

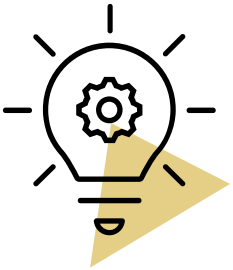
CONTENT MARKETING

Our solutions for your
individual success



CONTENT MARKETING WORKS

Your message reaches its audience



CREDIBILITY

84% describe the content as “trustworthy”

LASTING IMPACT

81% of users recall at least one detail of the content

EXPERTISE

+ 44% increase in perception of your company as an expert

WE KEEP IT

Simple 4 questions are enough to identify the ideal product for you

1

What is your communication goal?

2

What is your preferred level of service?

3

Where do you want your content to be served?

4

What is your preferred billing model?

WHAT IS YOUR COMMUNICATION GOAL?



NATIVE HUB

Explain a complex topic
and position yourself as an
expert or thought leader

VS.



BRAND STORY

Focus on creative storytelling
and emotionally charged
brandcommunication

2. WHAT IS YOUR PREFERRED LEVEL OF SERVICE?



BASIC

- All content is supplied by the client
- Once the campaign is over, the client receives a basic reporting with standard KPIs

PLUS

- Content created by one of our branded content editorial teams
- Once the campaign is over, the client receives a plus reporting, including further KPIs
- A contact stays at your disposal throughout the entire campaign period

TAILOR MADE

- Content created by one of our branded content teams
- The client will receive a tailor made reporting and access to our near time reporting dash board
- A dedicated project manager will guide the client through the campaign period

**Level of service &
degree of individualization**

3. WHERE DO YOU WANT YOUR CONTENT TO BE SERVED?



ONE ANCHOR

Strong digital partnership with one of our premium websites which leads to spin-off effects from the media brand to the client brand.

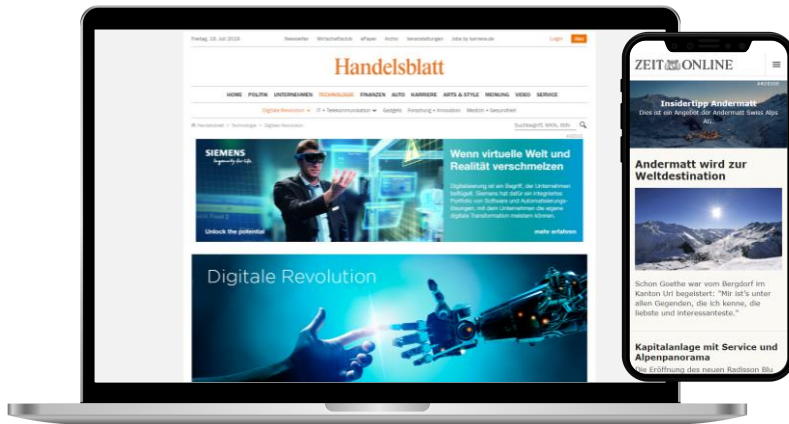
VARIOUS ANCHORS

Positioning on individually selected premium websites to extend reach and target audience.

IQ DIGITAL CHANNEL

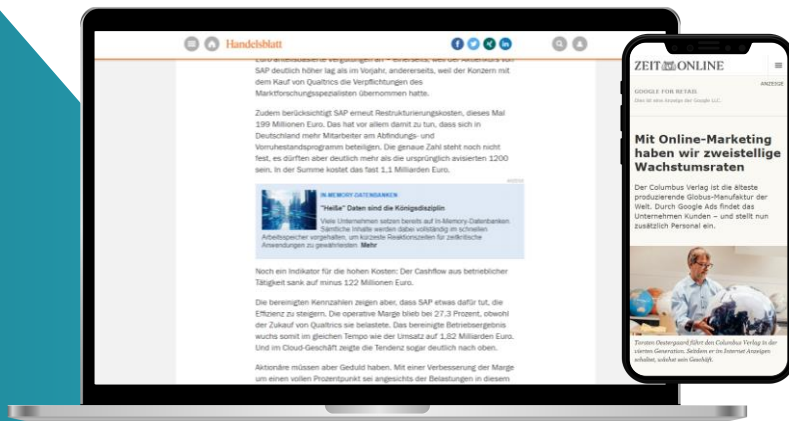
Topic related release in the whole iq digital portfolio with a focus on a full scale match of client message and user interest on premium websites.

4. WHAT IS YOUR PREFERRED BILLING MODEL?



CPM & individual solution

- Individual branding as part of the overall communication
- Usage of several motives and formats
- Positioning within the premium environment of iq digital
- Billing based on CPM and allocated budget



