

CONTENT MARKETING

Detailed product information

iq digital





01

BRAND STORY

YOUR PRODUCT SELECTION: BRAND STORY



Your message in a unique design - customised and perfectly embedded in your client pages.

We tell your story in a creative way and emotionally charge your brand.

Your advantages

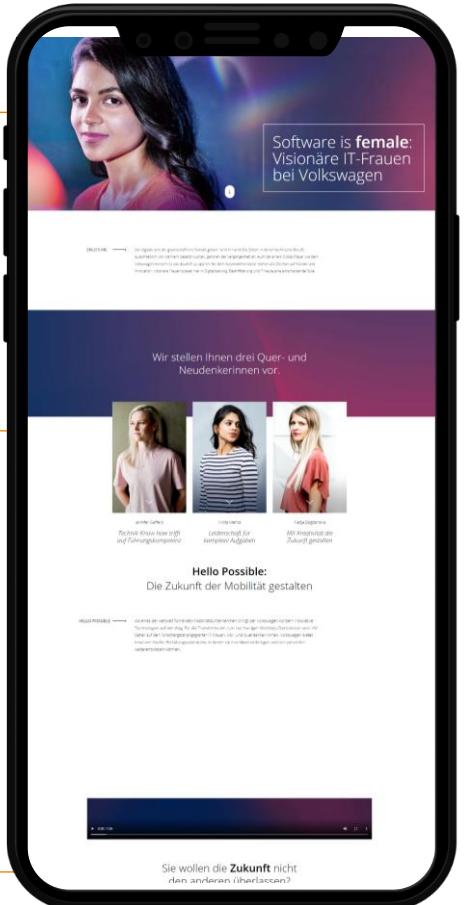
Unique story: Embedded in a client page.

Customisable design: Completely according to your ideas and wishes.

Emotional impact: Perfect for an impressive brand presence.

STRUCTURE OF THE BRAND STORY

Panoramic image/video



Individual Design

ClickOut

READERS GUIDE



- ◆ Customised display of advertising material within the iq digital portfolio that leads readers from the editorial content to the content integrations

ARTICLE CONSISTING OF 3 - 5 PARAGRAPHS



- ◆ Character length: max. 2,000 (incl. spaces) per chapter

PICTURES/VIDEOS



- ◆ 1 panorama picture/video (mp4) per chapter
- ◆ Otherwise, as many images as possible (landscape format, as .jpg/.png/.gif/72dpi, largest possible resolution, at least 800 x 300 px)
- ◆ Copyright information on the images/videos

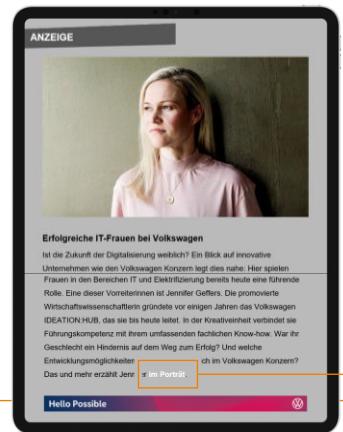
Can also be booked as eco ad®

MECHANICS USING THE EXAMPLE OF VOLKSWAGEN

BILLBOARD UND MOBILE 1:1 BANNER



ADA NEWSLETTER



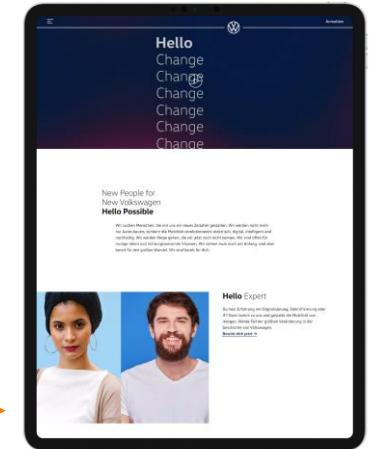
CHAPTER LEVELS



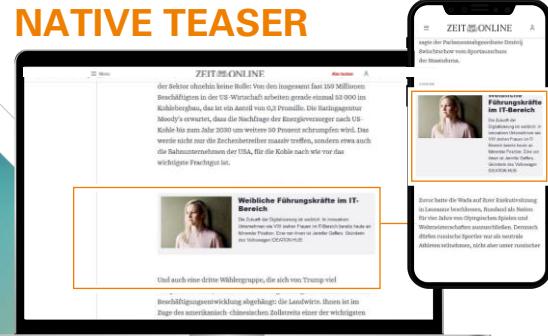
VW BRANDSTORY



CONTINUATION TO THE CUSTOMER PAGE



NATIVE TEASER



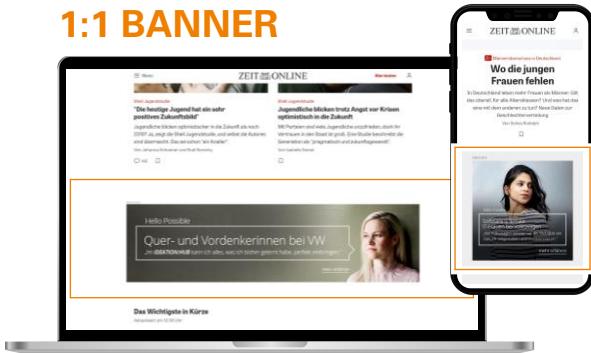
Homepage Takeover und Mobile Rollover Event



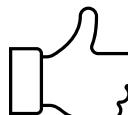
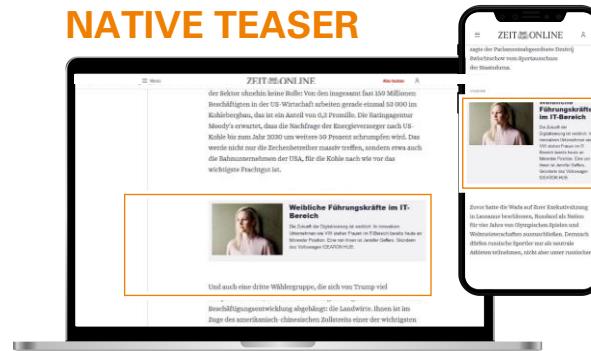
RECOMMENDED MEDIA PACKAGE

HALFPAGE UND MOBILE

1:1 BANNER



NATIVE TEASER



Consistent banners: Use banners that pick up on the layout and visual language of your brand story for a stringent reader guidance.
Limited use of native advertising media: These can be used, but their design differs greatly from the brand story format.

Media volume: We recommend a volume of 4,200,000 ad impressions to optimise the promotion of your brand story.



