

 **contents ads**



Agenda



Who We Are



Contents Ads



Audience Optimization



Report & Insights



Rich Media Formats





Who We Are

Who We Are



contents

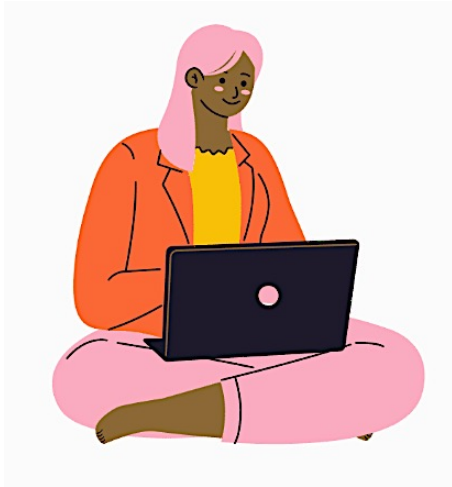
is a Tech Company



How We Work



From the use of the content



To the construction of the Audience



Storytelling

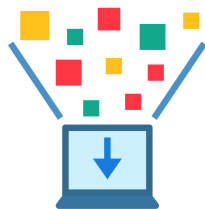


≡ **contents**.com



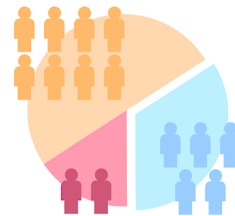
The platform **creates the content**

Contents Audience



The articles are read by users, whose **data is collected, aggregated and clustered by technology**

Tech Solution and Audience Builder



Finally, through **Machine Learning**, the platform **integrates and segments** the Contents Audience within the **Audience Builder**





Contents Ads

Hybrid Content Automation



Through a **proprietary algorithm**, we create and translate contents in an automated way, subsequently revised by human editors.

Human-in-the Loop

Thanks to the support of Machine Learning, humans can focus on the most **creative** and **strategic** aspects of their work.



Content Discovery & Creativity Data Driven

The AI analyzes network trends and produces content from scratch.

AI and **human creativity** together guarantee the highest **end-to-end product quality**



AI Cycle



- 1 Automated Content Generation
- 2 Human-in-the Loop (proofreading)
- 3 Delivery and publishing



Audience Builder

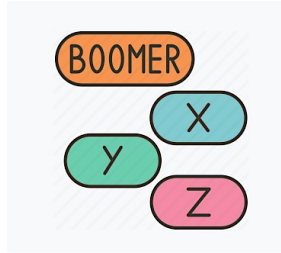


Interests



What do customers like?

Demographic



Who is the target audience?

Retargeting



What did they view or purchase?

Contextual



What article page containing specific keywords do they read?