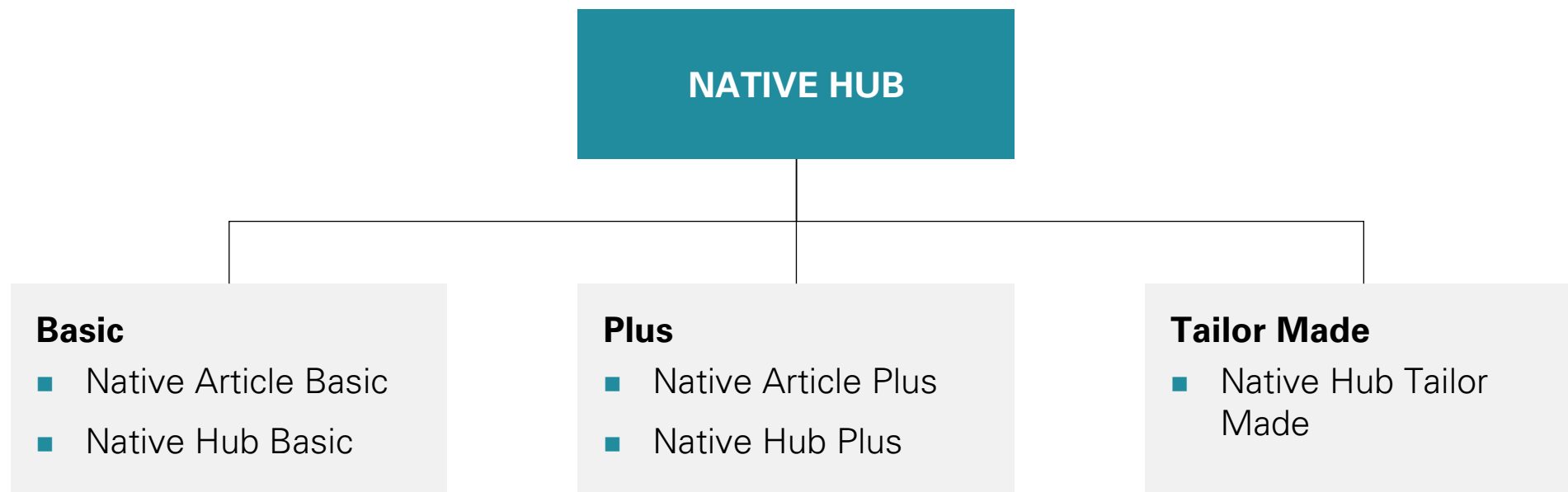
Package price & guaranties

- Traffic drivers inbedded into the reading flow of the user
- Standard native teasers
- Guaranteed views on premium webpages
- One price per package, incl. content and assets



IT CAN'T GET ANY FASTER:

4 questions to identify your needs. This leads to our following 4 products ...



NATIVE ARTICLE BASIC

Start your content marketing campaign with one article and your own content

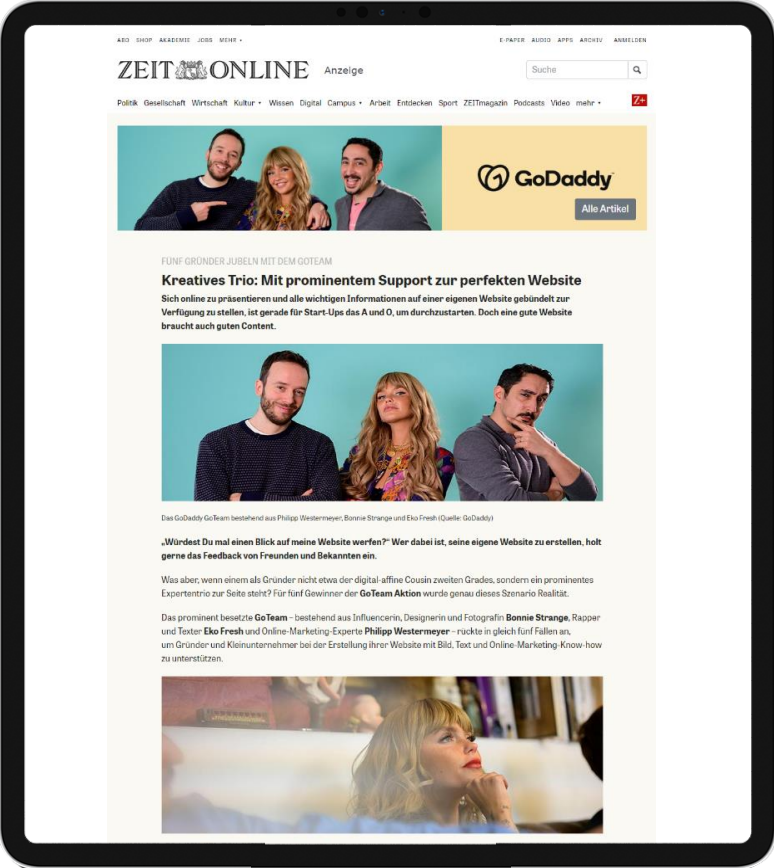


Features	Native Article Basic			New
Communication goal	Native, informative			
Service level	Basic			
Serving	One anchor	Multiple anchors	Channel	
Billing	CPM with ad selection	Package price with view guarantee		
No. of articles	1			
Content production	Client			
Ad production	Client			
Duration	From 1 month			
Reporting	Basic			
Price	From 12,000 € ¹			

Price is a minimum booking volume net/net consisting of production and media costs plus VAT | Client specific deviations: Ingenieur.de – Adervetorial Mini (from 5,200 €) and Advertorial Small (from 10,400 €) | areamobile.de – Package Mini (5,700 €) and Package Small (11,400 €) | karriere.de – Package Mini (4,811 €) and Package Small (9,061 €)

NATIVE HUB BASIC

Refine your content and use it in an integration in our trustworthy premium-environment

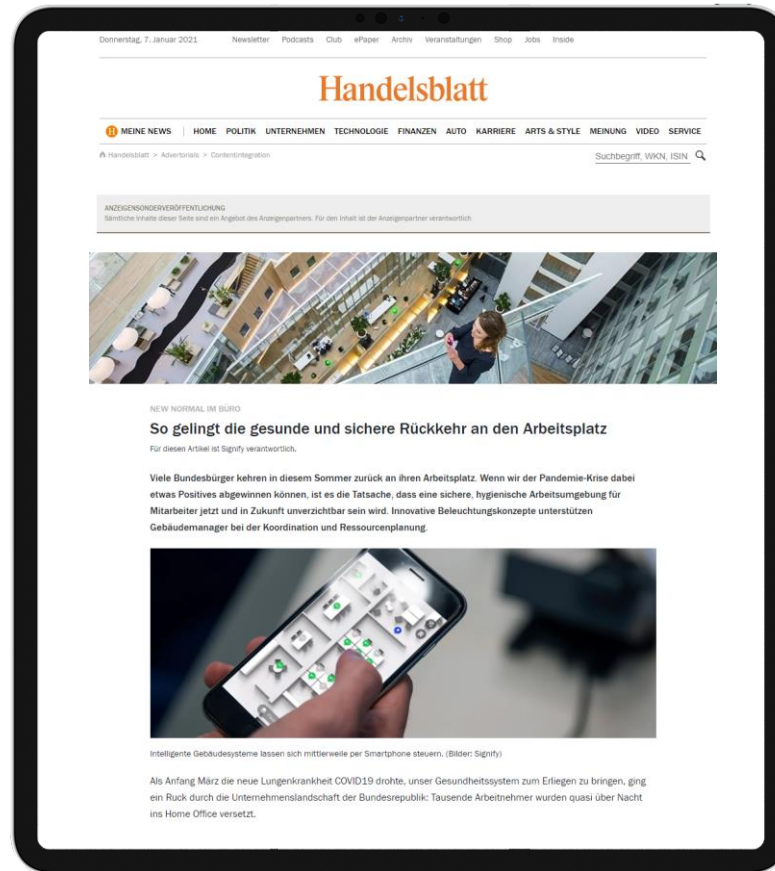


Features	Native Hub Basic
Communication goal	Native, informative
Service level	Basic
Serving	One anchor ✓ Multiple anchors ✓ Channel ✓
Billing	CPM with ad selection ✓ Package price with view guarantee
No. of articles	2 – 5
Content production	Client
Ad production	Client
Duration	From 1 month
Reporting	Basic
Price	From 25,000 € ¹

