

A scenic landscape featuring a calm, dark blue lake in the foreground. In the background, there are dark, jagged mountains under a cloudy sky. In the lower right foreground, a bright orange tent is pitched on a rocky, grassy shore. The overall mood is serene and adventurous.

# Unleash the power of content.





# We have gone too far.

**13,000** brand messages hit us every day. <sup>1</sup>

**64%** say, "Advertising is annoying and intrusive." <sup>2</sup>





# We have to make more of an effort.

Do we still care about our  
customers?

**63%** say, "Most online ads don't  
look professional." <sup>1</sup>

Every second person feels insulted  
in their intelligence.

<sup>1</sup> HubSpot AdBlock Plus Research Study, Q2 2016





# Yet it could be so beautiful.

Good advertising has a lot to do  
with a good relationship.

For **78%**, content builds a relationship  
with the company behind it. <sup>1</sup>

<sup>1</sup> Demand Metric, *The Current State Of Content Marketing*





# We are also our own advertisement.

"A brand without trust is just a product, and advertising without trust is just noise." <sup>1</sup>

In the 21st century, brands act as emotional anchors. <sup>2</sup>



# With brain and heart.

Relevance and empathy are  
the keys to success.





# Welcome to your world.

70% would rather learn about new  
products through content. <sup>1</sup>

60% want to try a product after  
reading content about it. <sup>1</sup>

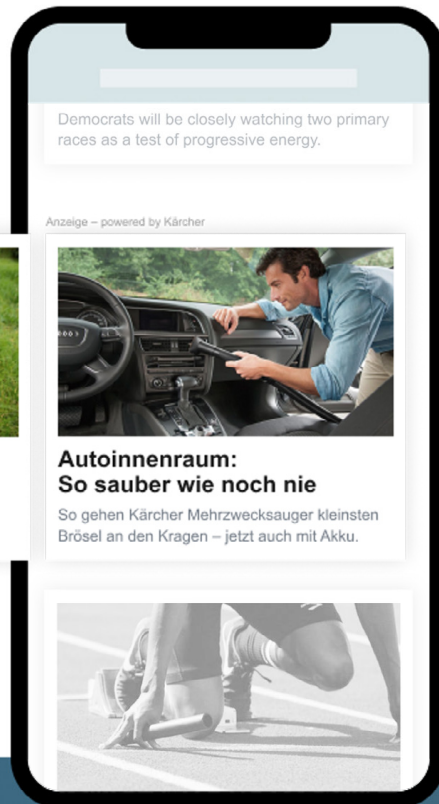
<sup>1</sup> Demand Metric, The Current State Of Content Marketing



# Our technology at a glance

## 1. Teaser

Individual topics address interested readers from your target group.



## 2. Article

Your exclusive content page provides space for your message and gives insight into reader preferences.



## 3. Your Website

Convinced readers click through to your website to engage further with your product.





# Target group insights

Research: The insights gained form the foundation for further marketing measures.



# Our areas of expertise

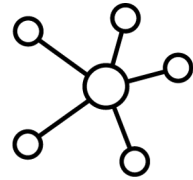
Harness the power of content marketing for your messages. From a long-term strategy to the simple distribution of your content, we are happy to support you with our content marketing know-how and our unique technology.



## Strategy

Our team of content and technical experts will develop the optimal plan for your projects.

Based on data and research, strategies for content and distribution are developed.



## Distribution

Your message is placed in a network of premium publishers in high-quality positions.

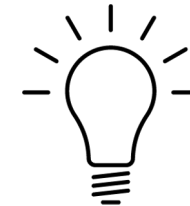
We engage your target group in a targeted dialogue.



## Production

Our experienced team of editors, graphic designers and content managers tailor-make the content you need.

For all channels: owned, paid, earned, social.



## Technology

Using automated processes, we provide the relevant placement of your messages in the right environment.

Artificial intelligence supports us in the targeting process.



# Network

In the entire DACH region, we work with some of the best-known media companies. Always with the aim of ensuring the perfect placement of your content.

