

## 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.

02



- creates unique engagement metrics to quantify 'Share of Voice' with competitors and the landscape
- Identify opportunities to generate competitive advantage
- **PRODUCTION &** WORKFLOW (Streamlined
- Insights generate automated content calendars with optimum multi-format content
- Contrend CMS and editorial team manage content production with >1.500 expert global contributors auto publishing to websites and content hubs

## ANALYTICS. **RECOMMENDATIONS. PREDICTION** (Automated)

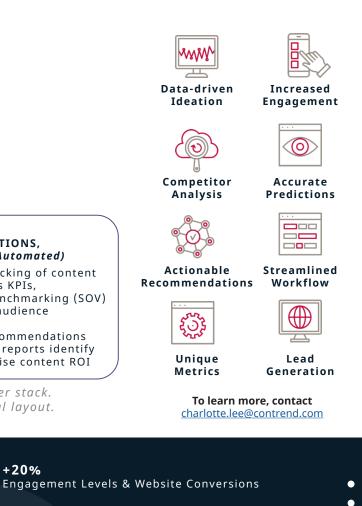
03

- Continuous tracking of content performance vs KPIs, competitive benchmarking (SOV) and changing audience preferences
- Automated recommendations and prediction reports identify ways to maximise content ROI

+20%

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.





•

• •

• •

• •

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

+10% Increase in sales New Users

+881%+857% Sessions

+427% Page Views



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

