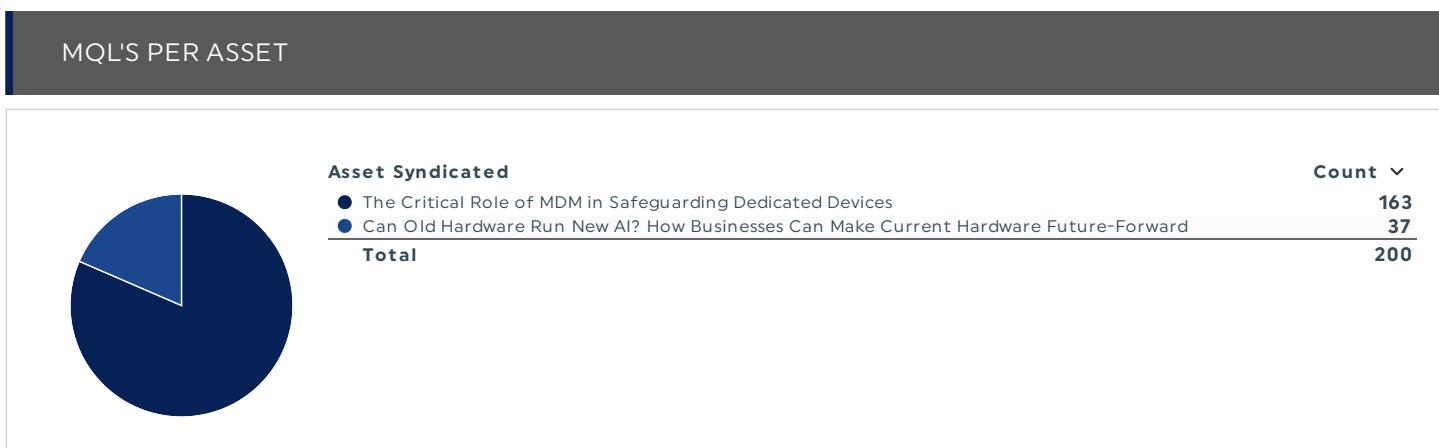
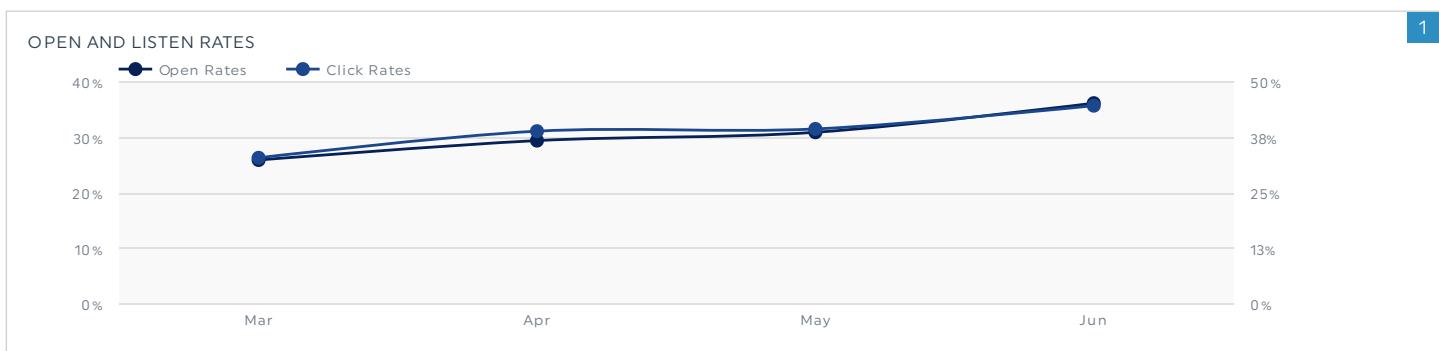
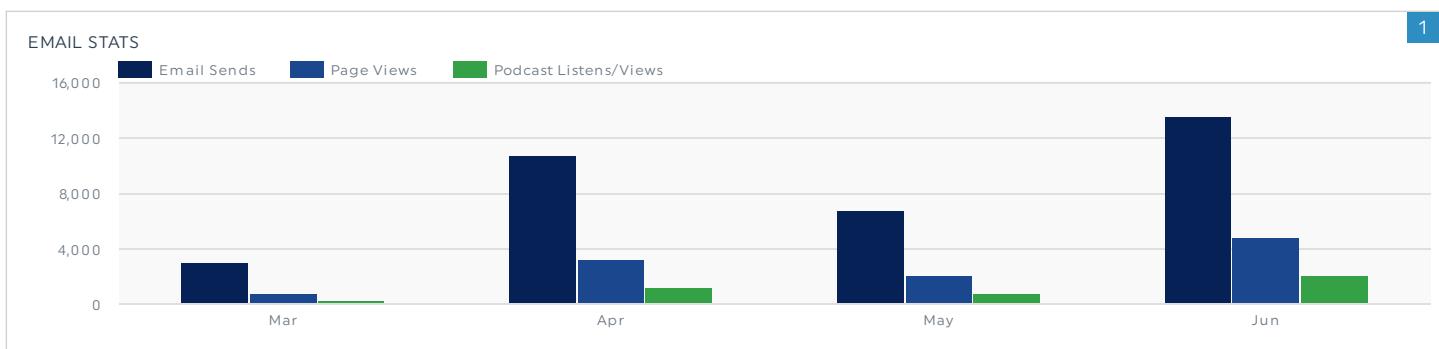
## ESPER.IO CAMPAIGN REPORT - Q1/Q2 2025