**66+ million**

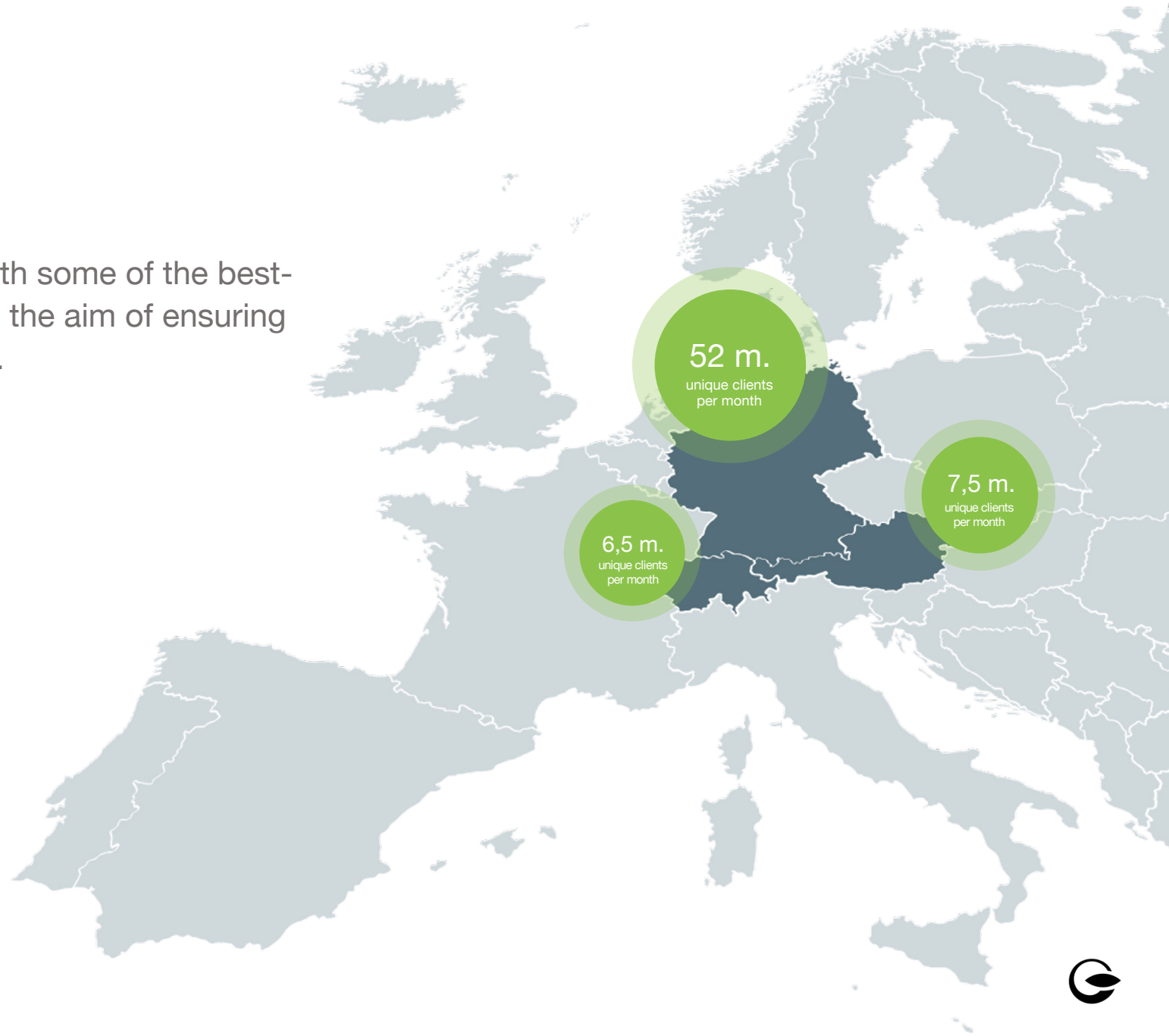
unique clients monthly

**90+ publishers**

in our premium network

**60 seconds**

average dwell time



## Excerpt of our publishers

derStandard.at

SPIEGEL ONLINE

 **stern**

**Brigitte**

*Gala*

**GEO**

**News**

manager magazin

BILANZ

**SALZ  
BURG  
24**

KURIER

**az**medien

SÜDKURIER

**R** ONLINE

**Heute**

Salzburger Nachrichten

**RMA**  REGIONAL  
MEDIEN  
AUSTRIA

ka-news.de 

**Blick**<sup>at</sup>

all-in.de  
das allgäu online

*Lust  
auf's* **LEBEN**

**GUSTO**

**RP** ONLINE

**Bluewin**



# Our products

Based on your briefing, we will provide you with the right product to achieve your campaign goals