Placement: To achieve the best results, the advertising material should be displayed in portal rotation or in the corresponding channel.

EXAMPLE SCHEDULE BRAND STORY PLUS

At least 6 weeks before start	FOR BOOKING: KICK-OFF-CALL client, agency, brandstudio <ul style="list-style-type: none">◆ Feedback and detailed coordination◆ Definition of responsibility for coordination and approval processes
6 weeks before start	COORDINATION OF TEXT CREATION/LAYOUT (+ OPTIONAL: COORDINATION OF ADVERTISING MATERIAL CREATION1) <ul style="list-style-type: none">◆ Dispatch of image material and material for copywriting (client to brandstudio/Business editorial team)◆ Creation of an editorial plan for the content of all articles and coordination with the client/agency (business editorial team)
5 weeks before start	ARTICLE CREATION AND RELEASE FOR LAUNCH <ul style="list-style-type: none">◆ Dispatch of finished articles to customers◆ Release of the 5 chapters (incl. 2 release loops)
3 weeks before start	LAYOUT CREATION AND VIEWING Client/Agency, brandstudio, Grafik <ul style="list-style-type: none">◆ Dispatch of the finished layout to the customer and approval by the customer (incl. 2 approval loops)
1 week before start	FINAL RELEASE <ul style="list-style-type: none">◆ Final release of the finished hub (customer)◆ Installation of the layout



02

BRAND GALLERY

YOUR PRODUCT SELECTION: BRAND GALLERY



Emotionally showcasing your brand - the perfect stage for your product

A wide range of applications: Whether fascinating travel destinations, the latest fashion collection, innovative e-cars or important brand messages - anything is possible!

Visual highlights: Let gripping images and videos do the talking. Short, concise texts emphasise the essentials.

Lively presentation: We make your product even more lively and arouse the interest of users.

Your advantages

Increased attention: Direct redirection of users to your website and your content.

Emotion meets commitment: That's our Brand Gallery!

STRUCTURE OF THE BRAND GALLERY



READERS' GUIDE

- ◆ Customised display of advertising media (banners, native teasers) within the iq digital portfolio, that lead readers from the editorial content to the content integrations



CONTENT

- ◆ Header in 960 x 200 and 400 x 255 px
- ◆ 1 article page: several images with short intermediate texts (you supply at least 10 images)



POSSIBLE PLACEMENT OF

- ◆ Videos (mp4)
- ◆ In-Text Links (e.g. "Further information", "Downloads")
- ◆ Podcast/Audiodate (mp3)



REPORTING UND TRACKING

- ◆ Clicks, ad impressions, CTR, dwell time, page views
- ◆ Optional: Length of stay and visits
- ◆ In-text links can be tracked
- ◆ Near-time dashboard available on request

STRUCTURE OF THE PRODUCT

Header image

Short intermediate texts

Large image integration

Boxing

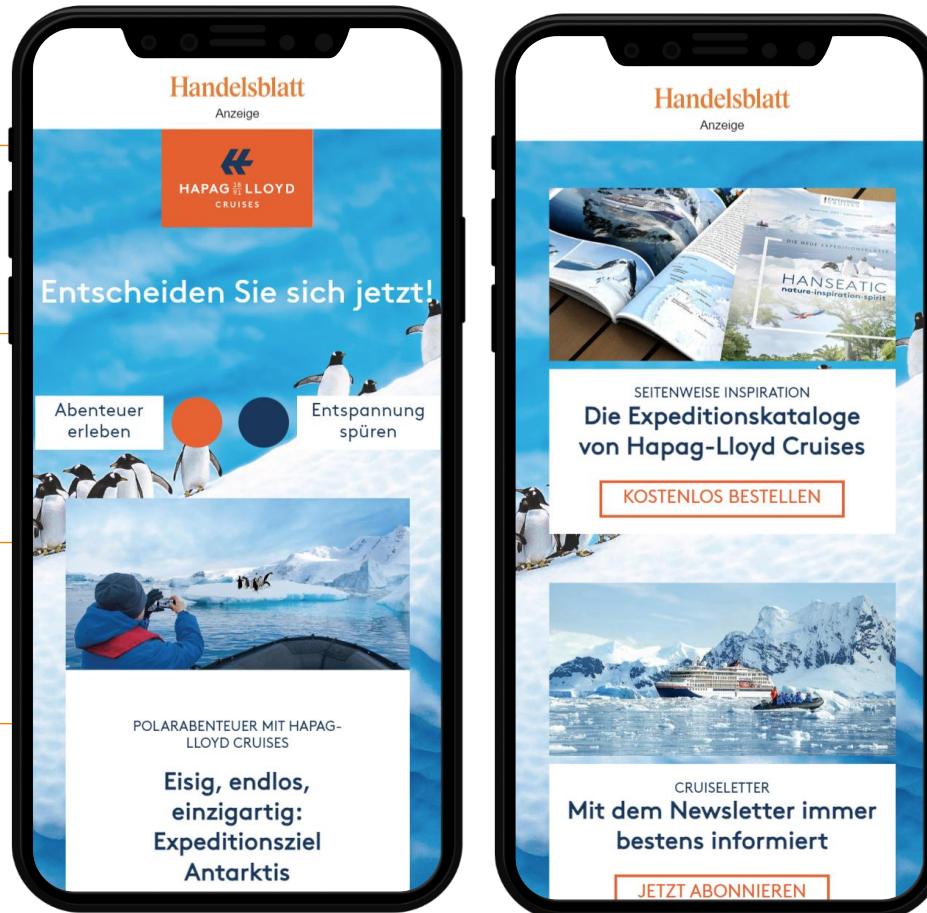


Image box with text

Image-text combination. Arrangement, font, font colour and text box colour freely selectable. Link to customer page can be integrated.

Zoom banners

Large photos perfectly staged. Text with or without background colour freely selectable, centred or more discreet at the bottom left.

Multi-image box

Two images of the same size next to each other, lettering placed top left, font colour selectable, optional colour background or not. Call-to-action at the bottom right.

RECOMMENDED MEDIA PACKAGE

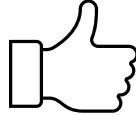
HALFPAGE AND MHIA



Banners: We recommend the use of banners that take up the layout and the emotionalising visual language of the brand gallery in order to ensure a stringent reader guidance.

Native advertising media: These can be used as a supplement, but differ in design from the Brand Gallery format.

NATIVE TEASER



Ad impressions: To successfully advertise your brand gallery, we recommend a media volume of 4,200,000 ad impressions.



