# IntelliTAD #14: Inside ITAD's Marketing Pitch: How Providers Are Writing Their Go-to-Market Story in 2026

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.itad-report{--navy:#0f2440;--blue:#1d5fa8;--mid-blue:#2e7dd4;--sky:#d4e9f7;--amber:#d97706;--amber-light:#fef3c7;--slate:#374151;--gray:#6b7280;--rule:#e5e7eb;--white:#ffffff;--off-white:#f9fafb;font-family:'Source Serif 4',Georgia,serif;color:var(--slate);max-width:860px;margin:0 auto;line-height:1.8}.itad-report *{box-sizing:border-box}.itad-hero{background:var(--navy);padding:52px 48px 44px;margin-bottom:52px;position:relative;overflow:hidden}.itad-hero::before{content:'';position:absolute;top:-60px;right:-60px;width:280px;height:280px;border:40px solid rgba(255,255,255,.04);border-radius:50%}.itad-hero::after{content:'';position:absolute;bottom:-40px;left:40px;width:160px;height:160px;border:24px solid rgba(255,255,255,.03);border-radius:50%}.itad-report-label{font-family:'JetBrains Mono',monospace;font-size:11px;font-weight:600;letter-spacing:.18em;text-transform:uppercase;color:var(--amber);margin-bottom:16px;display:block}.itad-hero h1{font-family:'Playfair Display',Georgia,serif;font-size:clamp(26px,4vw,42px);font-weight:900;color:#fff;line-height:1.15;margin:0 0 14px;letter-spacing:-.02em}.itad-hero-sub{font-size:17px;color:#94b8d9;font-weight:300;font-style:italic;margin-bottom:24px;line-height:1.5;display:block}.itad-meta{font-family:'JetBrains Mono',monospace;font-size:11px;color:#5a7fa0;letter-spacing:.08em;display:block}.itad-report p{font-size:17px;line-height:1.85;color:var(--slate);margin:0 0 22px}.itad-section-title{font-family:'Playfair Display',Georgia,serif;font-size:clamp(22px,3vw,30px);font-

Read the analysis here [redacted]

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