Advertorial



Multi Media Story



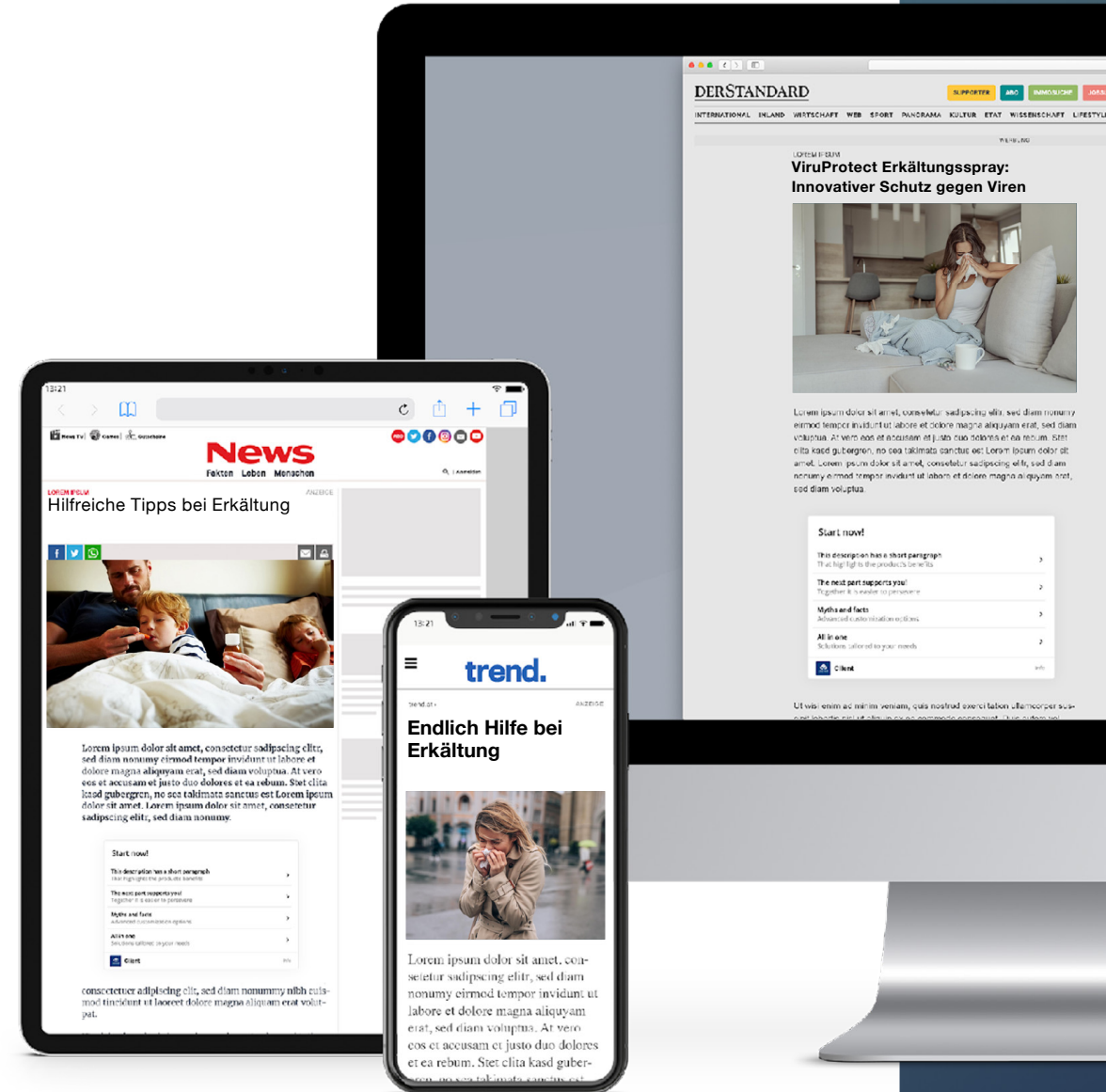
Content Hub

# Advertorial

Editorial or promotional article within the media network

- Native teaser & article integration
- Cross-media distribution
- Tonality from promotional to editorial
- Customized engagement formats to increase interaction and clickouts
- 100% industry exclusivity