Portal rotation and channel: To achieve optimum results, the advertising media should be displayed in portal rotation or in the corresponding channel.

EXAMPLE SCHEDULE BRAND GALLERY

At least 15 working days before start	WHEN BOOKING: KICK-OFF-CALL Client, Agency, brandstudio <ul style="list-style-type: none">◆ Feedback and detailed coordination◆ Definition of responsibility for coordination and approval processes
15 working days before start	DELIVERY OF THE FINAL TEXTS INCL. IMAGES AND VIDEOS <ul style="list-style-type: none">◆ Dispatch of text and image material (customer to brandstudio)
14-4 days before start	ARTICLE CREATION AND RELEASE FOR LAUNCH <ul style="list-style-type: none">◆ Dispatch of the finished Brand Gallery to the customer◆ Approval of the Brand Gallery (incl. 2 approval loops)
1 week before start	DELIVERY OF THE CLICKOUTS AND INSTALLATION OF THE BANNERS <ul style="list-style-type: none">◆ Dispatch of clickouts (customer to brandstudio)◆ Installation of banners (iq digital)
3 working days before start	FINAL RELEASE AND LIVE CONNECTION <ul style="list-style-type: none">◆ Go live 2 working days after final approval



03

NATIVE ARTICLE

IHRE PRODUKTAUSWAHL: NATIVE ARTICLE



Native content in our editorial environment

Your content and message: Are natively integrated into the editorial environment of the iq digital portfolio.

Focus on informative presentation: Together we focus on the informative presentation of your communication objective.

Position yourself as an expert: The aim is to position yourself as an expert in your specific field.

Your advantages

Your message in the editorial look & feel: Your message is presented in the look & feel of our editorial environment to ensure maximum authenticity.

Product flexibility: Your product is ideal for short-term communication requirements thanks to its rapid adaptability and effectiveness.

AUFBAU DES NATIVE ARTICLE

Headline and title

**Cover picture
(further pictures within the
of the article are possible)**

In-Text Links

**Social Media
Sharing Buttons**



READERS GUIDE

- ◆ Customised display of advertising media (banners, native teasers) within the iq digital portfolio, that lead readers from the editorial content to the content integrations.

CONTENT

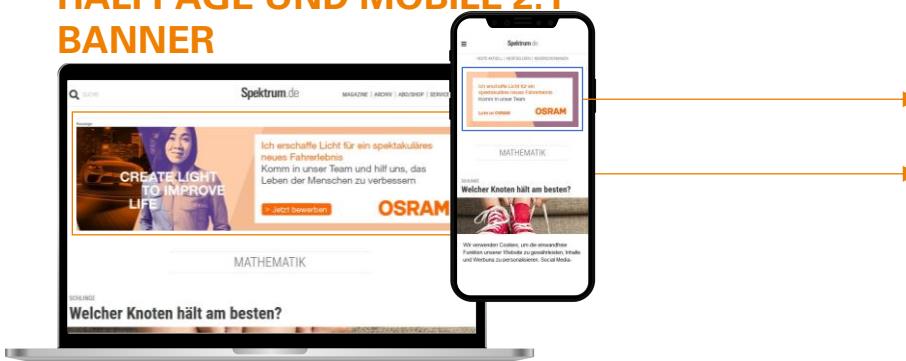
- ◆ 1 article page: Article text with images (1 - 3 images per article) Article character length: approx. 5000-7000, header <30, title <55, teaser <220

POSSIBLE PLACEMENT OF

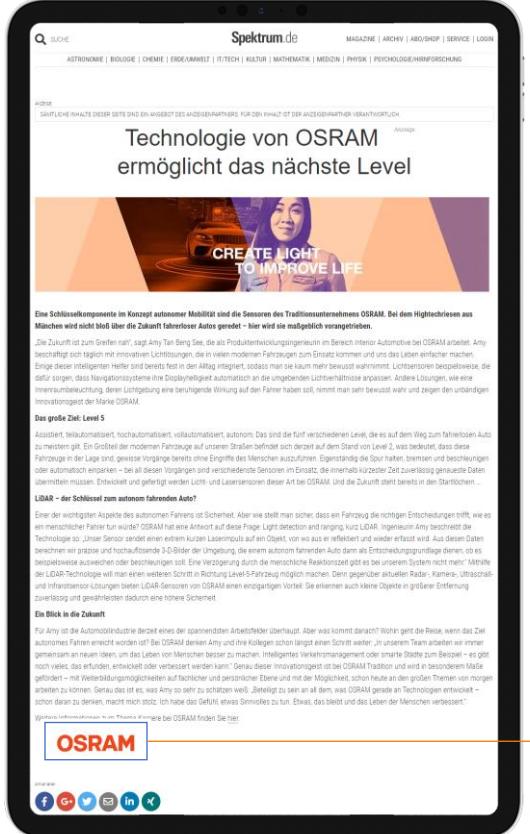
- ◆ Social Media Sharing Buttons
- ◆ Videos (mp4)
- ◆ In-Text Links (e.g. "Further information", "Downloads")
- ◆ Podcast/Audiodate (mp3)
- ◆ Download white papers / studies

MECHANICS USING THE EXAMPLE OF OSRAM

HALFPAGE UND MOBILE 2:1 BANNER



NATIVE ARTICLE BASIC



NATIVE TEASER

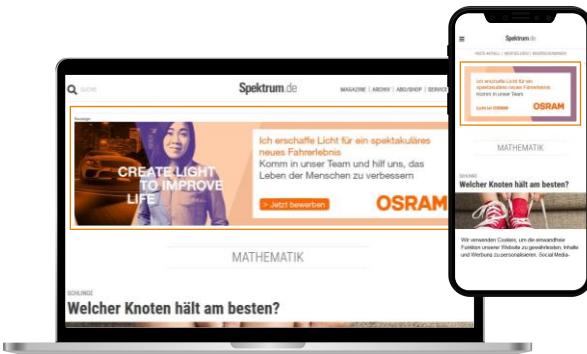


CONTINUATION TO THE CUSTOMER SIDE

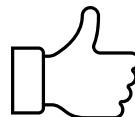


[You can find further examples here.](#)

RECOMMENDED MEDIA PACKAGE



Native teasers and banners: We recommend a combination of native teasers and native banners to reach your target group effectively.

