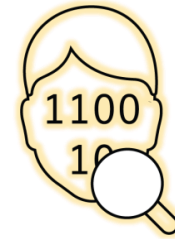


What is ContentampIQ?



AI-powered content marketing campaign



Targets professionals with an interest in topics related to your products & solutions



Delivers sequenced touchpoints over 3 months to move buyers closer to becoming leads

Highly visible placement alongside editorial

BLOGS & COLUMNS | SOMETHING TO CHEW ON

Will high pet treat sales growth soon come down to earth?

Pet treats are popular but also a discretionary expense, and in inflationary times, some pet owners may reduce their spending in the category.

SUBSCRIBE TO MAGAZINE

 Debbie Phillips-Donaldson
August 14, 2024



Higher pet treat prices may be driving some pet owners to cut back on their spending, leading to falling sales growth. Source: ClarkandCompany | iStock.com



Tip: Focus your creative on solving real industry challenges and questions —position your product as the answer!



How AI-affinity audiences work

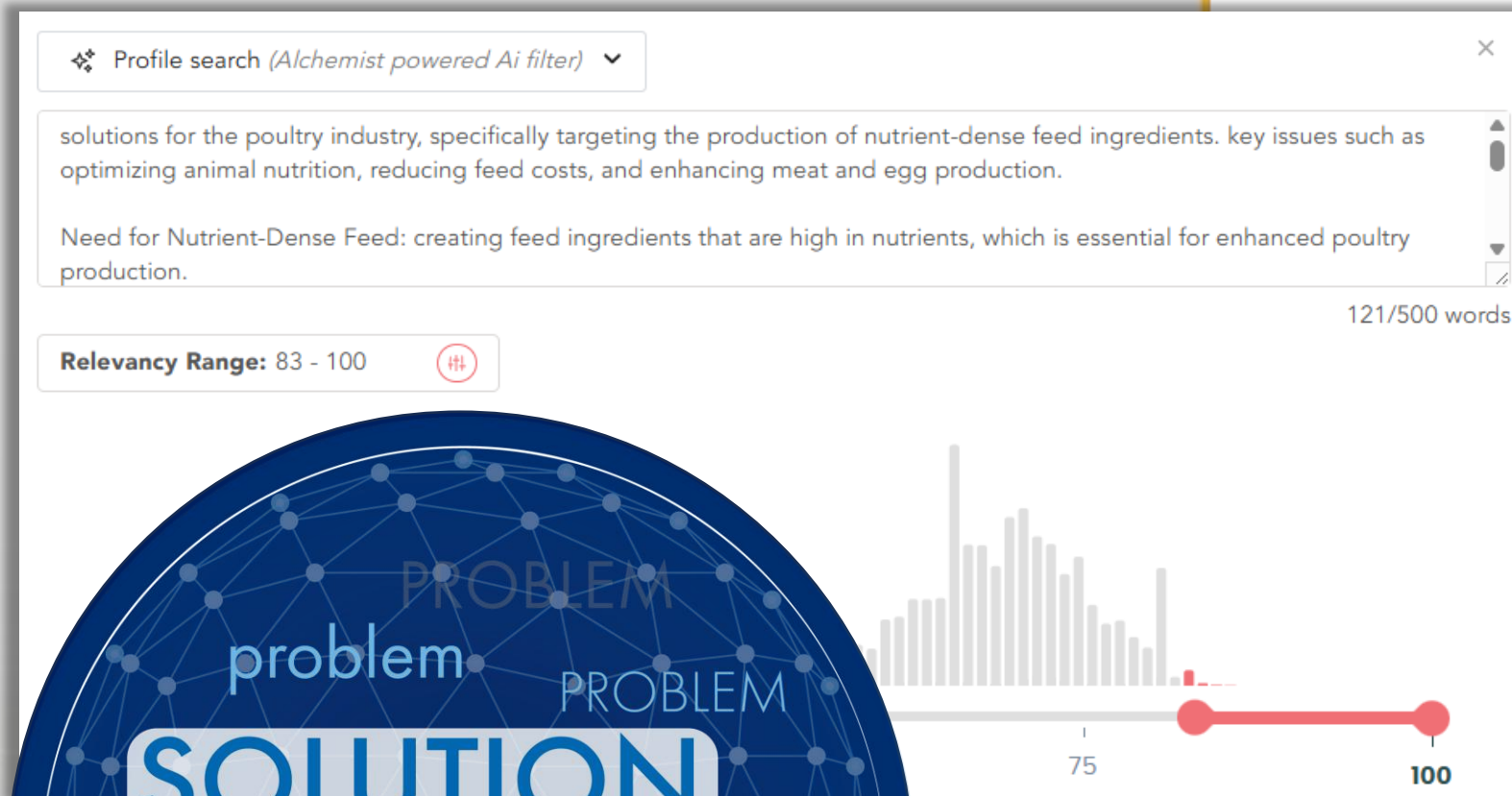
Profile search (Alchemist powered Ai filter) x