**LIVE DEMO** ↗

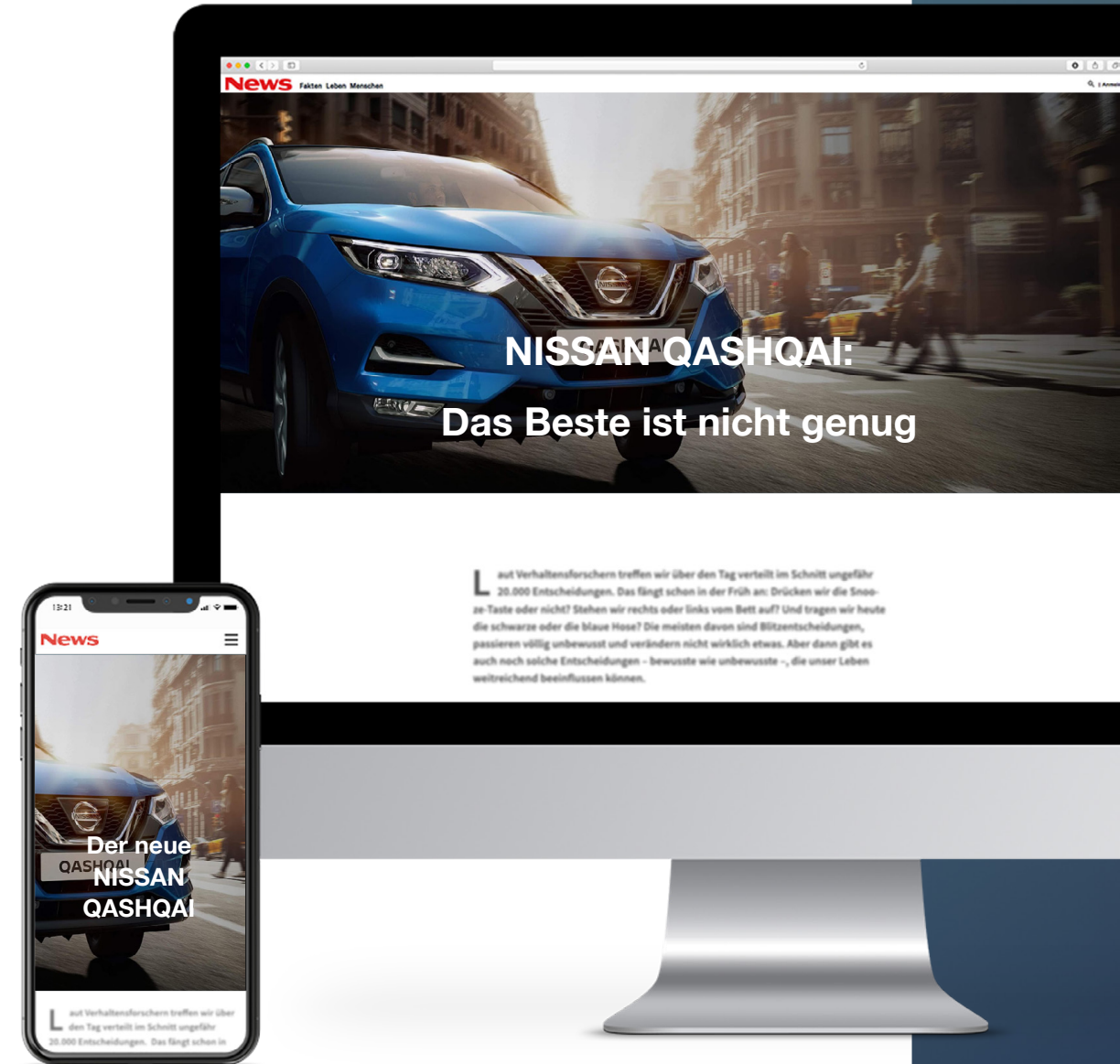


# Multi Media Story

Multimedia presentation within the media network

- Full-screen format
- Cross-media distribution
- Emotionalization through slideshows, video integrations and interactive elements
- 100% industry exclusivity
- Storytelling without limitations