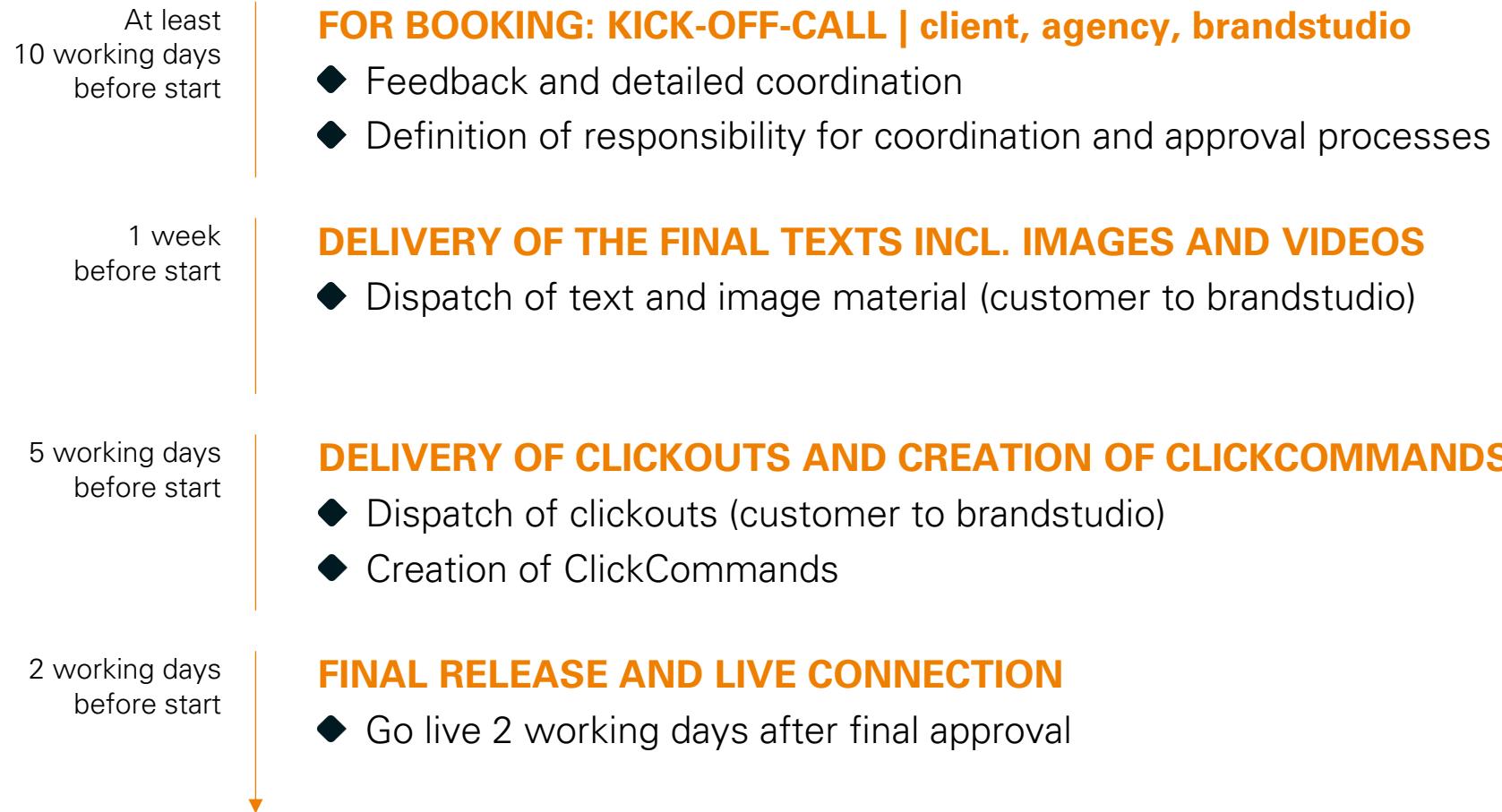


Ad impressions: We recommend a media volume of 720,000 ad impressions to advertise your native article.



Portal rotation and channel: To achieve optimum results, the advertising media should be displayed in portal rotation or in the corresponding channel.

EXAMPLE FLOW CHART NATIVE ARTICLE BASIC



EXAMPLE FLOW CHART NATIVE ARTICLE PLUS





04

NATIVE HUB

YOUR PRODUCT CHOICE: NATIVE HUB



Seamless integration of your message

Native content: Your content and messages are integrated natively into the editorial environment of the iq digital portfolio.

Focus on informative presentation: Together we focus on a clear and informative presentation of your communication objective.

Expert positioning: Position yourself as a leading expert in your specific field.

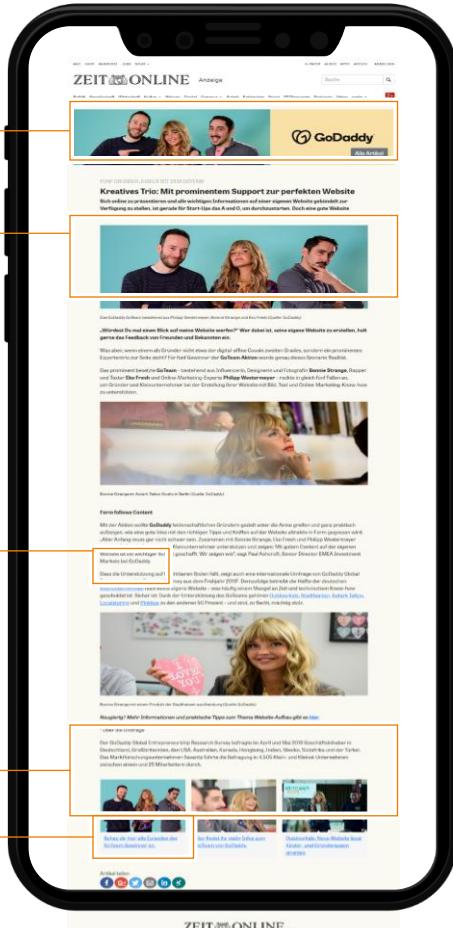
Your advantages

Editorial look & feel: Your message is presented in an appealing editorial look & feel.

Comprehensive communication goals: Ideal for comprehensive communication strategies where several articles on the same topic can be published over a longer period of time.