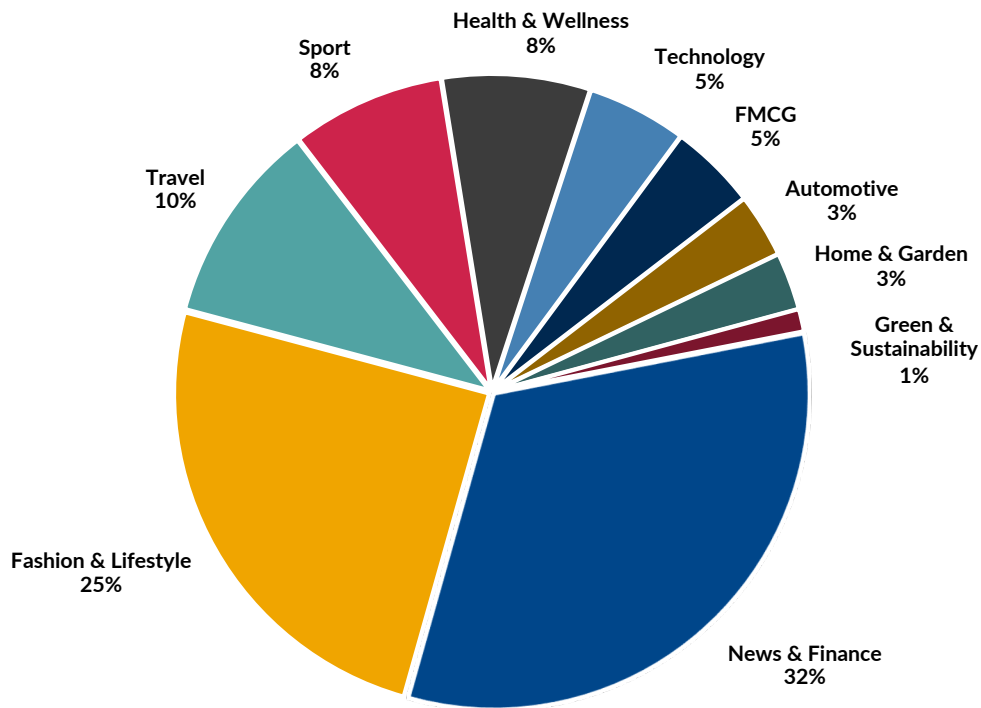
Brand Audience



CRM/DMP transfer (Advertising website)



Audience Builder



Topic Area	Unique Users
News & Finance	7.120.382
Fashion & Lifestyle	5.439.936
Travel	2.288.973
Sport	1.728.023
Health & Wellness	1.665.528
Technology	1.119.122
FMCG	976.353
Automotive	718.403
Home & Garden	646.073
Green & Sustainability	251.871
Total	21.954.663



Topic Area



NEWS & FINANCE

notizie.it

think.

Investimentimagazine
investing

DONNE MAGAZINE
by notizie.it



FASHION & LIFESTYLE

notizie.it

DONNE MAGAZINE
by notizie.it

TUO BENESSERE

CASA MAGAZINE

OFFERTE SHOPPING



TRAVEL

notizie.it

MAMME MAGAZINE

VIAGGIAMO.IT



SPORT

notizie.it

MOTORI MAGAZINE

SPORT MAGAZINE
by notizie.it



HEALTH & WELLNESS

notizie.it

FOOD BLOG

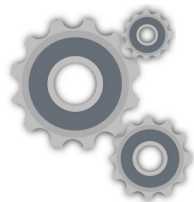
DONNE MAGAZINE
by notizie.it

TUO BENESSERE

MAMME MAGAZINE



Topic Area



TECHNOLOGY

notizie.it

think.

MOTORIMAGAZINE



FMCG

FOODBLOG

TUOBENESSERE



AUTOMOTIVE

MOTORIMAGAZINE

SPORTMAGAZINE
by think.



HOME & GARDEN

CASAMAGAZINE

MAMMEMAGAZINE



GREEN &
SUSTAINABILITY

think.

TUOBENESSERE



Main's Segmentation KPI



- The number of contents read by the user
- The theme of the content
- The article's keywords