**LIVE DEMO** ↗



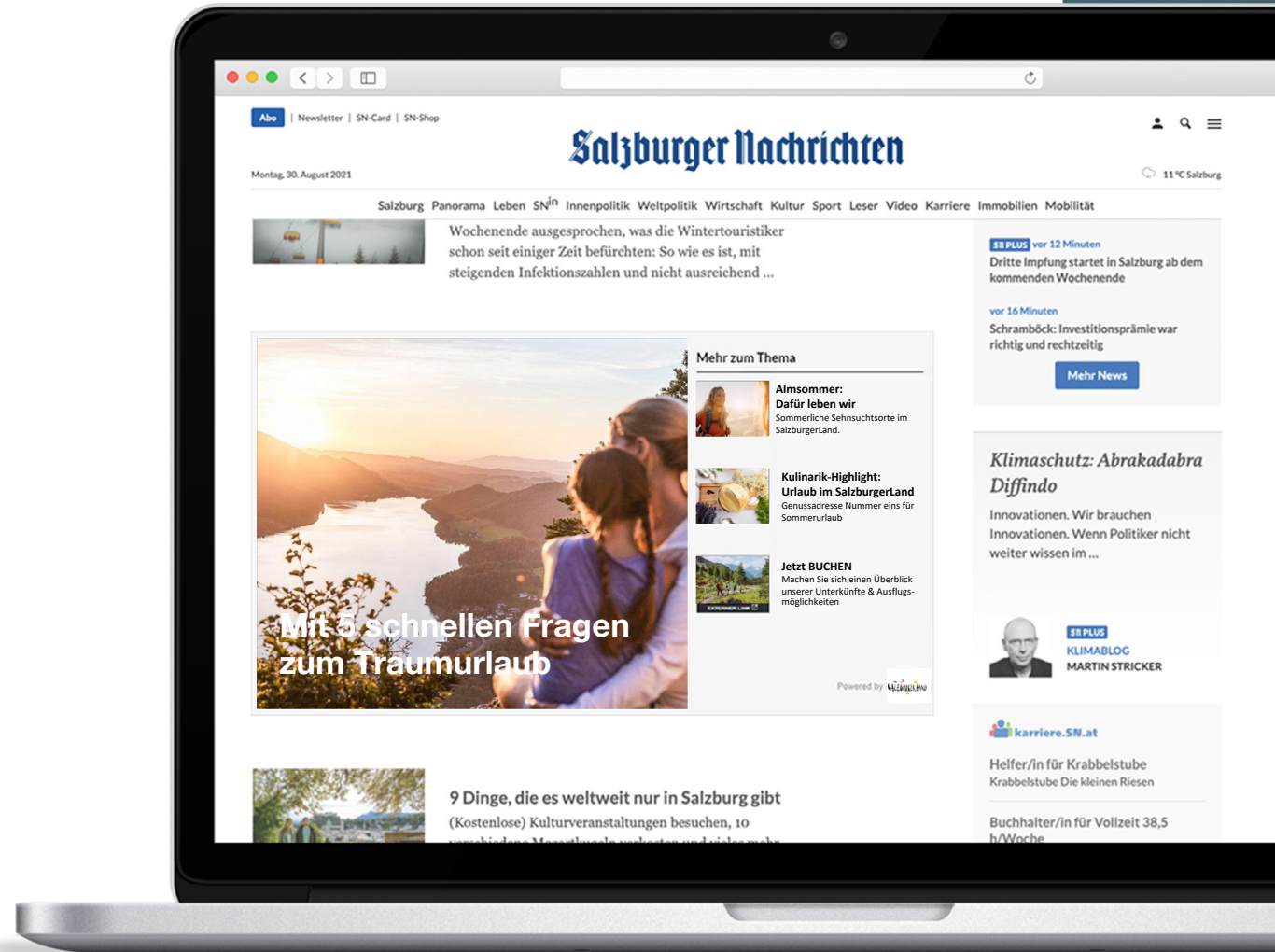


# Content Hub

Large-scale theme special

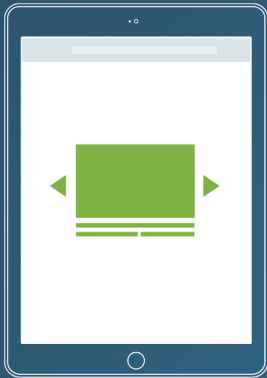
- Fully natively integrated content hub with 4 teaser elements/themes
- Large-scale integration on home and subpages
- Content testing with valuable insights
- 100% brand awareness
- Own teaser linking to your landing page for increased performance

[LIVE DEMO](#) ↗



# Our engagement formats

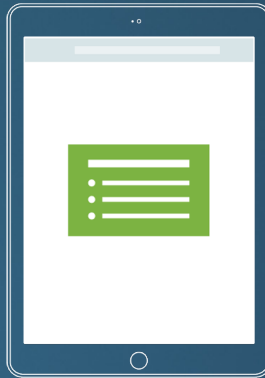
With individually produced ads you complement your article and improve your KPIs.



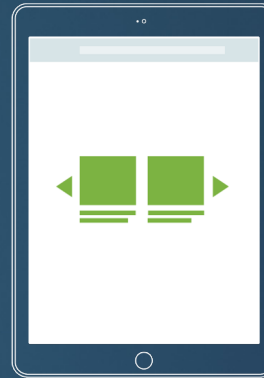
Slider Ad



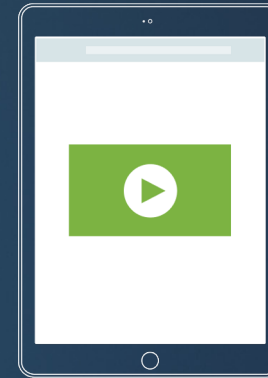
Pinpoll



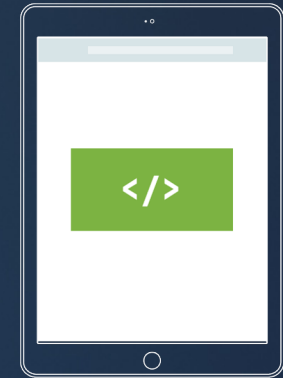
Linkbox Ad



Carousel Ad



Video

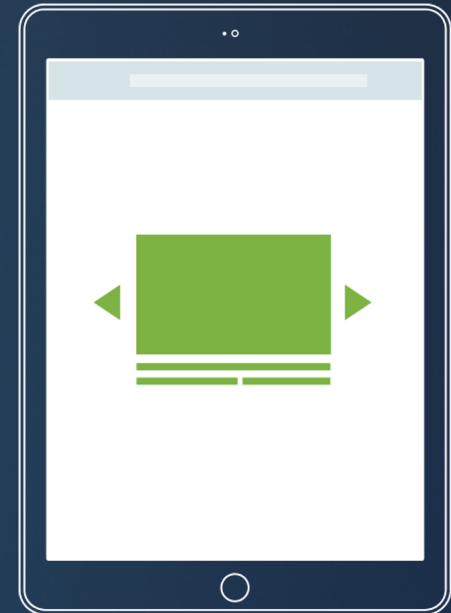


IFrame

# Slider Ad

## The editorial picture-text-gallery

- 5 to 7 images with short editorial accompanying texts
- For visual deepening of content or presentation of descriptive products
- Customized call-to-action buttons to increase traffic



[LIVE DEMO](#) 

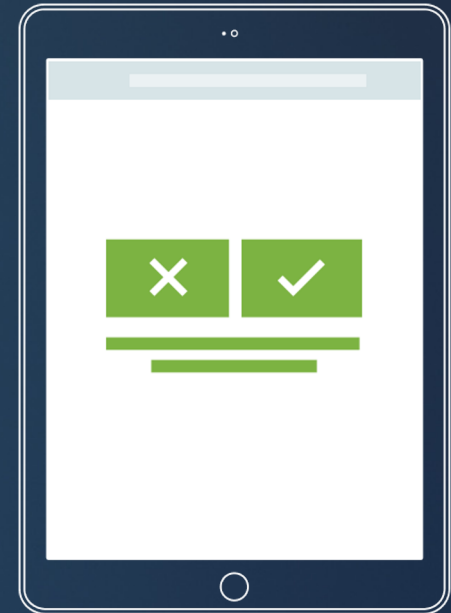




# Pinpoll

## Personalized survey

- Enter into dialog with the readers
- Knowledge transfer and positioning of messages
- Market research directly in your campaign