¹ VDI and brandeins offer package prices; Price is a minimum booking volume net/net consisting of production and media costs plus VAT

NATIVE ARTICLE PLUS

Our experts write an article about your topic and release it in the ideal environment



Features

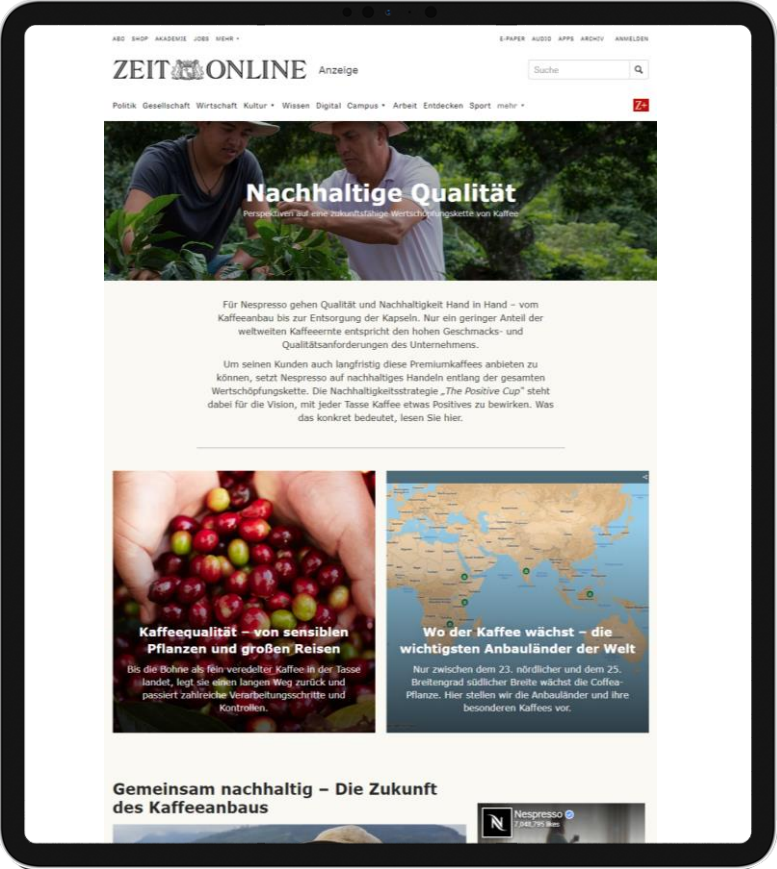
Native Article Plus

Communication goal	Native, informative
Service level	Plus
Serving	One anchor ✓ Multiple anchors ✓ Channel ✓
Billing	CPM with ad selection ✓ Package price with view guarantee
No. of articles	1
Content production	Branded content editorial team
Ad production	Client
Duration	From 1 month
Reporting	Plus
Price	From 15,000 € ¹

¹ Price is a minimum booking volume net/net consisting of production and media costs plus VAT

NATIVE HUB PLUS

High quality article series including one overview page for long lasting strategic positioning

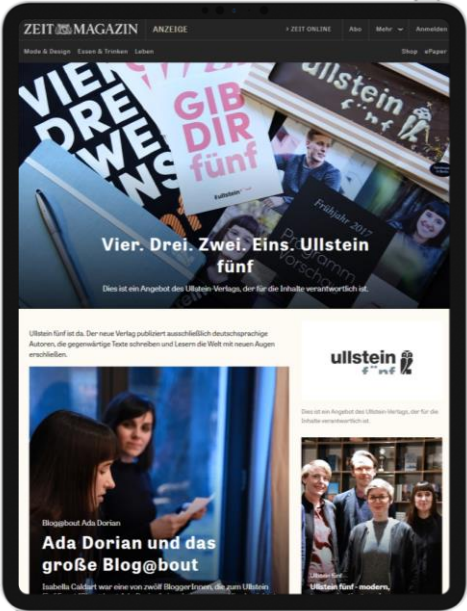


Features	Native Hub Plus
Communication goal	Native, informative
Service level	Plus
Serving	One anchor ✓ Multiple anchors ✓ Channel ✓
Billing	CPM with ad selection ✓ Package price with view guarantee
No. of articles	2 – 5
Content production	Branded content editorial team
Ad production	Client or additional service iq digital on request
Duration	From 1 month
Reporting	Plus
Price	From 30,500 € ¹

¹ Price is a minimum booking volume net/net consisting of production and media costs plus VAT





NATIVE HUB PLUS

High quality article series about your topic including native traffic and guaranteed views



	XS	SMALL	MEDIUM	LARGE
	4,000 views	14,000 views	33,000 views	100,000 views
	1 article	5 articles	10 articles	15 articles
	1 month	2 months	3 months	6 months
	17,500 € ¹	32,000 € ¹	55,000 € ¹	155,000 € ¹

¹ Prices are fixed prices net/net plus VAT

Features	Native Hub Plus		
Communication goal	Native, informative		
Service level	Plus		
Serving	One anchor 	Multiple anchors 	Channel 
Billing	CPM with ad selection	Package price with view guarantee 	
No. of articles	From 5		
Content production	Branded content editorial team		
Ad production	iq digital (native teasers)		
Duration	From 2 months		
Reporting	Plus		
Price			