Audience Optimization

Contents Audience



Product: Alpha

Target: Sporty guy

- Gender: man
- Age: 18-25
- Interests: sport and music



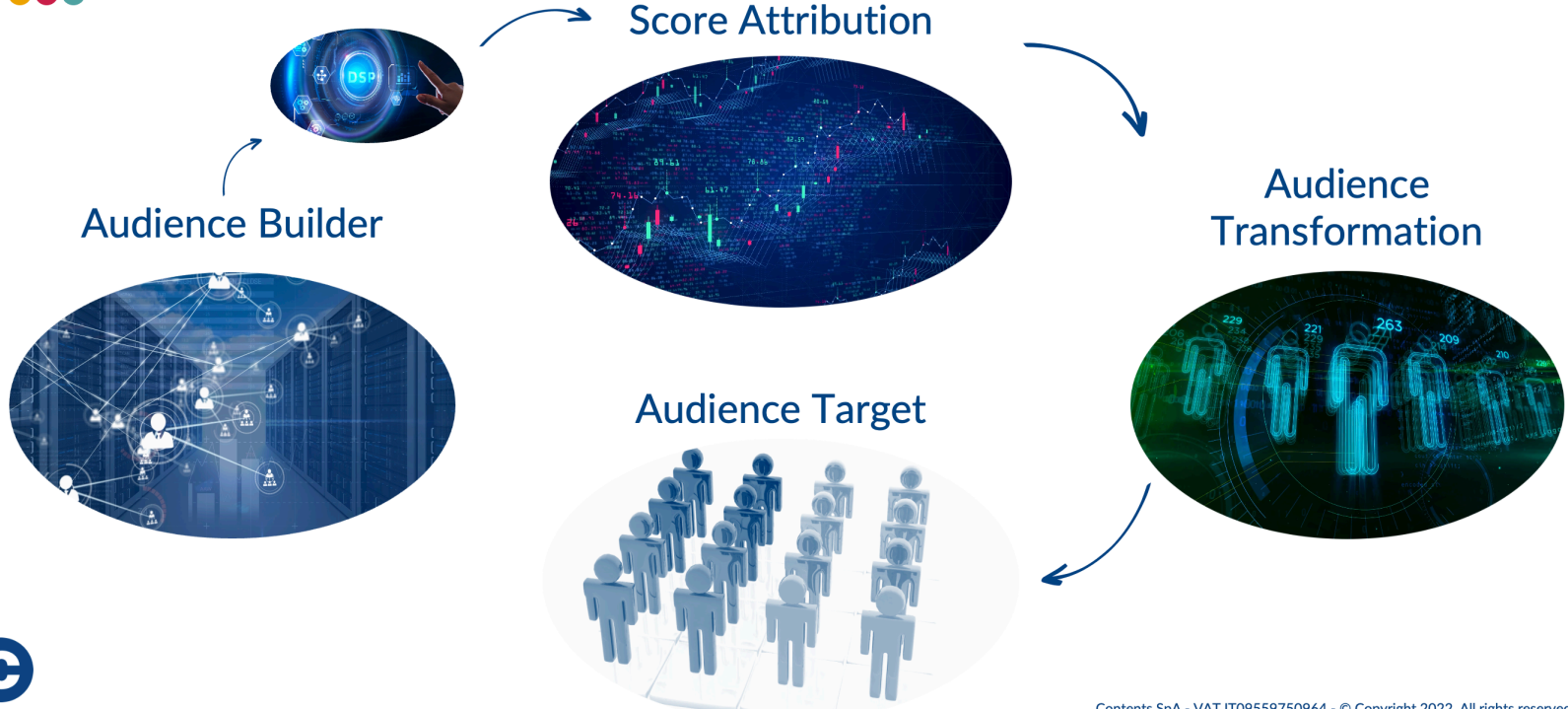
Product : Beta

Target: Young woman

- Gender: woman
- Age: 24-35
- Interests: travel and concerts



Machine Learning



Audience Target



New Segment: Ambitious man

- Gender: man
- Age: 24-35
- Interests: soccer, cars and hi-tech products



New Segment : Career woman

- Gender: woman
- Age: 34-45
- Interests: gym, shopping and theater



Main Points



➤ Audience Builder



➤ Machine Learning



➤ Score Attribution



We Are Different



Why?



Contents.com **creates articles** that are read by users, but we are not a publisher in the classical sense.

WE ARE MORE THAN THAT.

We publish content not only on our client's network, but also outside of that.



Through our **DSP AI Based operation**, we **activate and optimize first party data**, unlike traditional companies that usually only elaborate third party data.



What's Your Goal?



Branding



CTR



VTR



Reach



Viewability

Performance



CPL



CPA



Performance



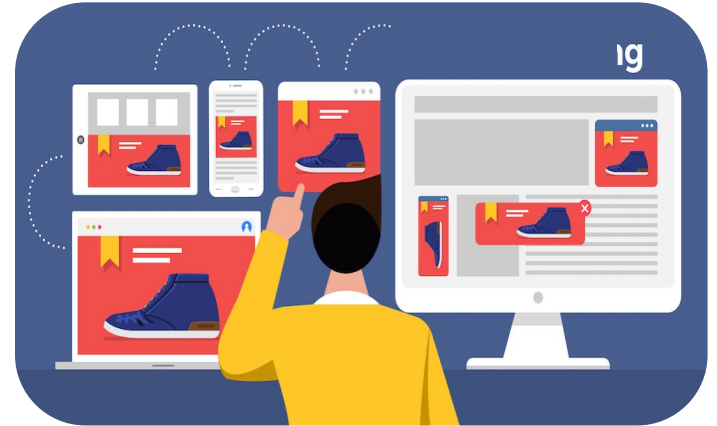
Our Full Model Approach is based on 2 main tactics:

PROSPECTING



Machine Learning photographs the behavior of users who respond positively to the brand message

RETARGETING



Once Machine Learning has identified the correct prospects, it learns their interests, re-proposing similar advertisements to capture their attention again



Performance



The Score Attribution process determines the **CPA Abatement**

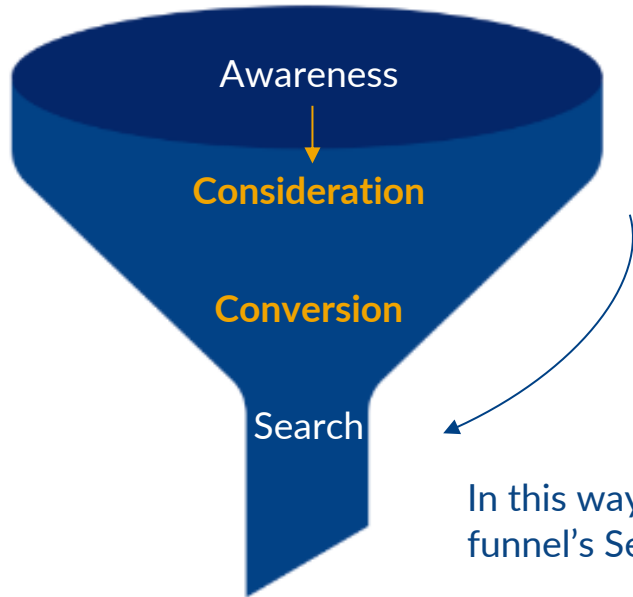
Attribution Model Standard

- 48 hours post-view
- 30 days post-click in last cookie win

We can trace our activities with all conversion tools (**Ad Server**)



The Funnel Model



By using AI, the Display Ad Tech creates customer need for customized products, thereby getting new acquisitions