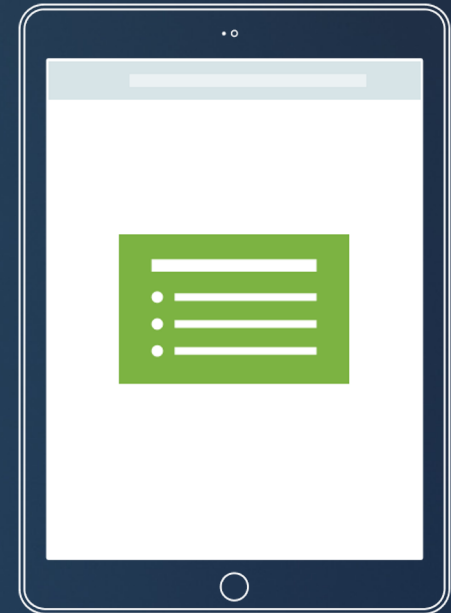


[LIVE DEMO](#) 

# Linkbox Ad

## Read more hub

- Text teaser on 3 to 5 thematically appropriate links
- Reader activation to clickout
- Fast and effective generation of leads

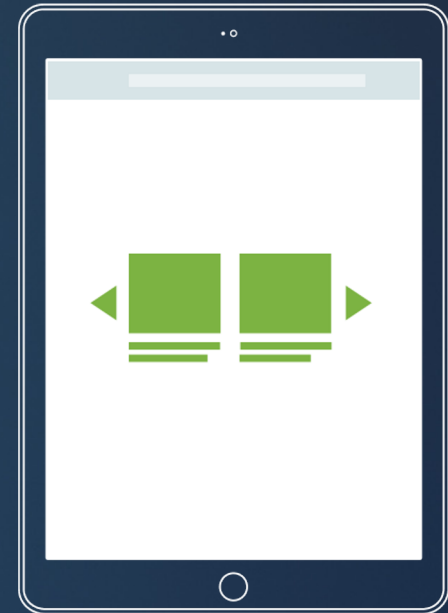


[LIVE DEMO](#) 

# Carousel Ad

## Product presentation

- Direct price communication possible
- Activation of readers who are ready to buy
- Ideal for e-commerce



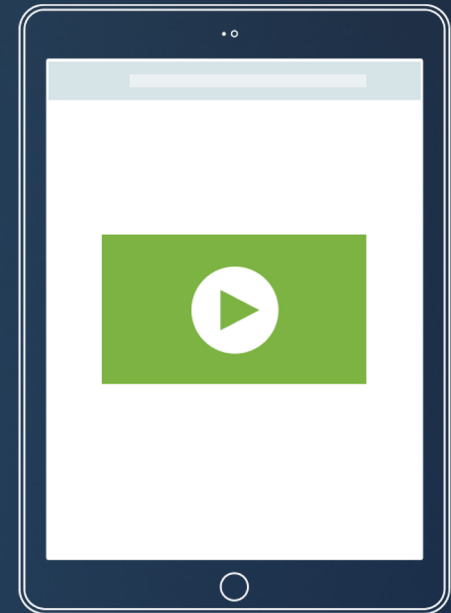
[LIVE DEMO](#) 



# Video

## Moving image to create added value

- Supporting emotionalization to the text
- Embedded within the content
- Effective increase in dwell time

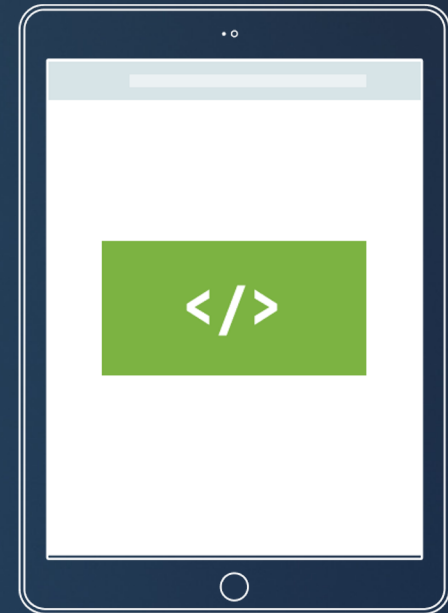


[LIVE DEMO](#) 