NATIVE HUB TAILOR MADE

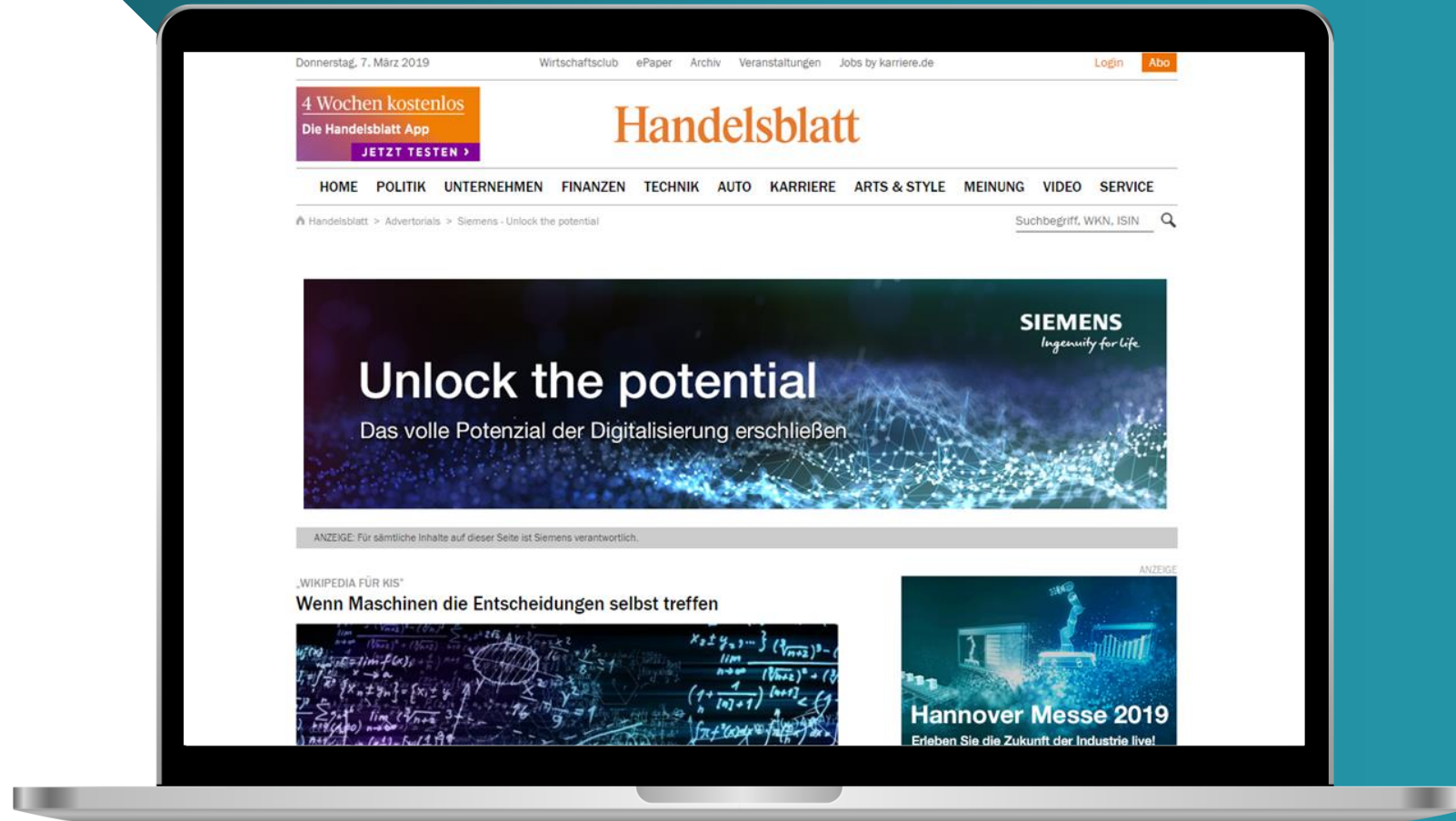
From targeting to final reporting – we are planning an individual campaign for you