solutions for the poultry industry, specifically targeting the production of nutrient-dense feed ingredients. key issues such as optimizing animal nutrition, reducing feed costs, and enhancing meat and egg production.

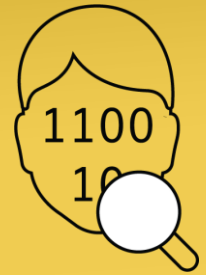
Need for Nutrient-Dense Feed: creating feed ingredients that are high in nutrients, which is essential for enhanced poultry production.

121/500 words

Relevancy Range: 83 - 100



We create a 500-word description of your industry solutions and the problems they solve. Our AI:



Identifies anonymous users based on reading behavior

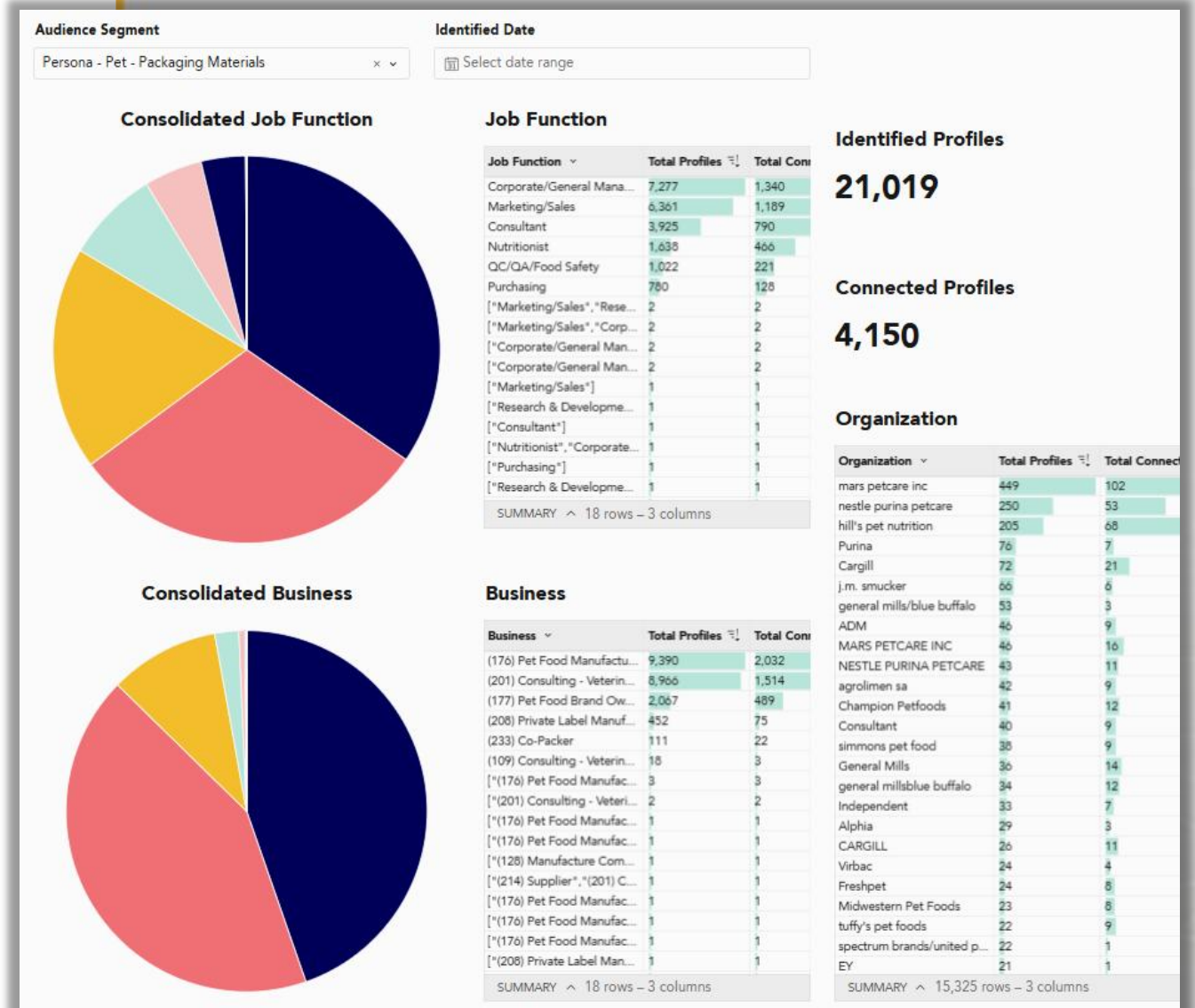
Builds audiences from actual content interest—not just job titles