STRUCTURE OF THE NATIVE HUB

Header



Cover picture (further pictures within the article are possible)

In-Text Links

ClickOuts (studies can also be stored here)

Social Media Sharing Button



READERS GUIDE

- ◆ Customised display of advertising media (banners, native teasers) within the iq digital portfolio, that lead readers from the editorial content to the content integrations

CONTENT

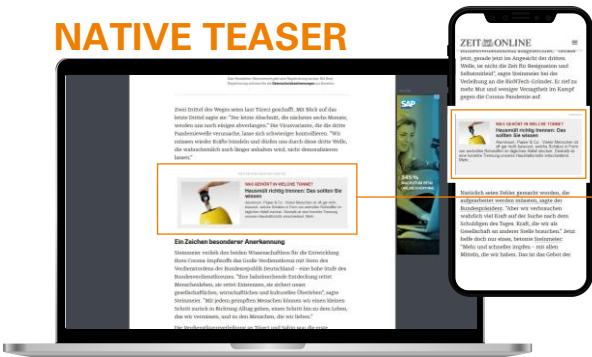
- ◆ Overview page: Access; overview of all existing articles
- ◆ Article page (2 - 5 articles): Article text with images (1 - 3 images per article)
- ◆ Article character length: approx. 5000-7000, headline <30, title <55, teaser <220
- ◆ Header in: 960 x 200 and 400 x 255 px

POSSIBLE PLACEMENT OF

- ◆ Social Media Sharing Button
- ◆ Videos (mp4)
- ◆ In-Text Links
(e.g. "Further information", "Downloads")
- ◆ Podcast/Audiodate (mp3)
- ◆ Studies for download

MECHANICS USING THE EXAMPLE OF NESPRESSO

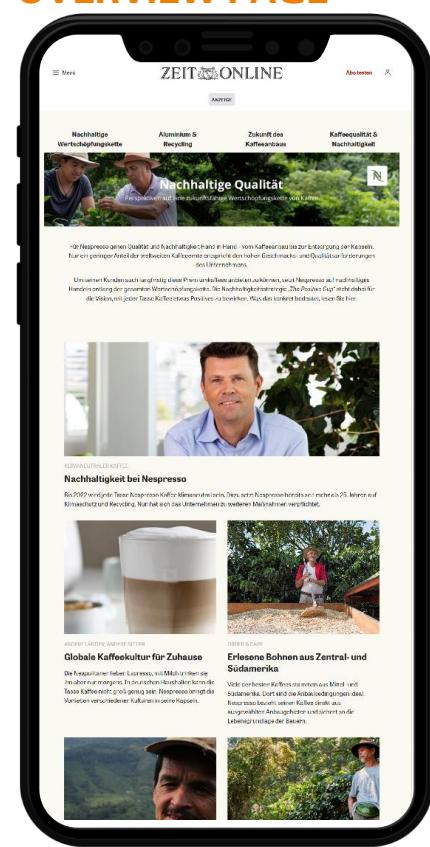
NATIVE TEASER



ARTICLE PAGE



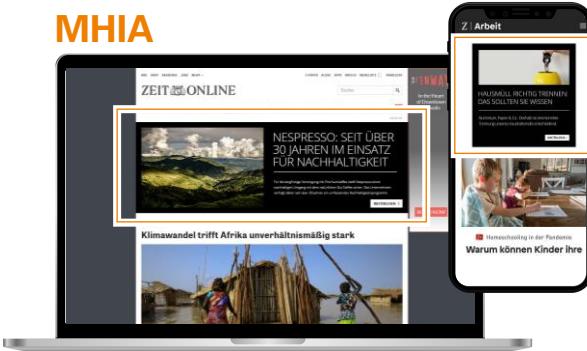
OVERVIEW PAGE



LINK TO THE CUSTOMER PAGE POSSIBLE



BILLBOARD AND MHIA



NESPRESSO INFOGRAPHIC



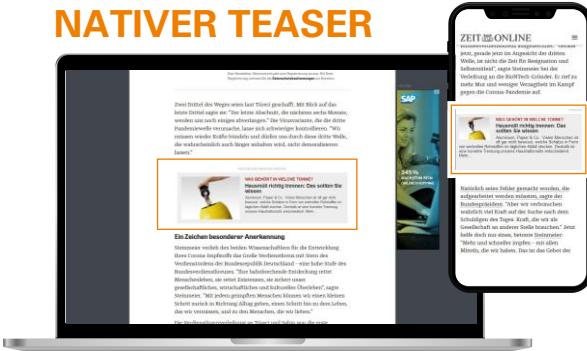
LINK TO SOCIAL MEDIA POSSIBLE



[You can find further examples here.](#)

RECOMMENDED MEDIA PACKAGE

NATIVER TEASER



Native teasers and banners: We recommend a combination of native teasers and native banners to reach your target group effectively.