# IFrame

## Use synergies

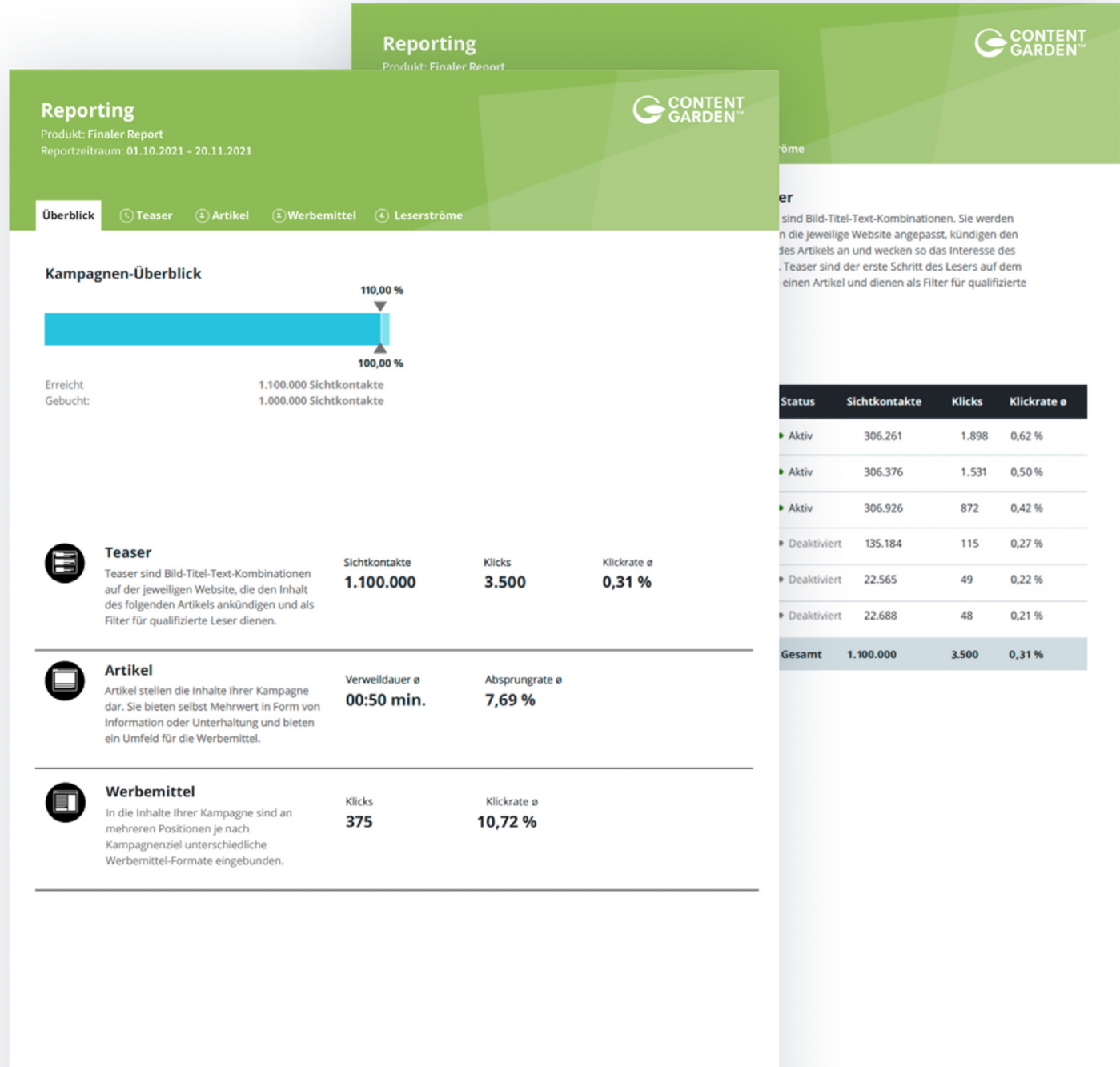
- Embedding contact forms
- Generation of user data for further measures (newsletter, consulting appointments, etc.)



[LIVE DEMO](#) 

# Campaign management

- Comprehensive and weekly reporting with all essential KPIs
- "AOS" - AI-based optimization
- Content feedback analysis
- Publisher performance monitoring