Expands reach using proven industry and role-based segments

Audience Visibility

Directional insights about logged-in users, who saw or clicked your ads, serve as a powerful proxy for understanding your broader anonymous audience.

Engaged organizations, Job, and business functions



Choose the journey best tailored to your goals

All three options leverage AI-powered targeting to deliver personalized buyer journeys across 3–5 content assets. Two must be WATT-hosted.

1

+ Audience Insights

Build awareness and nurture interest with five text & image or video creative. Three may drive traffic direct to your website.

You receive insights on engaged users at any stage of the campaign.

2

+ Insights & Leads

Campaign is sequenced to nurture interest and convert. Includes an ABM audience extension campaign and a WATT hosted white paper.

You also receive qualified leads for known users who complete the full campaign journey or download the white paper.

3

+ Insights & Poll/Leads

Includes a poll to conduct research and ask about buying intent or role. Includes a templated ATM to promote the poll.

You also receive leads from users who engaged in the poll and response data (e.g., buying role, readiness to buy, or trends).

Creative Formats

Choose to provide your own creative or collaborate with our team

Text & Image with CTA Button



Handling Frozen Vaccines for In Ovo Vaccination

[Read Critical Guidelines](#)

Multi Question Poll



Boehringer Ingelheim
What we see now is the signals that are coming

Taoufik Rawi, DVM,
Boehringer Ingelheim

[Listen to Podcast](#)

Video Short with Call to Action (CTA) Button

Sponsored by

Nextin™
RESEARCH BY MARKETPLACE

Pop Quiz! Dog vs. Cat — what's trending with each?

Which of the following cat food formats were most commonly fed in the prior month?

- Raw
- Fresh
- Mousse
- Pate

Creative Formats

Text and Image with CTA Button


Alternate headlines take advantage of automated A/B testing



zoetis

Handling Frozen Vaccines for In Ovo Vaccination

[Read Critical Guidelines](#)



Strategies for IBDV programs

Developing vaccination programs for IBDV requires strategic use of several vaccine types.

[Learn More](#)



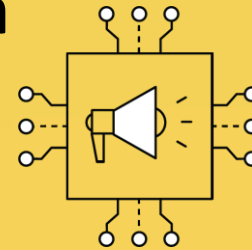
zoetis

In Ovo Vaccine Prep Tips

Important in ovo vaccine preparation steps that can help support efficacious vaccination.