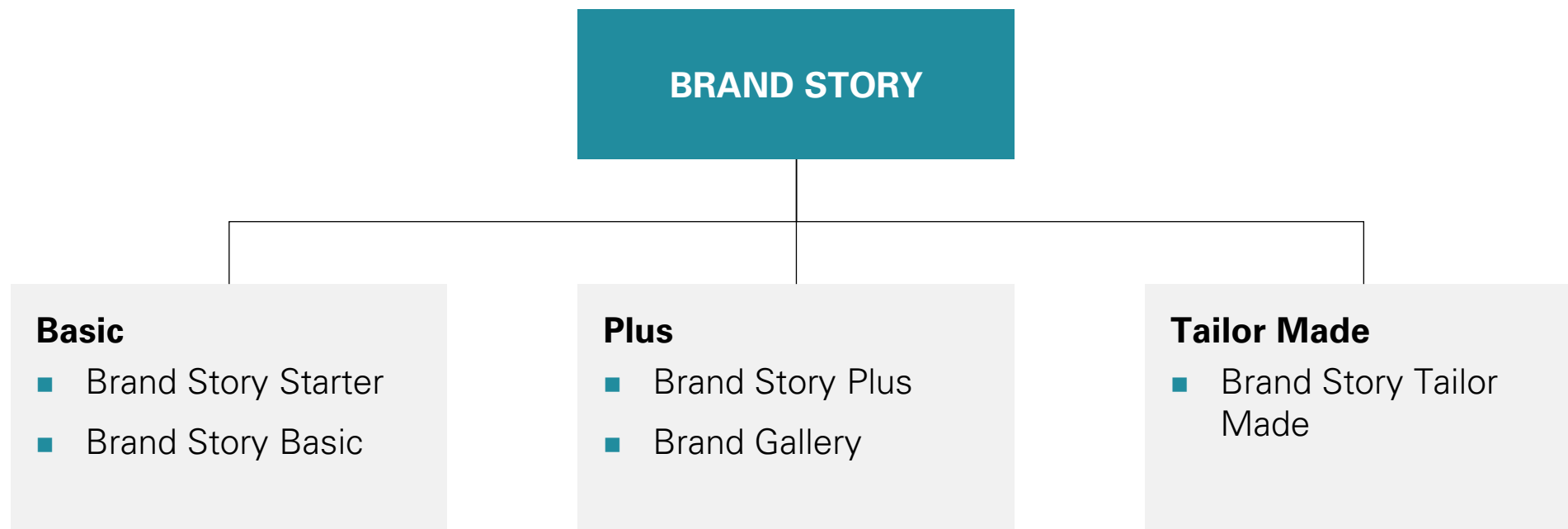
Individually
created
concept by

iq digital

brand◊studio

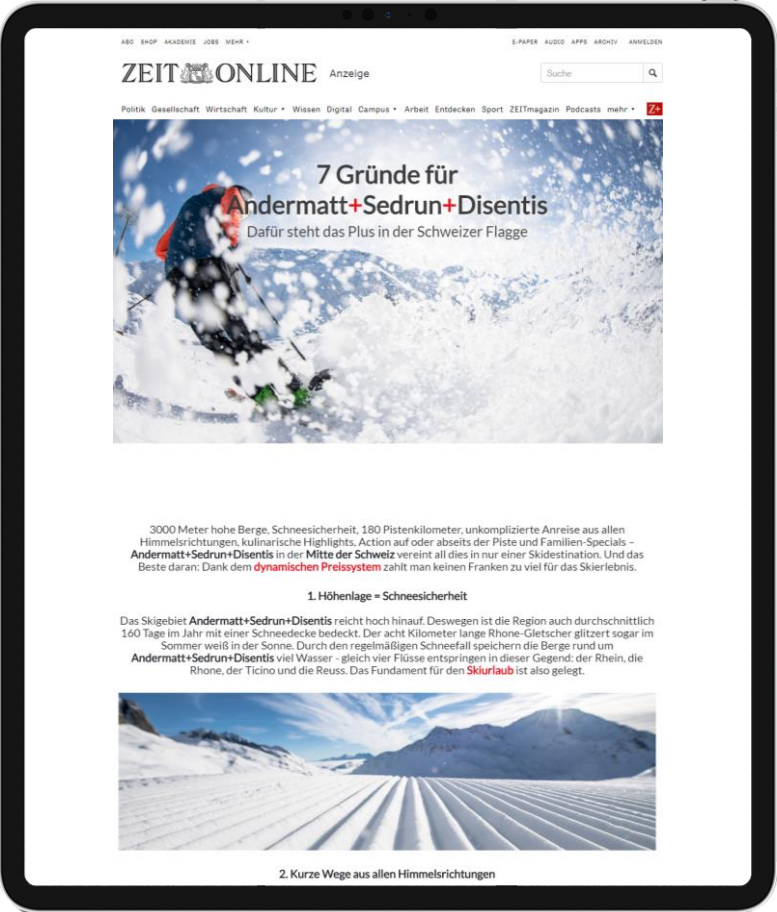
Short brainstorming?
konzept@iqdigital.de





BRAND STORY STARTER

Integrate your website into our environment and benefit from our media brands

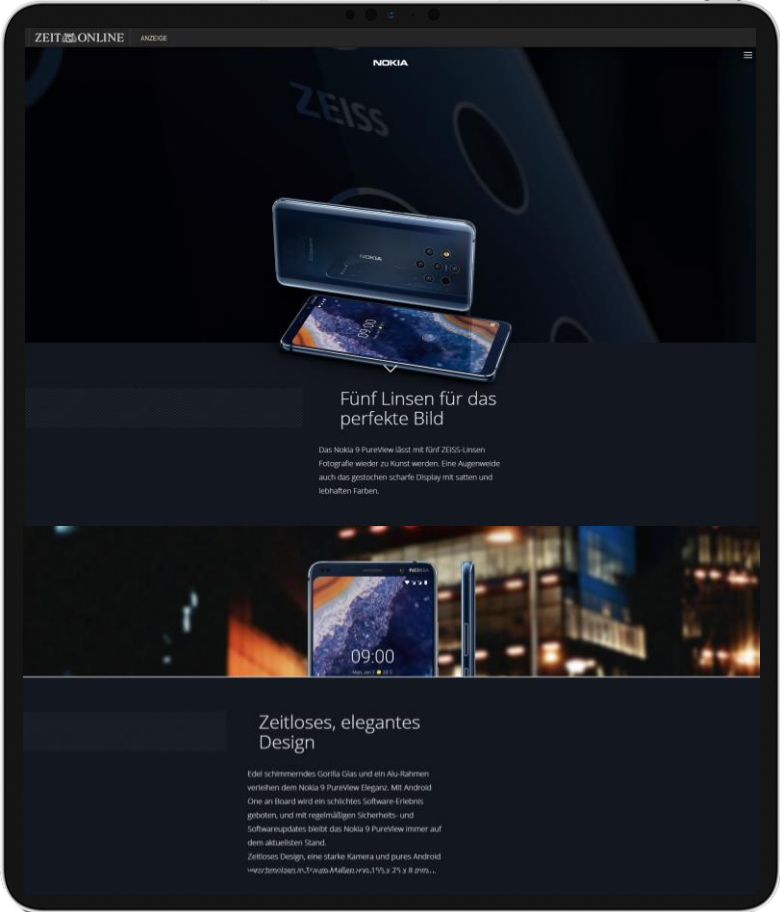


Features	Brand Story Starter
Communication goal	Individual, emotional
Service level	Basic
Serving	One anchor <input checked="" type="checkbox"/> Multiple anchors <input type="checkbox"/> Channel
Billing	CPM with ad selection <input checked="" type="checkbox"/> Package price with view guarantee <input type="checkbox"/>
No. of articles	Client
Content production	Client
Ad production	Client
Duration	From 1 month
Reporting	Basic
Price	From 16,000 € ¹

¹ Price is a minimum booking volume net/net consisting of production and media costs plus VAT