BILLBOARD AND MHIA

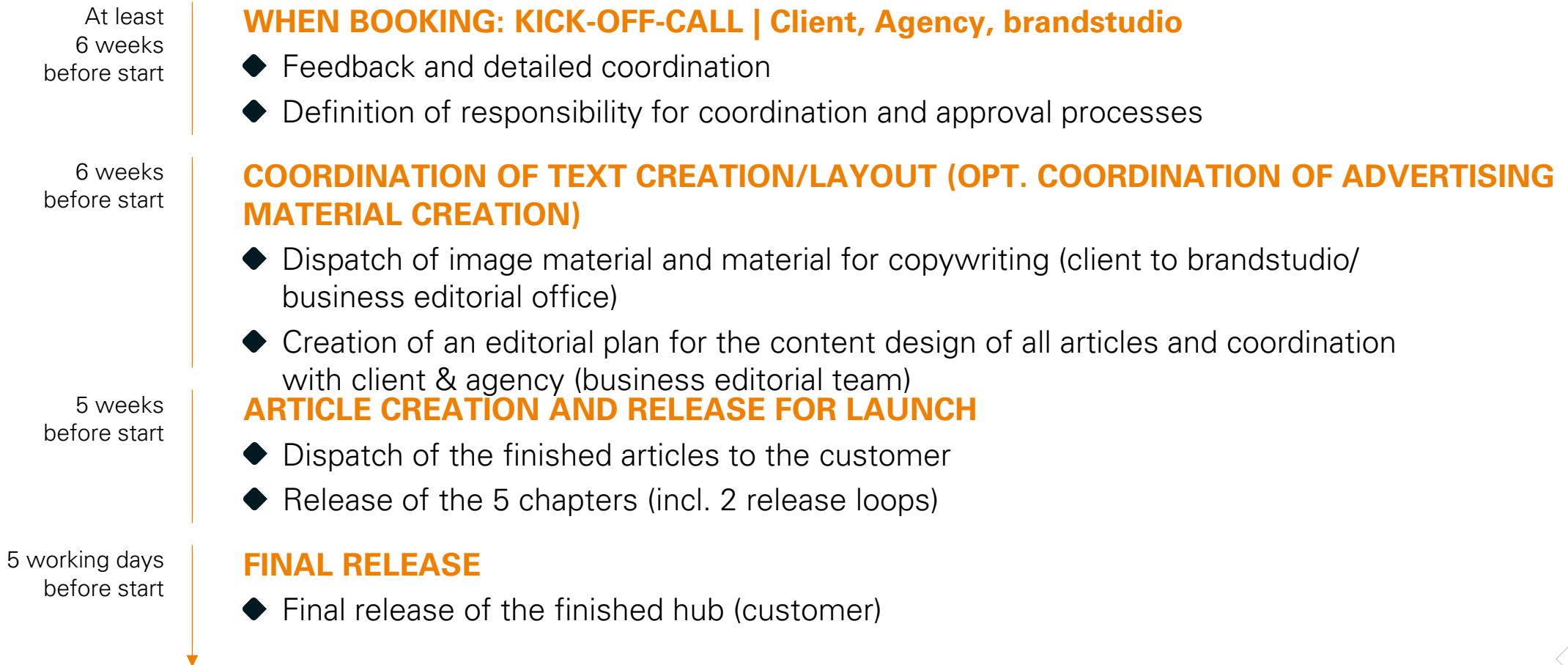


Ad impressions: To promote the hub, we recommend a media volume of 2,700,000 ad impressions, distributed across the respective articles.



Portal rotation and channel: To achieve the best possible results, the advertising media should be displayed in portal rotation or in the corresponding channel.

EXAMPLE FLOW CHART NATIVE HUB PLUS





04

MAGAZINE HUB

YOUR CHOICE OF PRODUCTS: MAGAZINE HUB



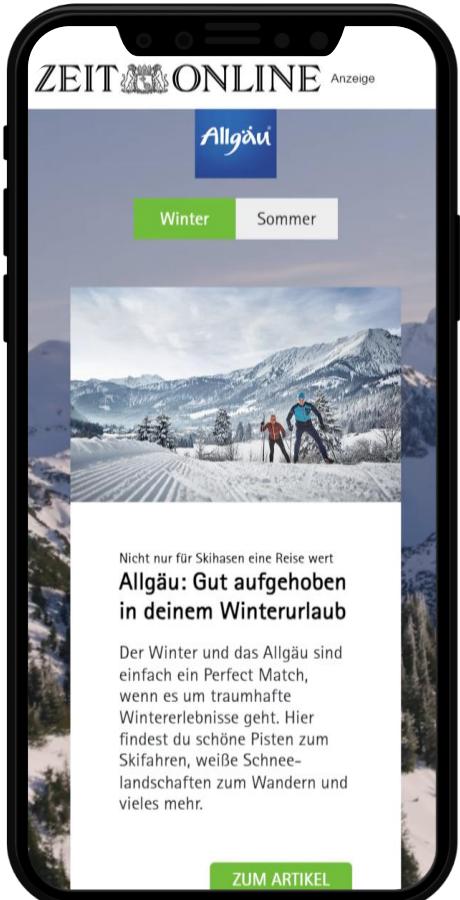
Your content, perfectly staged

Branding with native content: The Magazine Hub impresses with a customised overview page that bundles several articles that open in the look and feel of the respective media brand.

Creative design options: Whether with a video or a static motif - visually draw your target group into the topic immediately with the designed overview page.

Measurable trust: Thanks to the high-quality environment of the iqd portfolio, users spend an average of around 2:27 minutes with our iqd content formats.

STRUCTURE OF THE MAGAZINE HUB



READERS' GUIDE

- ◆ Active promotion of content with banners and native teasers) within the editorial content of the iq digital portfolio



CONTENT (OVERVIEW PAGE)

- ◆ Bundling of several articles
- ◆ Customised background video or image



CONTENT (ARTICLE PAGE)

- ◆ Header in 960 x 200 and 400 x 255 px
- ◆ several images with intermediate texts (you supply at least 10 images)
- ◆ Possible placement of:
 - ◆ Videos (mp4)
 - ◆ In-Text Links (e.g. "Further information", "Downloads")
 - ◆ Podcast/Audiodate (mp3)



REPORTING UND TRACKING

- ◆ Clicks, ad impressions, CTR, dwell time, page views
- ◆ Optional: Length of stay and visits
- ◆ In-text links can be tracked
- ◆ Near-time dashboard available on request