[Learn More](#)

Get the Most from Dynamic Creative Variants



Consider headlines and descriptions that highlight different product strengths or user benefits

Creative Formats

Video or Audio Short

When to use:

- Promote key moments from a podcast or video interview
- Highlight top takeaways from a webinar to drive more on-demand views and leads



Repackage evergreen content

Just tell us the 30 second quote to highlight!



Creative Formats

Boehringer Ingelheim

Lo que vemos ahora son estas señales

Taoufik Rawi, DVM, Boehringer Ingelheim

ver el podcast

Boehringer Ingelheim

What we see now is the signals that are coming

Taoufik Rawi, DVM, Boehringer Ingelheim

Listen to Podcast

Video Translations

We create the scrolling caption for a video chat or podcast interview promo ad in your choice of language. Then link the CTA to a google translate version of the page.

Available transcription languages			
Catalan	Finnish	Lithuanian	Slovak
Croatian	French (FR)	Malay	Slovenian
Czech	German	Norwegian	Spanish (US)
Danish	Hungarian	Polish	Swedish
Dutch	Italian	Brazilian Portuguese	Turkish
English (US)	Latvian	Romanian	Greek (Beta)
Hindi (Beta)			

Creative Formats

Poll

Promote the first poll question alongside editorial to spark engagement

Sponsored by
Nextin[™]
RESEARCH BY MARKETPLACE

Pop Quiz! Dog vs. Cat — what's trending with each?

Which of the following cat food formats were most commonly fed in the prior month?

Raw
Fresh
Mousse
Pate

Sponsored by
Nextin[™]
RESEARCH BY MARKETPLACE

Pop Quiz! Dog vs. Cat — what's trending with each?

1 Point

Which of these novel proteins are dog parents most likely to try in a dog food?


Crickets
Cultivated meat
Alligator
Kangaroo

Are you up to speed on what pet parents are thinking?

Dear Julia,

Let's see if you've got your finger on the pulse of what pet parents are thinking.

Take our quick quiz and we'll tell you how well you know the latest trends/purchase motivators!



Which of the following cat food formats were most commonly fed in the prior month?

