

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.



01

STRATEGY & RESEARCH (Unique)

- Data-driven, multi market strategy formulation and ongoing research creates unique engagement metrics to quantify 'Share of Voice' with competitors and the landscape
- Identify opportunities to generate competitive advantage



02

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



03

ANALYTICS, RECOMMENDATIONS, PREDICTION (Automated)

- 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



Data-driven
Ideation



Increased
Engagement



Competitor
Analysis



Accurate
Predictions



Actionable
Recommendations



Streamlined
Workflow



Unique
Metrics



Lead
Generation

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
sarahgottshall@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 Hurl
Partner, KPMG