BRAND STORY BASIC

Deliver your content to us and let it revive through us in a new environment

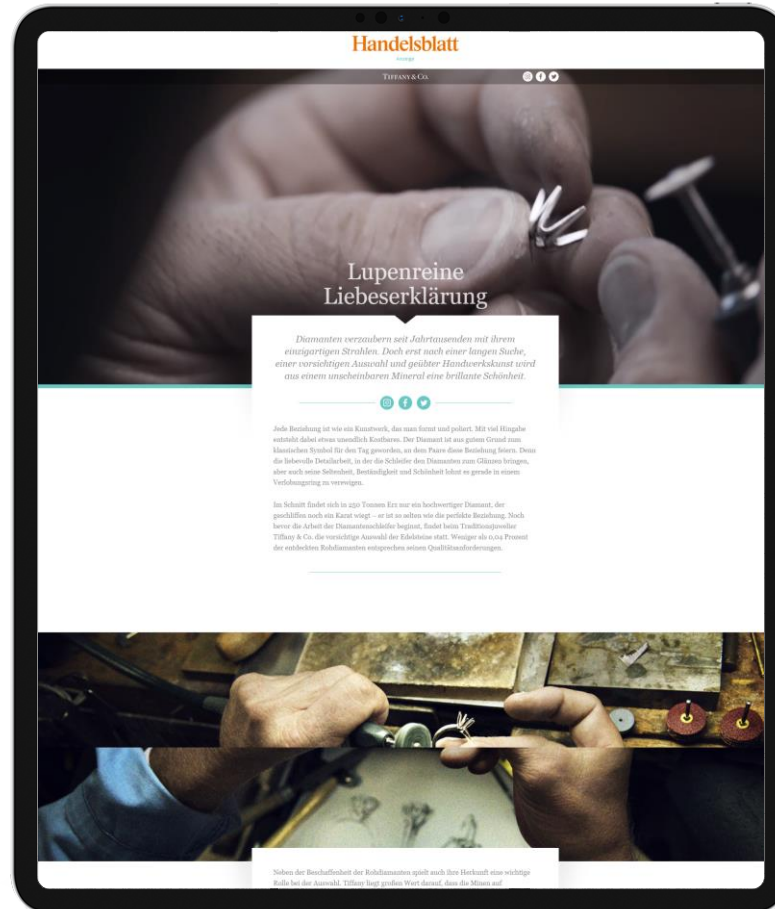


Features	Brand Story Basic
Communication goal	Individual, emotional
Service level	Basic
Serving	One anchor <input checked="" type="checkbox"/> Multiple anchors <input checked="" type="checkbox"/> Channel <input checked="" type="checkbox"/>
Billing	CPM with ad selection <input checked="" type="checkbox"/> Package price with view guarantee
No. of articles	iqd brandstudio
Content production	Client
Ad production	Client
Duration	From 1 month
Reporting	Basic
Price	From 36,500 € ¹

¹ Price is a minimum booking volume net/net consisting of production and media costs plus VAT





BRAND STORY PLUS

Your topic will be emotionalized – always individually and also in the matching environment



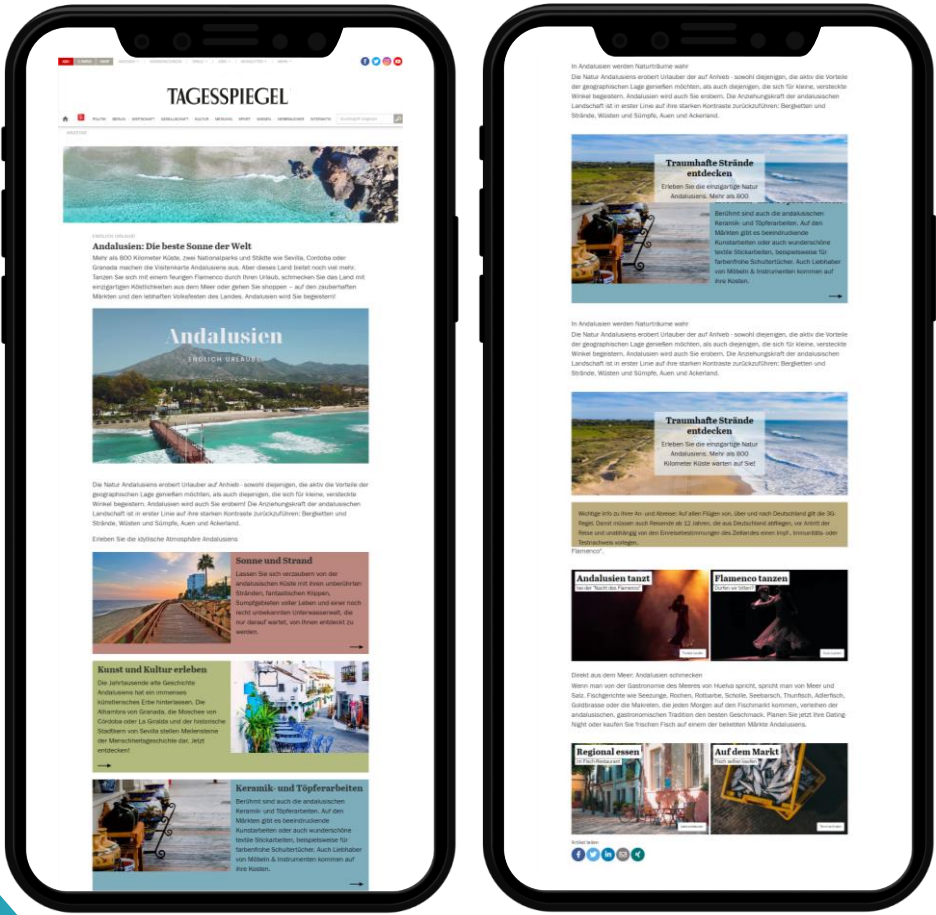
Features

Brand Story Plus

Communication goal	Individual, emotional
Service level	Plus
Serving	One anchor  Multiple anchors  Channel 
Billing	CPM with ad selection  Package price with view guarantee
No. of articles	iqd brandstudio
Content production	Branded content editorial team
Ad production	Client or additional service iq digital on request
Duration	From 1 Month
Reporting	Plus
Price	From 47,500 € ¹





¹ Price is a minimum booking volume net/net consisting of production and media costs plus VAT

BRAND GALLERY



Features

Brand Gallery

Communication goal	Individual, emotional
Service level	Plus
Serving	One anchor  Multiple anchors  Channel 
Billing	CPM with ad selection  Package price with view guarantee
Layout	iq digital brandstudio
Content production	Branded content editing (client supply basis)
Ad production	Client
Duration	From 1 month
Reporting	Plus
Price	From 15.000 € ¹

¹ Price is understood as minimum booking volume net/net consisting of production and media costs plus VAT.