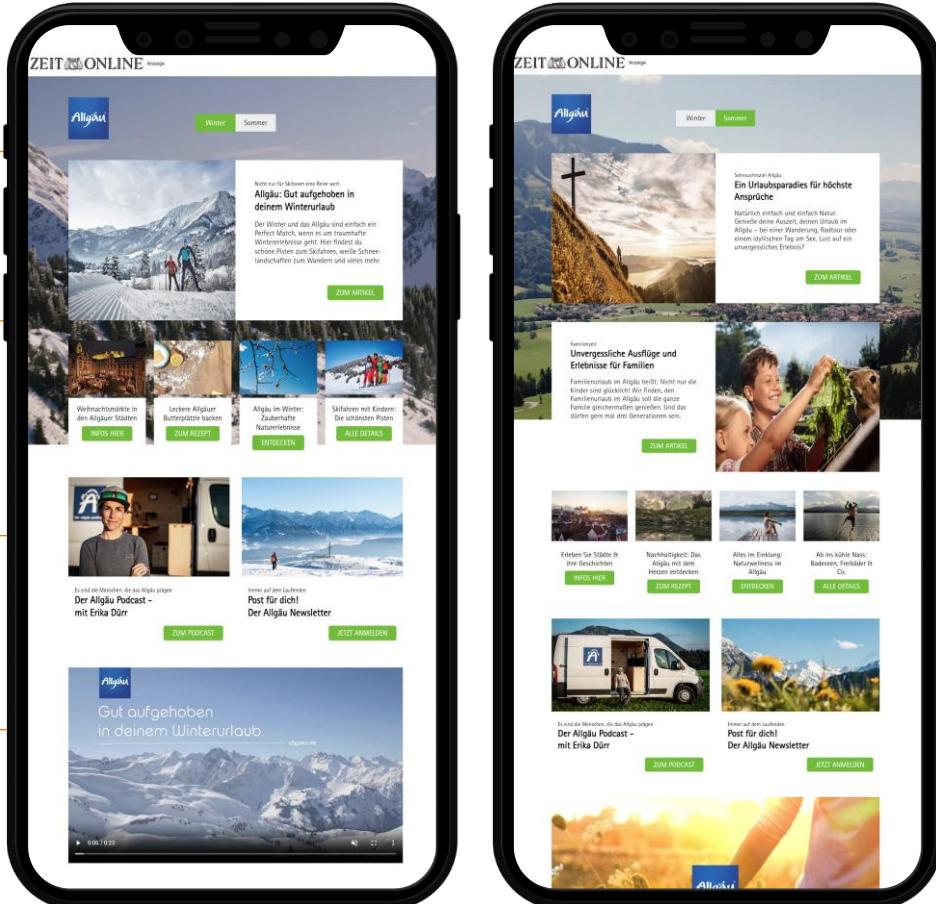
STRUCTURE OF THE PRODUCT

Large video/ background image

Customised overview page

Article teasers lead to the articles written for you

Videointegration



Rubrication by switch

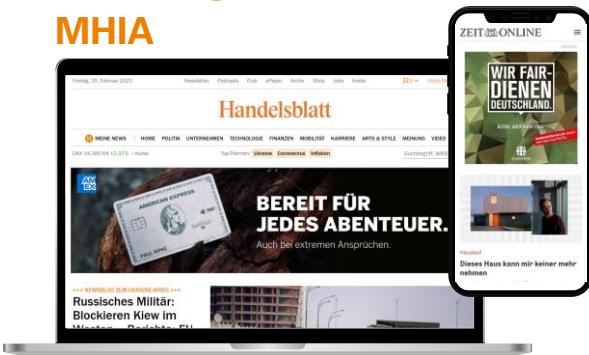
Allows users to display articles on a specific topic, especially in extensive hubs.

Background image/video

A large video or background image strengthens the branding and makes the hub's theme instantly recognisable.

RECOMMENDED MEDIA PACKAGE

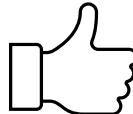
HALFPAGE AND MHIA



Banners: We recommend the use of banners that pick up on the layout and the emotionalising visual language of the Magazine Hub in order to ensure a stringent reader guidance.

Native advertising media: These can be used as a supplement, but differ from the Magazine Hub format in terms of design.

NATIVE TEASER

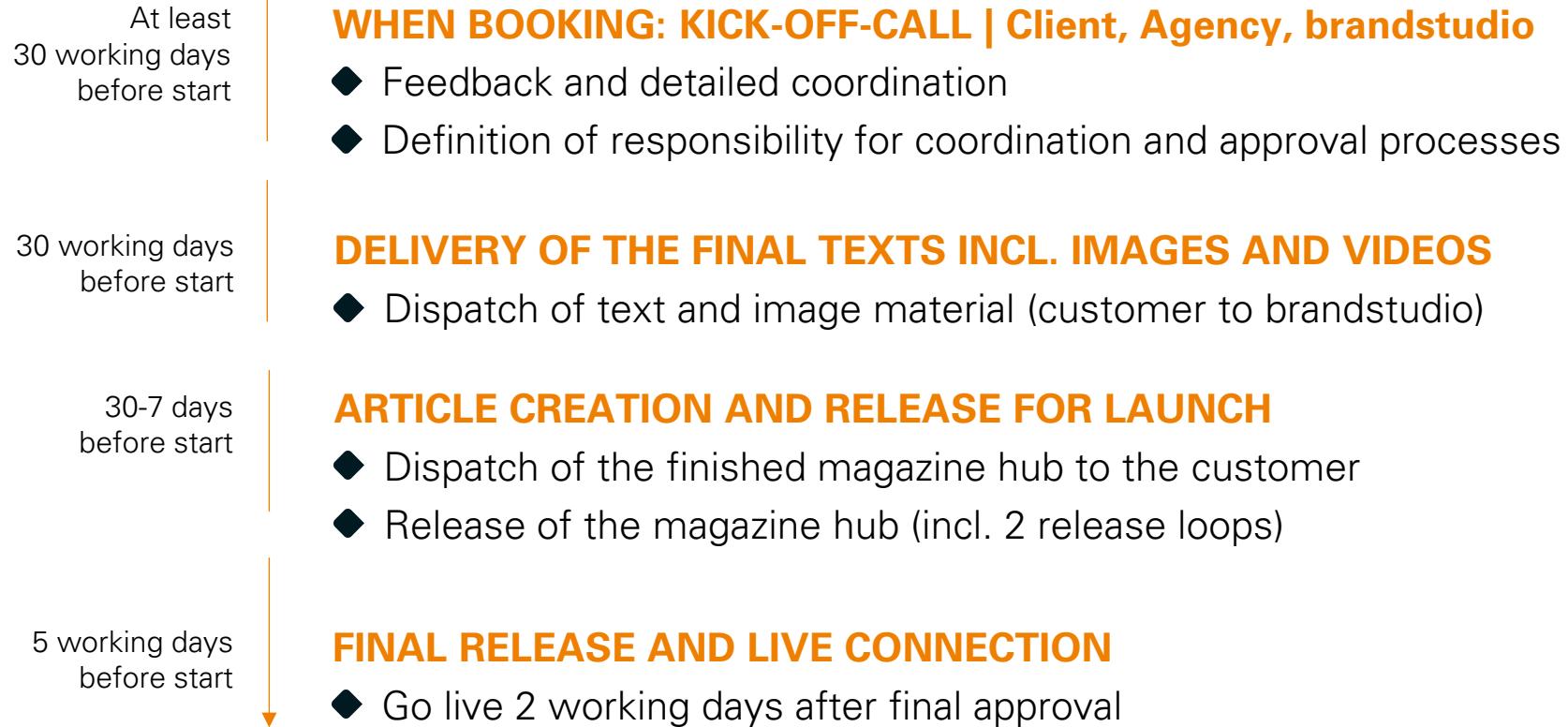


Ad impressions: To successfully promote your brand story, we recommend a media volume of 4,200,000 ad impressions.



Portal rotation and channel: To achieve optimum results, the advertising media should be displayed in portal rotation or in the corresponding channel.

