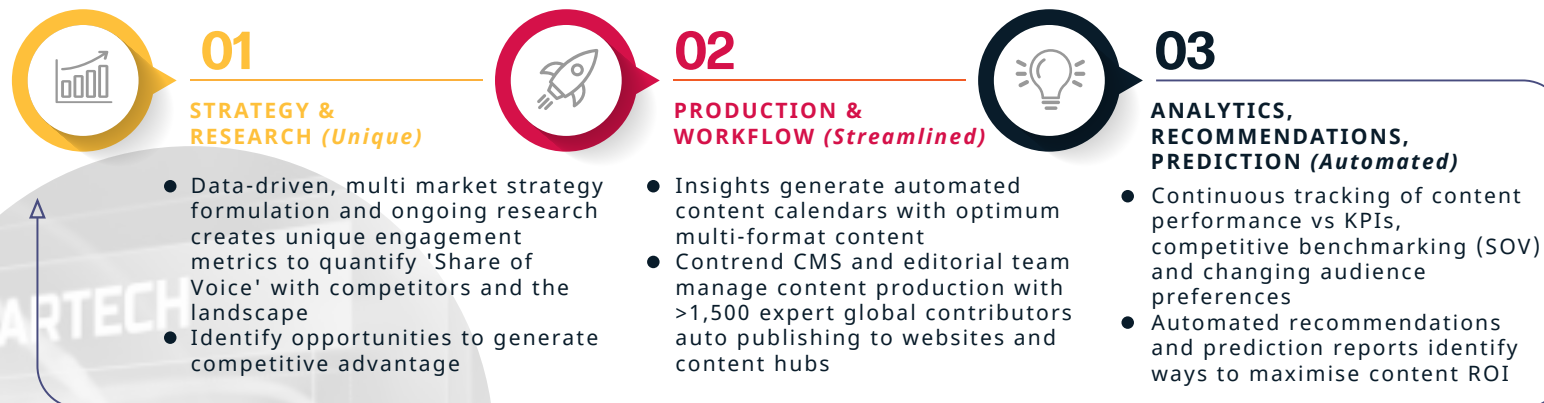


## The Future of Content Marketing

### Data-driven, audience-centric Martech

Contrend is a **proprietary AI/ML-driven platform** that harvests complete content data sets to identify true audience engagement and competitor strategy. Automated recommendations and prediction delivers audience-centric strategy and data-backed decision-making that increases ROI.

Contrend is the only content marketing platform that combines more than **20 different data sources**, analyzing **100,000+** hours of audio from video, across formats, styles, imagery and tone. In any industry. In any market. In any language. For any company.



Security is paramount: AWS cloud hosting, no 3rd party cookies, no integration with customer stack.  
Data sets: search, social, mobile, keywords, video, audio, imagery, voice, market stats, visual layout.



To learn more, contact  
[charlotte.lee@contrend.com](mailto:charlotte.lee@contrend.com)

**+10%** Increase in sales  
**+881%** New Users  
**+857%** Sessions  
**+427%** Page Views

**+20%** Engagement Levels & Website Conversions



*Contrend has transformed the performance of our content in each market, and delivered valuable insights that I share with my colleagues across the bank.*

**Jasmine Ng**  
VP Marketing, United Overseas Bank



*Contrend identified how we should adapt our content post Covid-19, across our key markets. In a few months we've increased audience engagement levels and website conversions by over 20%.*

**Mike Hurle**  
Partner, KPMG