Raw
Fresh
Mousse
Pâté

Nextin[™]
RESEARCH BY MARKETPLACE

Users complete the poll on a short 100-300 word article

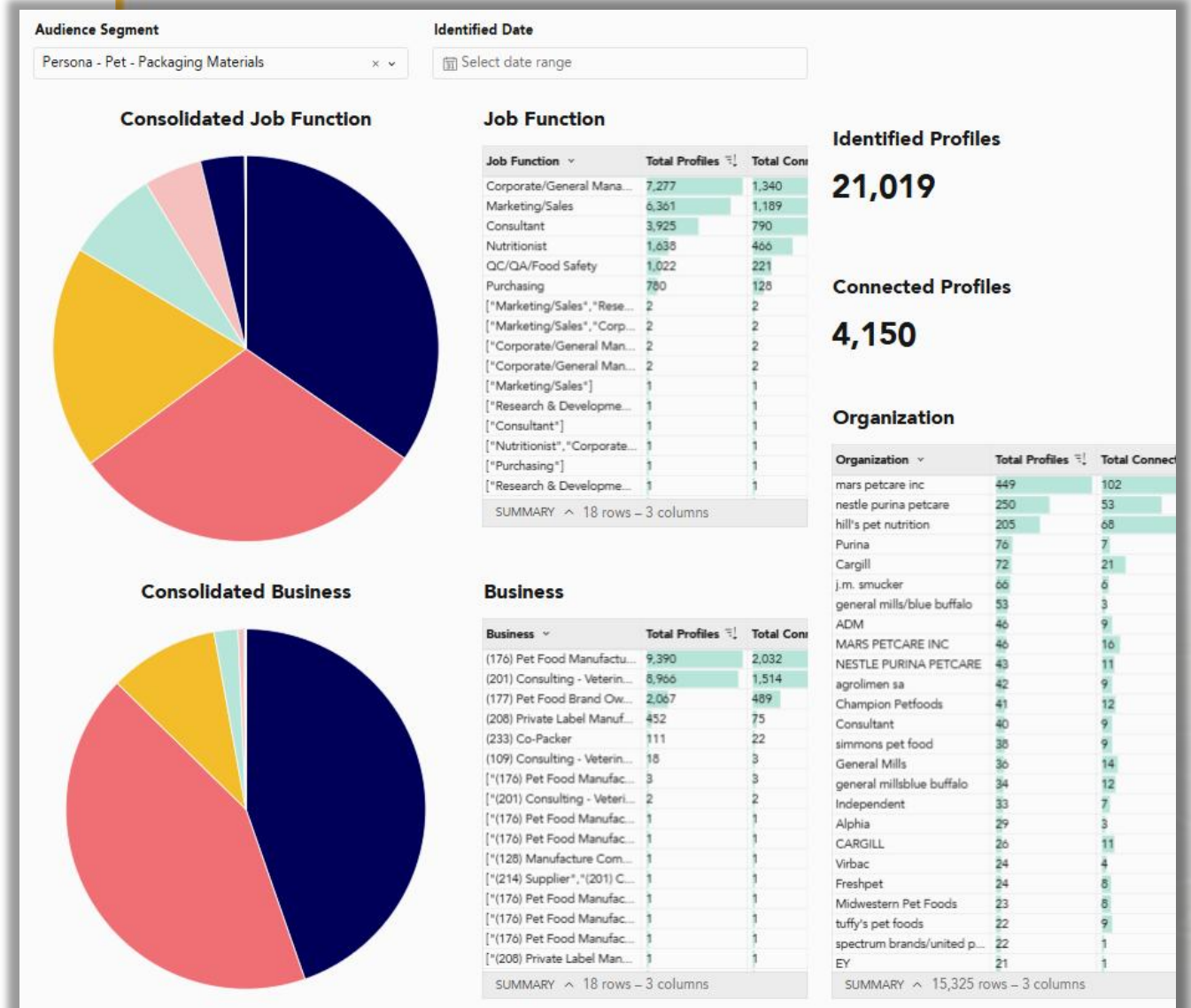


- Capture audience interest with a timely, relevant question
- Qualify users by buying role, timeline, or market need
- Gather real data to inform content and sales strategy
- Templated ATM included—you select color

Audience Visibility


Directional insights about logged-in users, who saw or clicked your ads, serve as a powerful proxy for understanding your broader anonymous audience.