In this way we also feed the funnel's Search area



Branding



White List ad hoc



Rich Media Formats



White List



NEWS

**CORRIERE
DELLA SERA**

la Repubblica

sky

**il Fatto
Quotidiano.it**

FINANCE

il Sole
24 ORE

 **Borse.it**

WSJ **Wall Street Italia**

**MILANO
FINANZA**

FASHION

COSMOPOLITAN

VOGUE

ELLE

VANTY FAIR

SPORT

La Gazzetta dello Sport
Tutto il rosa della vita

sky sport

Corriere dello Sport

SPORT MEDIASET

TRAVEL


tripadvisor®


Expedia®

Booking.com

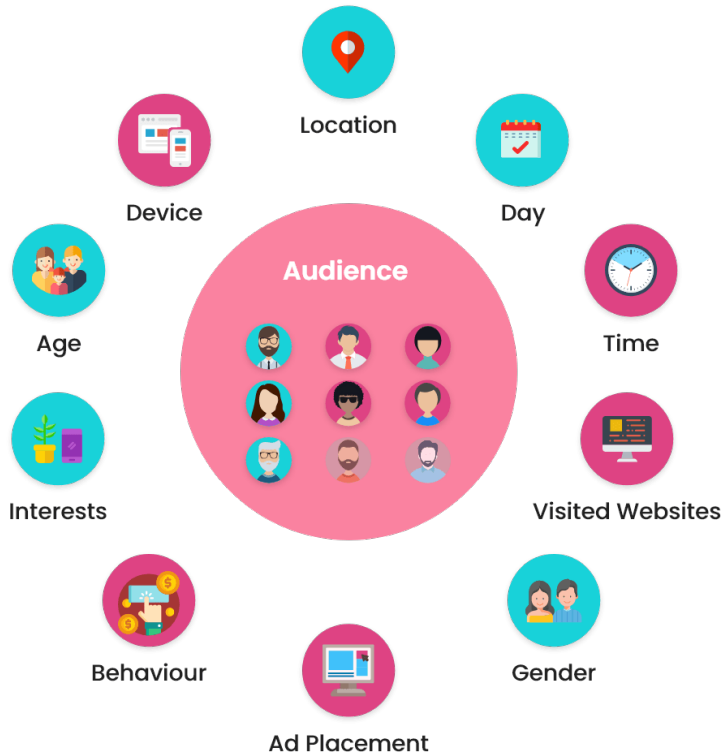

airbnb





Report & Insights

Key Insights



GEO TARGETING




CITY	% IMPRESSIONS
Rome	15%
Milan	13%
Naples	6%
Turin	5%
Bologna	3%
Florence	2%
Palermo	2%
Genoa	2%
Cagliari	1%



Key Insights



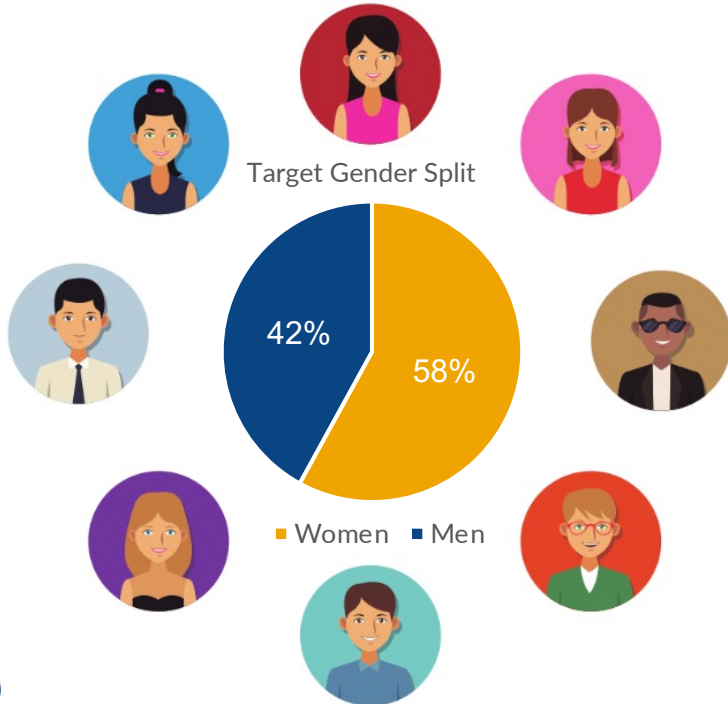
DEVICE TARGETING

	Impressions	Visits	Completed Views
	62%	28%	64%
	35%	66%	33%
	3%	6%	3%

TOP SITES



Custom Audience



INTERESTS

TRAVEL ENTHUSIAST | VACATION

EVENTS | WELLNESS VACATION

SPORTS | ACCOMODATION | SPORTS



Custom Audience



Target: Wedding Planner

- Gender: woman
- Age: 24-35
- Location: Milan
- Interests: horse ride and travel