BRAND STORY TAILOR MADE

From targeting to design to final reporting – we conceive an individual campaign for you

Individually
created
concept by

iq digital

brand◊studio

Short brainstorming?
konzept@iqdigital.de





NATIVE HUB

Information and complex
expert knowledge

Trustworthy

Familiar

Informative

CONTENT MARKETING



BRAND STORY

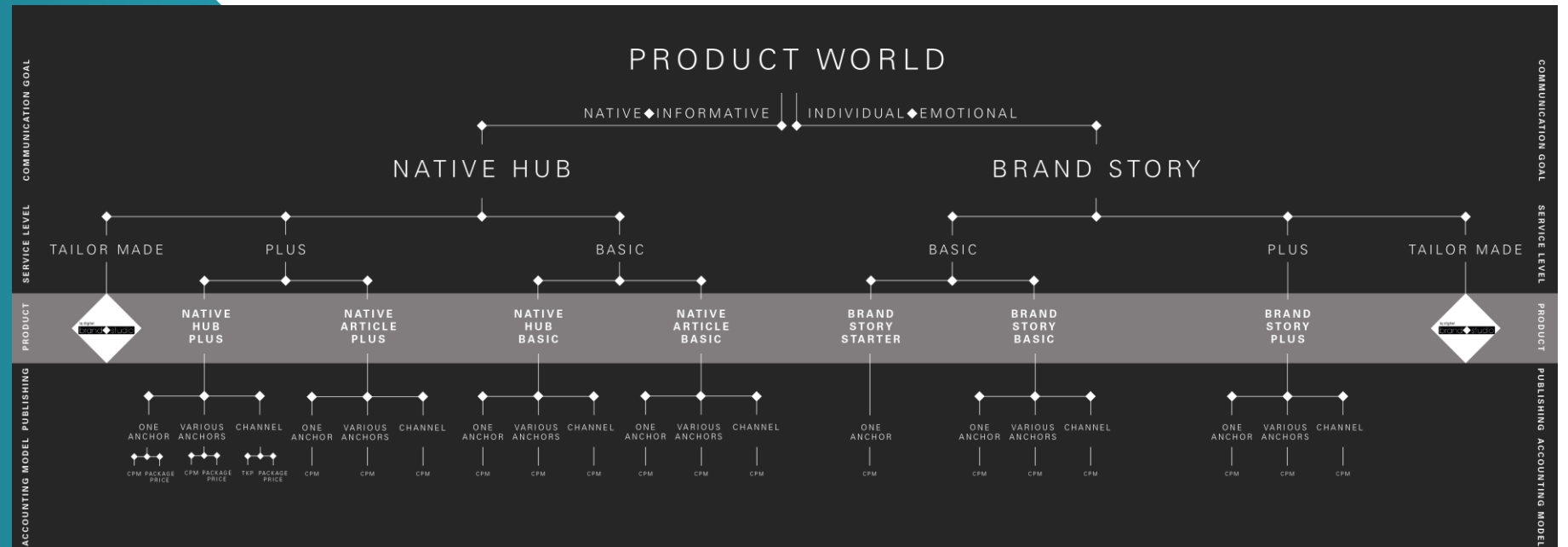
Stories and digital
experiences

Customised

Emotional

Interactive

Product World



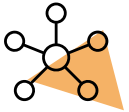


CONTENT MARKETING MEANS

Integral communication –
From social media to campaign-
reporting.

INSTAGRAM EXTENSION

Use synergies – extend social media campaigns



Use synergies! We scan our customers' Instagram profiles and use this content for a digital campaign within the iqd portfolio.

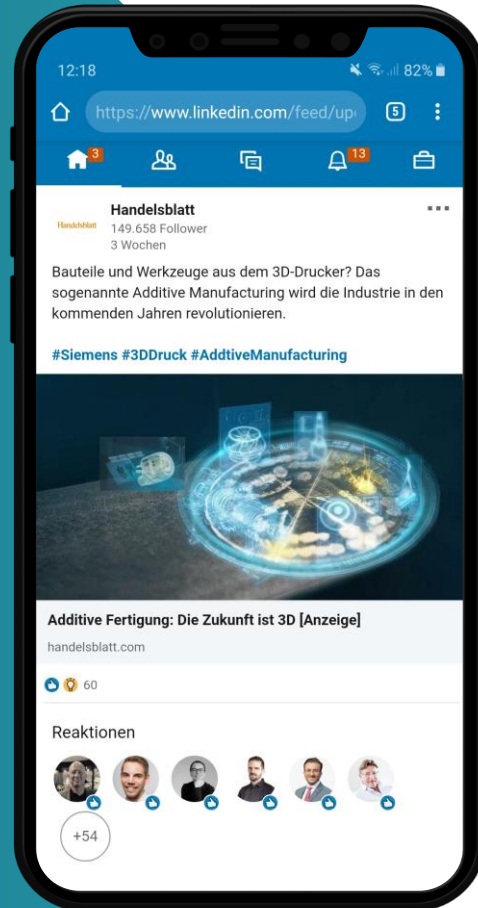
Produced as a digital brand story basic with a focus on mobile first use.

Integration in our media and production via the iqd brandstudio when the content is delivered by the customer.



SOCIAL MEDIA

Exploit the social media presence of our media



The media brand covers up your campaign topic in sponsored posts, but also points it out for your target group using media budget. That's how we generate additional traffic to your Content Integration in our Portfolio. You can easily support and spread those social media campaigns from your network.

Trust-based communication using social media via the channel of the media brand:

+ 16%

CREDIBILITY

+ 21%

TRUST

+ 27%

LIKEABILITY

+ 23%

CLICK PROBABILITY

QUALITY JOURNALISM WORKS

Advertising effects of journalistic environments



+ 28%

ADVERTISING EFFECTS

+ 53%

ENGAGEMENT

+ 11%

INTENSITY

+ 4%

ATTENTION



QUALITY ALLIANCE

Frankfurter Allgemeine
ZEITUNG FÜR DEUTSCHLAND

Handelsblatt

Süddeutsche Zeitung

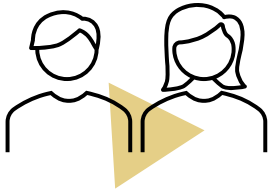
DIE ZEITUNG

Source: QA Studie 2018

Please find more information about the Quality Alliance Study [here](#).