EXAMPLE FLOW CHART MAGAZINE HUB



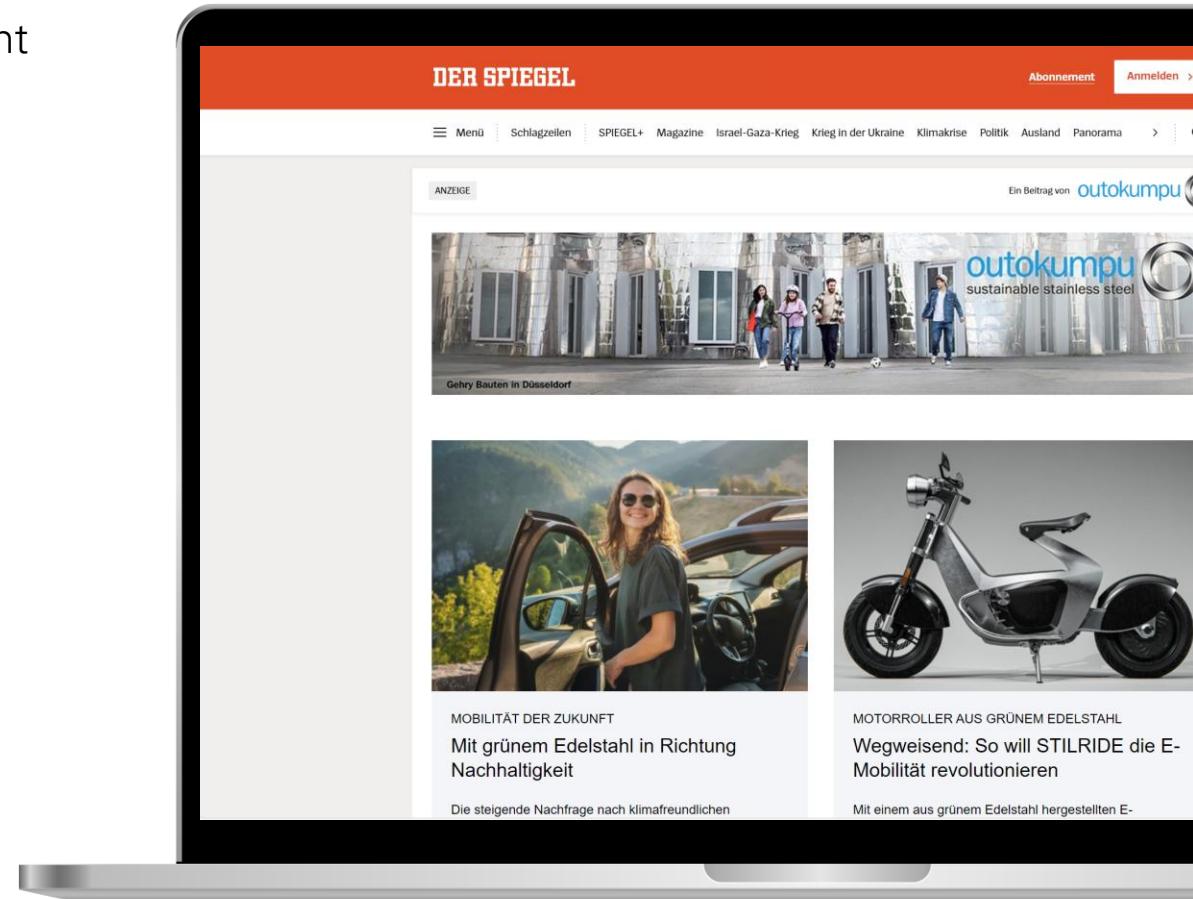
05

IQD-GUARANTEE

SUBJECT MATTER & EXPERT POSITIONING

Content marketing with a performance guarantee

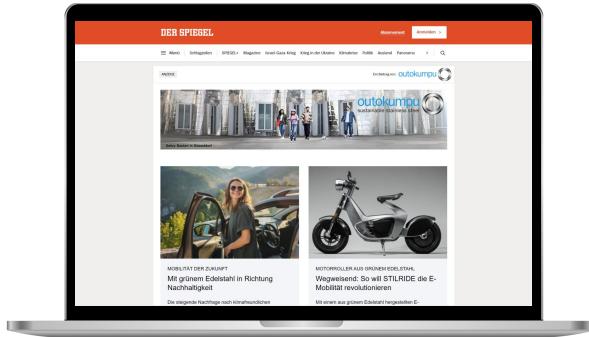
- ◆ Uses our native content marketing products for topic placement and expert positioning
- ◆ Our special content editors create the content
- ◆ Native traffic feed in the natural reading flow of the user
- ◆ Guaranteed views on the content in the premium environment
- ◆ Billing through fixed package price incl. creation



THE PLAYOUT OPTIONS

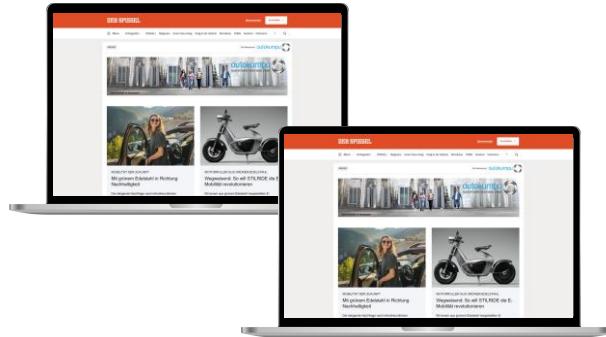
On one medium, on several media or in the channel

A MEDIUM AS AN ANCHOR



- ◆ 1 × portal booking
- ◆ Native teasers are played out on one medium
- ◆ A firm integration

SEVERAL SELECTED MEDIA AS ANCHORS



- ◆ Multiple portal bookings
- ◆ Native teasers run in portal rotation on the selected media
- ◆ Several fixed integrations

IQD-CHANNEL AS AN ANCHOR

Frankfurter Allgemeine
FAZ.NET

Handelsblatt

Süddeutsche Zeitung

Wirtschafts
Woche

DIE ZEIT

DER SPIEGEL manager magazin

- ◆ 1 × channel booking
- ◆ Native teasers run in the channel and are played out according to availability
- ◆ Integration on all media in the channel

NATIVE HUB/ARTICLE PLUS WITH VIEW GUARANTEE

High-quality produced article series on your topic with native traffic feed and view guarantees

NATIVE ARTICLE PLUS PACKAGE S

1 article	
small	large
4,000 Views	10,000 Views
from 1 month term	
€19,250	€40,500

NATIVE HUB PLUS PACKAGE M

up to 5 articles	
small	large
14,000 Views	30,000 Views
from 2 months term	
€56,125	€101,750

NATIVE HUB PLUS PACKAGE L

up to 8 articles	
small	large
24,000 Views	50,000 Views
from 3 months term	
€86,300	€151,925

Playout

One Anchor ✓ Several Anchor ✓ Channel ✓

Billing

CPM with Advertising media selection
Package price with view guarantee ✓

DAS UMFELD IN A NEW DIMENSION

IF YOU HAVE ANY QUESTIONS, PLEASE DO
NOT HESITATE TO CONTACT US AT ANY TIME.

international@iqdigital.de

HERE YOU WILL FIND FURTHER [CONTACTS](#):