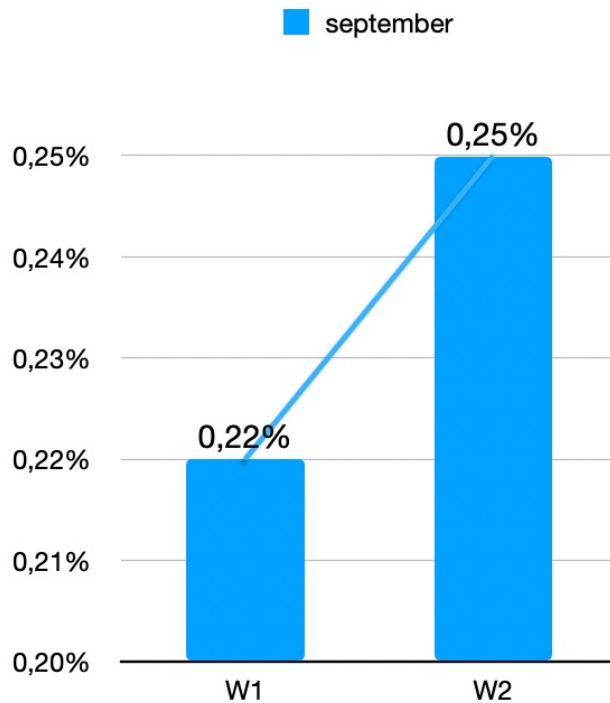


Target: Architect

- Gender: man
- Age: 34-45
- Location: Florence
- Interests: movies and trekking



CTR Performance



0,22% → 0,25%

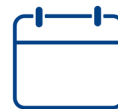
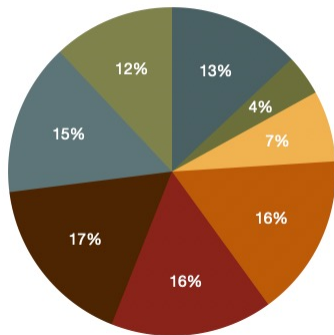


Timing



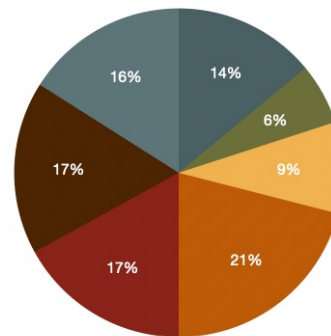
Time of the day

Midnight to 3 am 3 to 6 am 6 to 9 am 9 am to Noon
Noon to 3 pm 3 to 6 pm 6 to 9 pm 9 pm to Midnight