### PODCAST 1 - THE CRITICAL ROLE OF MDM IN SAFEGUARDING DEDICATED DEVICES

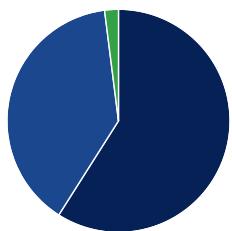


### PODCAST 2 - CAN OLD HARDWARE RUN NEW AI?





## MQL'S PER JOB LEVEL



**Title**  
Senior Management - Head, Director, Senior Manager  
Executive Level - C-Level, VP, Managing Directors  
Middle Management - Manager, Lead, Architects

**Total**

Count	%
118	59.0%
78	39.0%
4	2.0%
<b>200</b>	

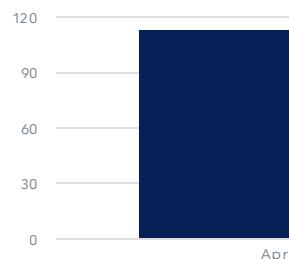
## MQL'S PER INDUSTRY

**Industry**  
Retail  
Hospitality  
Retail & Wholesale  
Restaurants  
Retail Apparel and Fashion  
Retail Groceries  
Retail Motor Vehicles  
Retail Office Equipment  
Hospitality & Recreation  
Retail Luxury Goods and Jewelry  
Wholesale  
Financial Services

**Total**

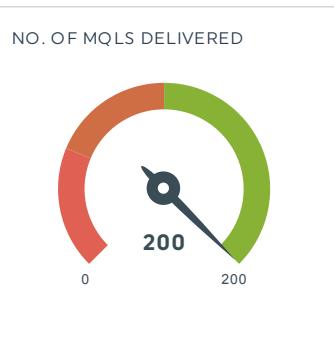
Count	%
78	39.0%
45	22.5%
41	20.5%
17	8.5%
7	3.5%
4	2.0%
3	1.5%
1	0.5%
1	0.5%
1	0.5%
1	0.5%
1	0.5%
<b>200</b>	

## UPLOAD DATES



2

## WHERE ARE WE AT?



## HIGH-INTENT LEADS



### DETAILS:

1. Imtiaz Muhammad, Aimbridge Hospitality
2. Archer Salim, Hyatt Hotels Corporation
3. Brian Milburn, Boddie-Noell Ent.
4. Karen Sundermann, SONIFI Solutions, Inc.
5. Kevin Feldhaus, Kroger Technology & Digital
6. Eric Weingarden, Pattern
7. Nate Prugh, Genesco
8. Julie Engle, Hyatt Regency Austin
9. Paul Duncan, Bass Pro Shops

## PERIODS

1 March 31, 2025 - June 30, 2025  
2 April 4, 2025 - June 30, 2025