THE BRAND STUDIO

Your creative partner for communication with a long-term impact



Customised concept

We see ourselves as a creative partner pursuing a holistic approach. Our concept developers put together a tailored communication concept for your brand – from your core message, through precision data targeting, to an innovative format. Throughout the entire process, we never lose sight of your campaign goal.

Long-term success

Thanks to our longstanding experience and our enthusiasm for new ideas, we have succeeded in attracting many major brands from various sectors as long-term cooperation partners. We completed 112 successful client projects in 2018 alone, and this figure not only confirms our expertise but also serves as inspiration for our future activities.



High-quality production

We work together with the branded content editorial teams of our media brands to produce content that is tailored to achieve your communication goal. Whether it be articles, videos, podcasts or customised storytelling formats – the produced content is always unique and can be subsequently used by your brand.

Exclusive project management

Your campaign is managed front to end by one of our project managers, who will handle all the necessary coordination for the project – from production, through optimisation, all the way to final reporting. This means we can guarantee maximum efficiency and minimum workload for our clients.

NEARTIME REPORTING

The most important KPIs for your campaign at a glance

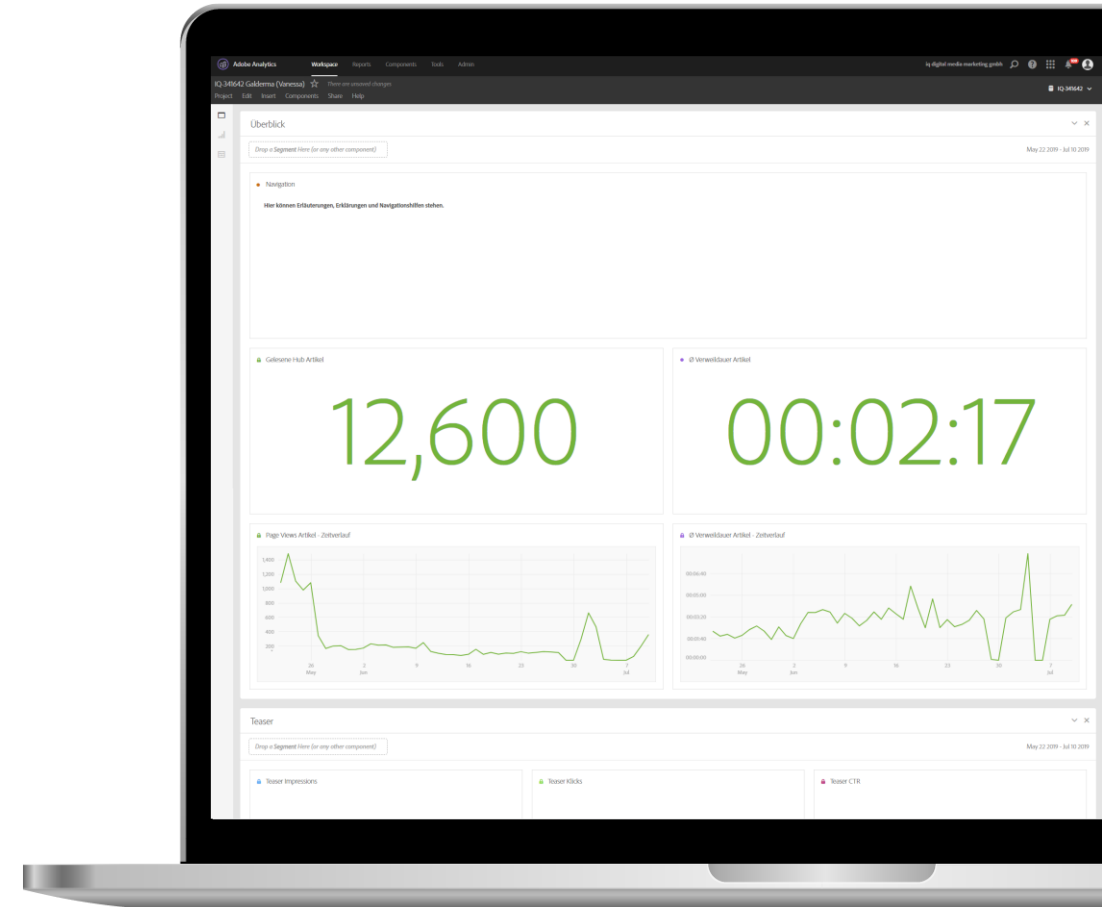


The Near-Time Reporting allows a full transparency and monitoring throughout the whole period of your campaign. Via your personalized dashboard your regularly updated KPI's can be tracked.

Based on those results the campaign will be optimized to guarantee a successful development.

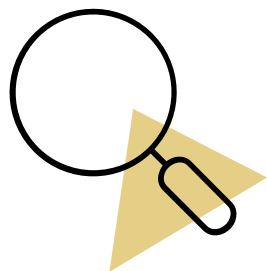
Standard KPI's include:

- Read articles
- Average dwell time
- Teaser impressions
- Teaser CTR



OUR REPORTING OFFER FOR YOU

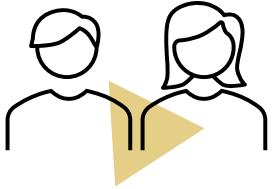
KPIs in the reporting



	BASIC Standard Reporting	PLUS Standard Reporting +	TAILOR MADE Individual reporting
Traffic driver (AI, Clicks, CTR)	Weekly Ad-Server Reporting	Weekly Ad-Server Reporting	Individually edited with recommended course of action as agreed with the client. More KPIs on request.
Dwell time	Total	Total and article level	
PI	Total	Total and article level	
Visits		Total and article level	
Click-Outs/Downloads		Monthly	
Shares		Monthly	
Neartime Dashboard		At all time	

INTERESTED? SIMPLY CONTACT US!

We look forward to hearing from you.



INTERNATIONAL

**iq digital media
marketing gmbh**

Toulouser Allee 27
D-40211 Duesseldorf
international@iqdigital.de