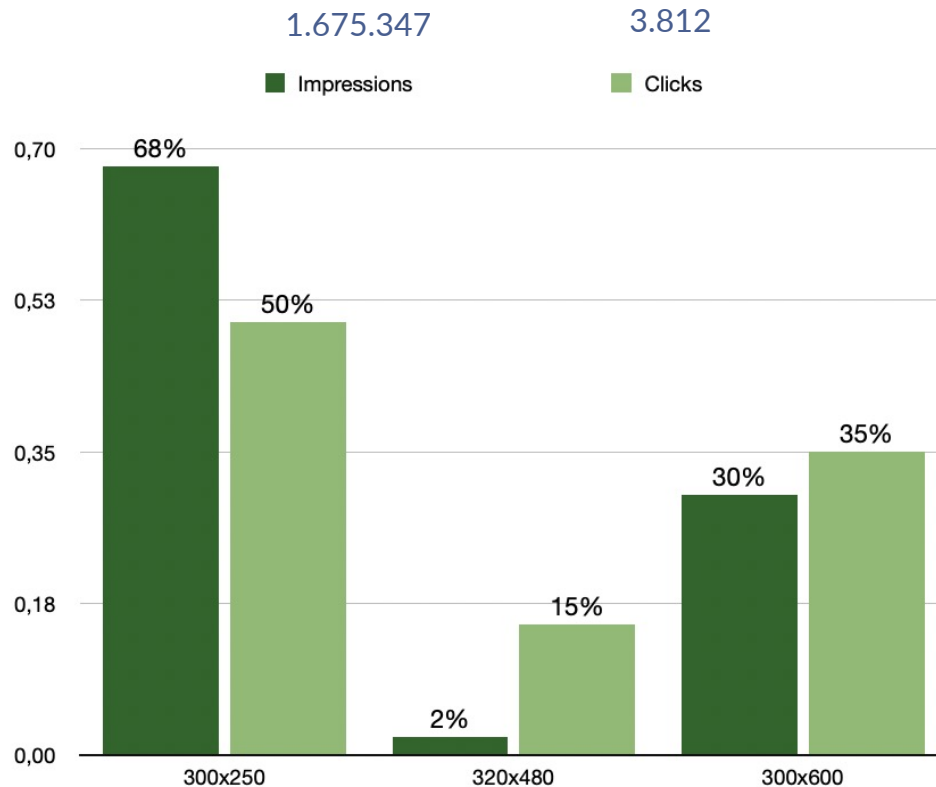


Day of the week

Monday Tuesday Wednesday Thursday Friday
Saturday Sunday



Ad Size Performance



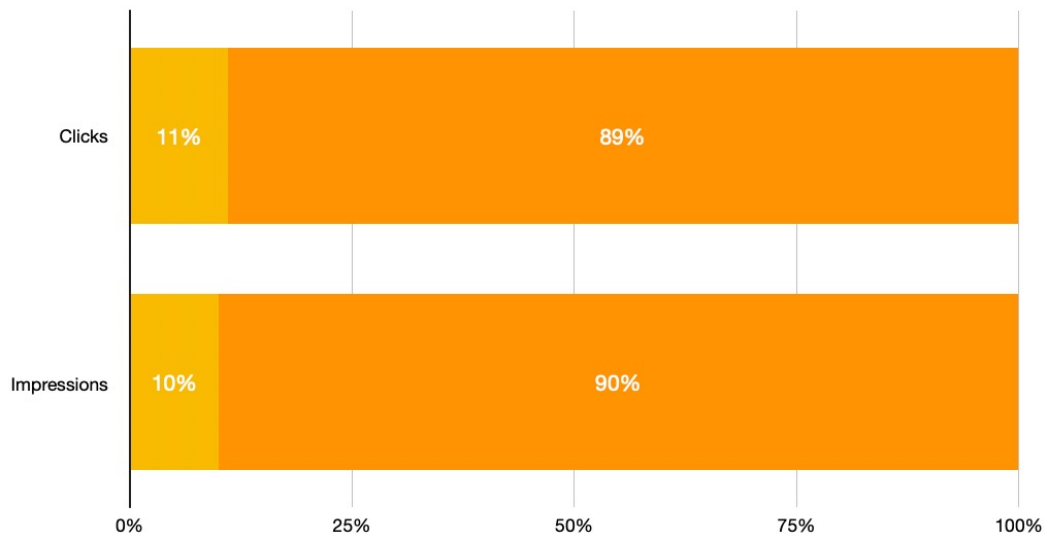
Delivery Channel Performance



Desktop Web



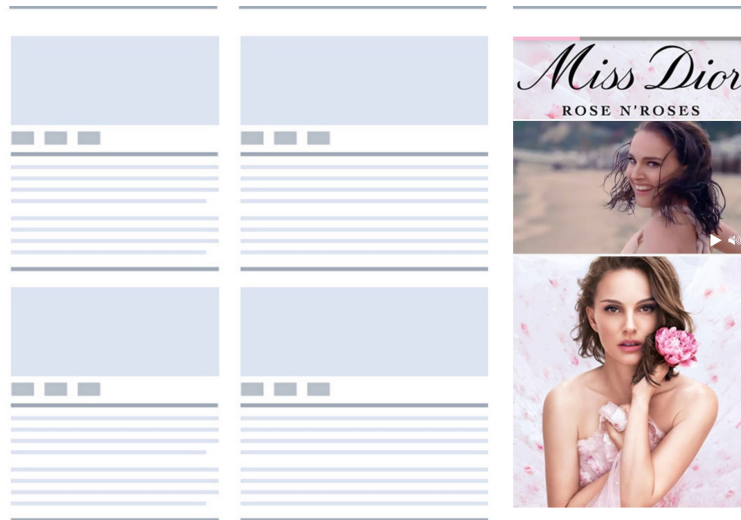
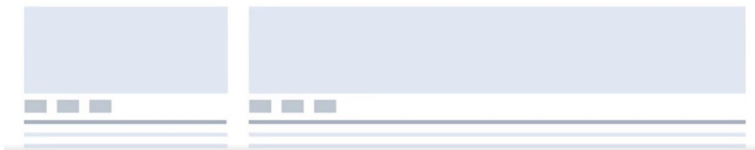
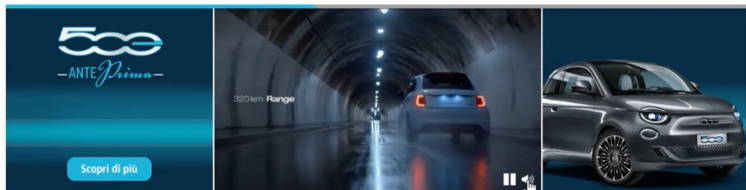
Mobile Web





Rich Media Formats

Masthead Video & Half Page Video



Skin Desktop





Thanks