

# Forrester Tech Marketing Navigator

We are pleased to announce today the rebranding of Strategic Oxygen to Forrester Tech Marketing Navigator. We're rebranding in order to more closely align the offering with Forrester's other role-based products and services. Please rest assured that this change in no way impacts how we support you in your marketing activities.

As a customer of Marketing Navigator, you can expect to see exciting product enhancements, including the below improvements which we will release with the next wave of survey data.

Forrester Tech Marketing Navigator Enhancements:

- **Vehicles and Properties.** We are redefining how we look at **mobile devices** to capture how buyer behavior changes across phones, tablets, and laptops to help you reach and influence an increasingly mobile audience.
- **Content.** We are broadening the scope of content to include 28 content types to give you greater insight as you build your content portfolio.
- **Influencers.** We are introducing a new **peer analysis** to understand who influencers turn to – and the extent to which others turn to them – for recommendations on technology purchases. This will ensure you are supporting these word-of-mouth interactions with your marketing activities.
- **Purchase Process.** We are introducing a post-purchase **Nurturing** stage to round out the customer lifecycle and help you identify the vehicles, content, and communication frequency that are critical to maintaining customer loyalty.

Currently, we are in the survey development stage for Wave 10 now and will be in the field in December. Wave 10 data with the above enhancements will be available in January.

Please email [marketingnavigator@forrester.com](mailto:marketingnavigator@forrester.com) with any questions or comments.