Engaged organizations, Job, and business functions



Campaign Reporting

Impressions, clicks, CTR by creative



18,415

Total Impressions

4,311

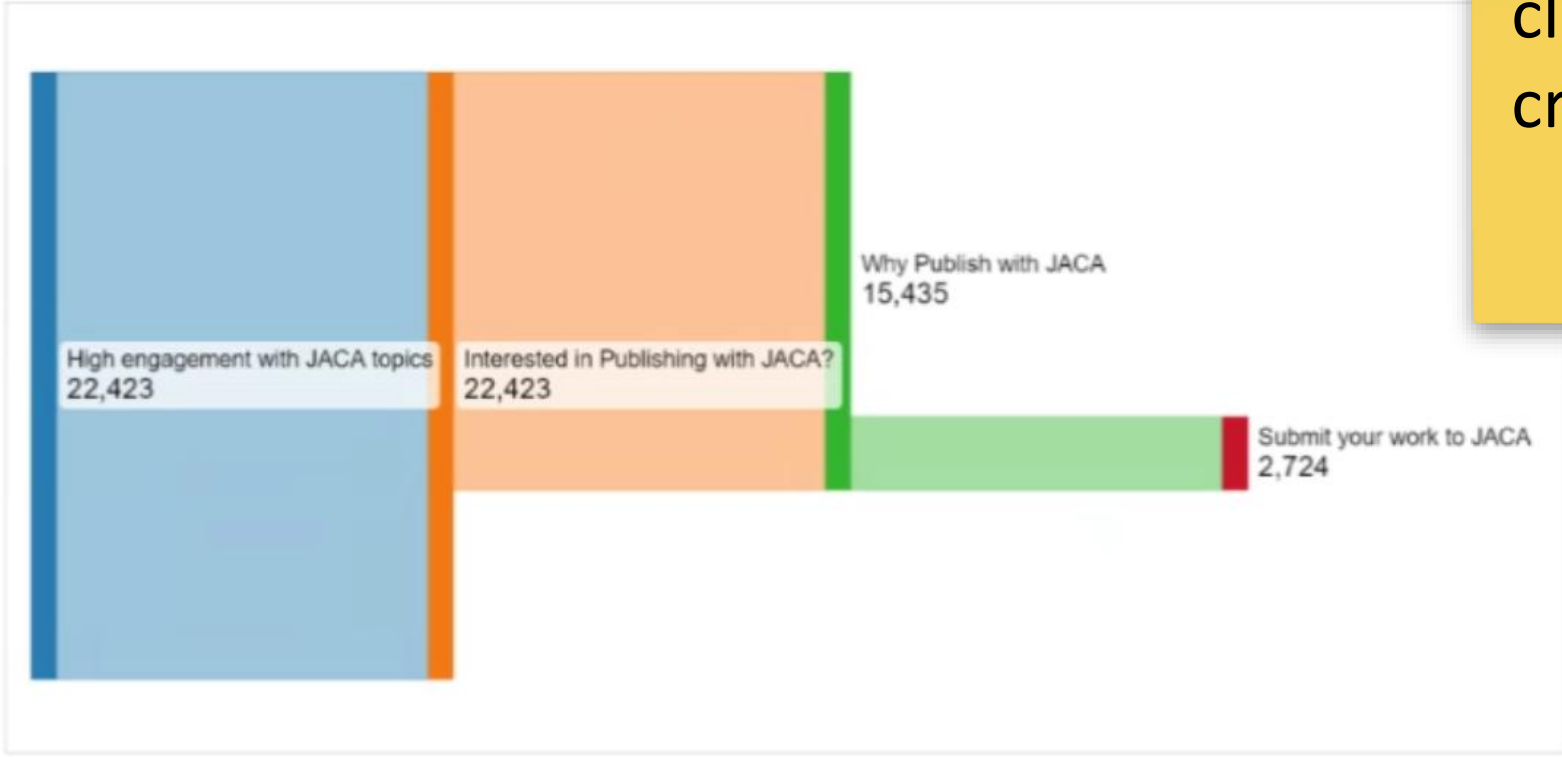
Total Conversions

23.41%

Conversion Rate

null

Permanently Dismissed



Touchpoint Overview

Stage	Impressions	Conversions	CTR	Touchpoint	Impressions	Conversions	CTR	Variant	Impressions	Conversions	CTR
1	15,435	3,645	23.6	Interested in	15,435	3,645	23.6	Variant A	15,435	3,645	23.6
2	2,724	473	17.3	Why Publish	2,724	473	17.3	Variant A	2,724	473	17.3
2	256	193	75.3	Submit your	256	193	75.3	Variant A	256	193	75.3

Campaign delivery options – Three month minimum

Each option includes 3-5 creative. Minimum of two must link to WATT hosted content.

1

+ Audience Insights

\$8,500 per month

May be a mix of WATT hosted sponsor content and content on your website. Can be augmented with WATT editorial related to your products/solutions.

You receive insights on what companies, job functions, and industry categories reached mid and full campaign engagement (for known users), plus impressions and clicks for engaged users at any stage of the campaign.

2

+ Insights & Leads

\$11,200 per month

Guide known and anonymous users through a sequence of content assets to nurture interest and convert. Includes an ABM audience extension campaign to boost lead results to a WATT hosted white paper (included).

You receive the same audience insights as above—plus qualified leads for known users who complete the full campaign journey or download the white paper.

3

+ Insights & Poll/Leads

\$10,700 per month

One of the landing pages is a WATT-hosted 100-300 word article with an embedded poll or quiz. Use the poll to conduct research and ask about buying intent or role. Includes a templated ATM to promote the poll.

You receive the same audience insights as above—plus poll response data (e.g., buying role, readiness to buy, or trends) and leads from users who engaged in the poll.