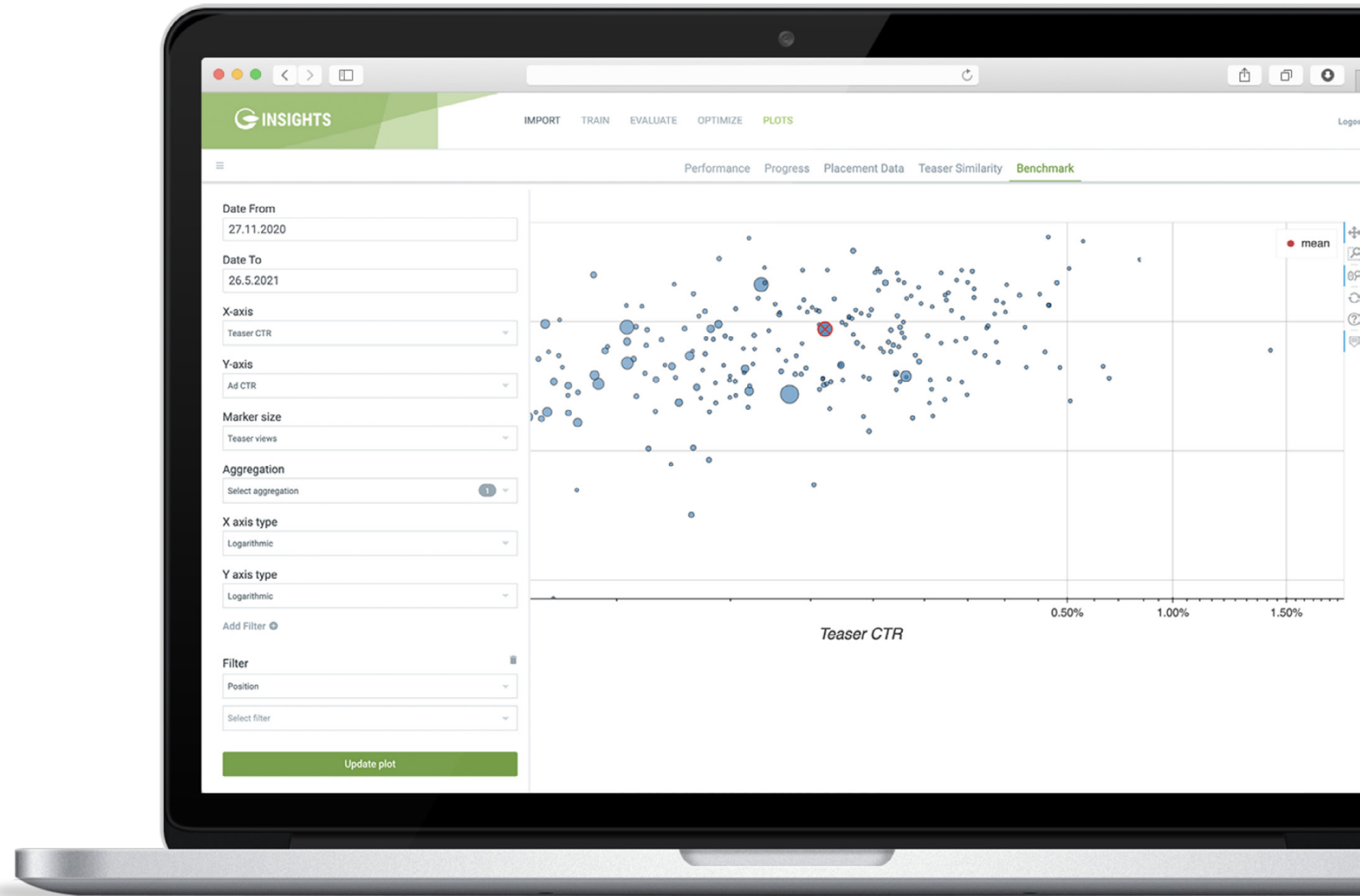






Proprietary technology for distribution and optimization of our campaigns.

- Connected to an adserver system
- Individually definable KPIs
- Automated optimization
- AI analyses in the area of media, placements



# This is how we measure ourselves



**Dwell time**



**Click-through  
rate**



**Bounce rate**



**Interaction rate**



**Split tests**



**Content feedback**



**Insights**

# KPIs

Many different KPIs are important in content marketing.

Campaign success can only be proven with transparent KPIs.

The strengths of content marketing lie in the area of awareness & consideration.

Thanks to our technology, we set the following KPIs as our goal:

→ **Click-through rate:** our benchmark: 0.25% - 0.34%

The click-through rate on the teaser (teaser CTR) is decisive for the number of people reached in the article environment.

→ **Dwell time:** our benchmark: approx. 50 - 60 seconds

The content written by our editorial team is intended to provide value and information to the readers.

→ **Bounce rate:** our benchmark: < 10% – 15%

If a reader closes the article within 5 seconds, this counts as a bounce.

→ **Ad CTR:** our benchmark: 5% – 15% of readers

Various engagement formats are integrated within our articles - with the aim of generating as many clicks as possible in addition to the highest possible level of engagement and redirecting readers to the customer's target page.



# The course of your campaign at a glance



## Briefing, data supply

Briefing form

Visuals

Display Ads



## Content production, approval

Production

- Teasers
- Native Articles
- Engagement Ads
- Text Ads

Approval

- Final acceptance 2 days before start



## Campaign management

Weekly optimization and reporting

Final reporting

Debriefing



I examine every offer,  
it could be the offer of my life.

HENRY FORD

## Pricing

Our price is transparently divided for you into media volume as well as setup and production costs.

Content Garden offers its clients a hybrid model based on **CPM** with **guaranteed CPV**.

## Runtime

The **average runtime** of our campaigns is about **4-6 weeks**.

Within the first days we **collect & analyze** valuable insights, which are used for the optimization of your campaign.

## Variable volume

Depending on your **target markets & target groups** we create individual offers.

Depending on the **reach and number of media**, our order amounts range from **10k to 80k**.

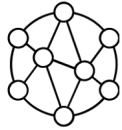


# Why Content Garden?



## Work with experts

With our proprietary technology, we specialize in native content distribution.



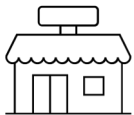
## Premium network and placements

The perfect place for your content. 100% brand safe and distraction free.



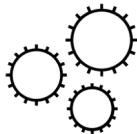
## Experience

In over 1000 campaigns, from small to (quite) large, we have acquired our expertise in content production.



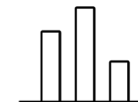
## One-stop shop

Find everything you need: from concept to production, from campaign setup to reporting.



## Optimized for results

We take care of your campaign. We constantly track and optimize performance.



## Insights

Detailed reports provide interesting insights and input for strategy and future campaigns.



## Excerpt of our clients





# Thank you!

[sales@content-garden.com](mailto:sales@content-garden.com)

[www.content-garden.com](http://www.content-garden.com)

