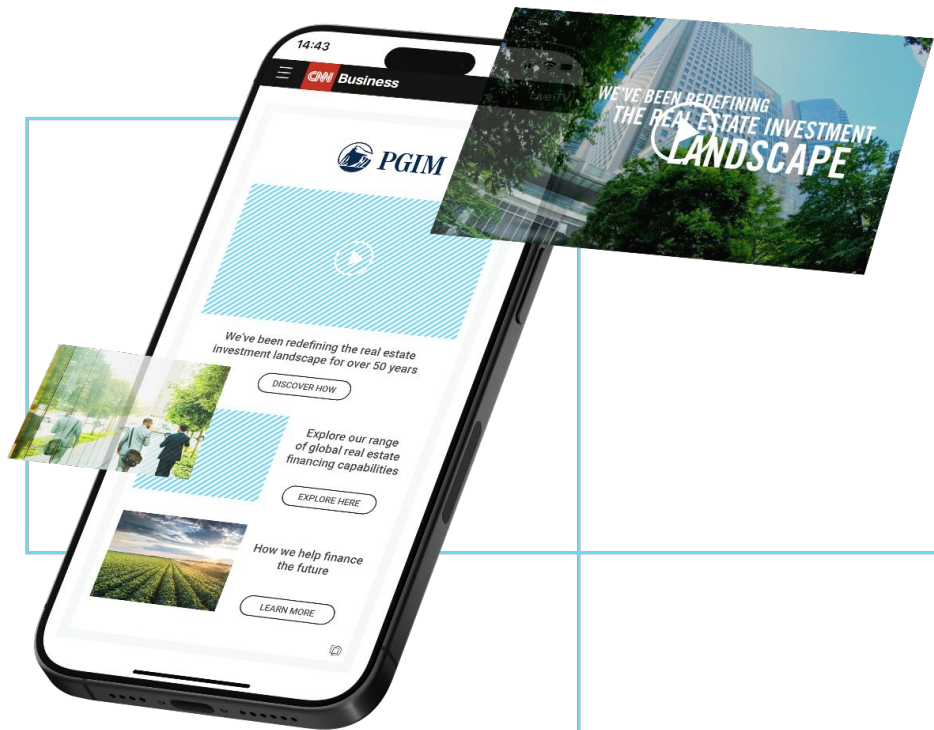




# Dianomi™

## Introducing the Content Hub





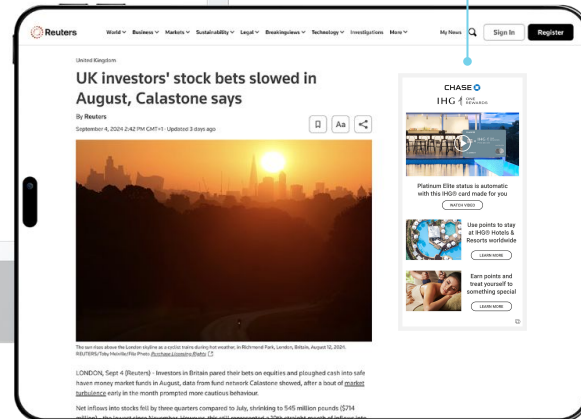
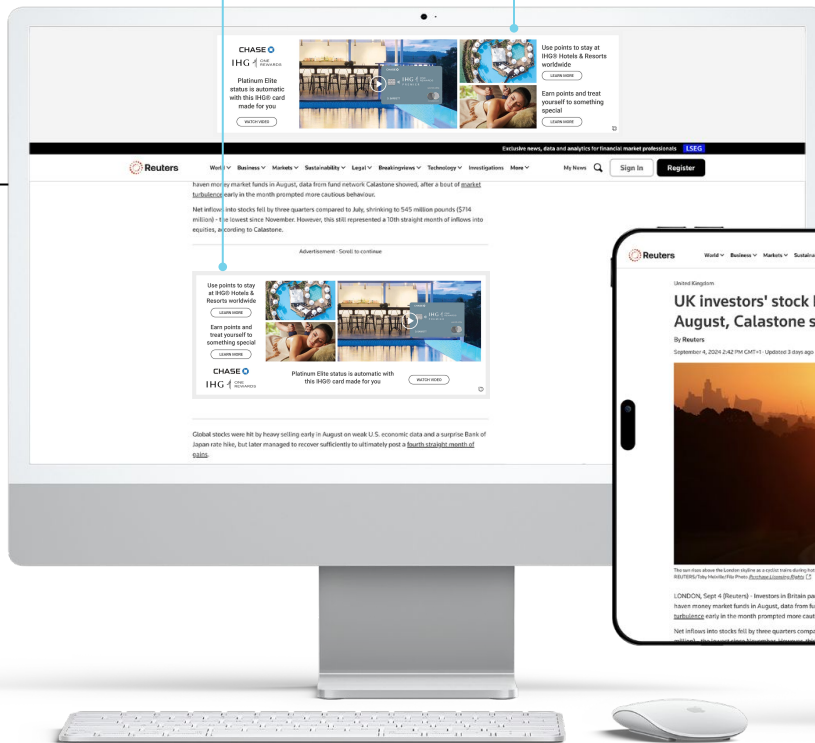
IN-ARTICLE

LEADERBOARD

RHR / MOBILE

## DIANOMI CONTENT HUB

- Increase brand awareness
- Drive engagement
- One unit with 100% SOV



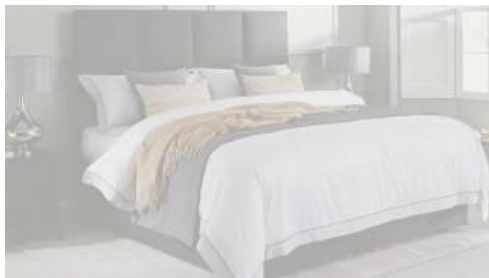


## DIANOMI CONTENT HUB

# Technology that works to promote your brand

Combines the power of attention-grabbing video/podcast/poll with action-driving native ad units, giving the audience control over their user experience.

## VISPRING



Vispring offers a luxury sleeping experience like no other.



Discover our limited edition designs, handcrafted by our master bed makers.



Weightlessly comfortable and exclusively finished mattresses.



[PREVIEW LIVE CONTENT HUB](#)

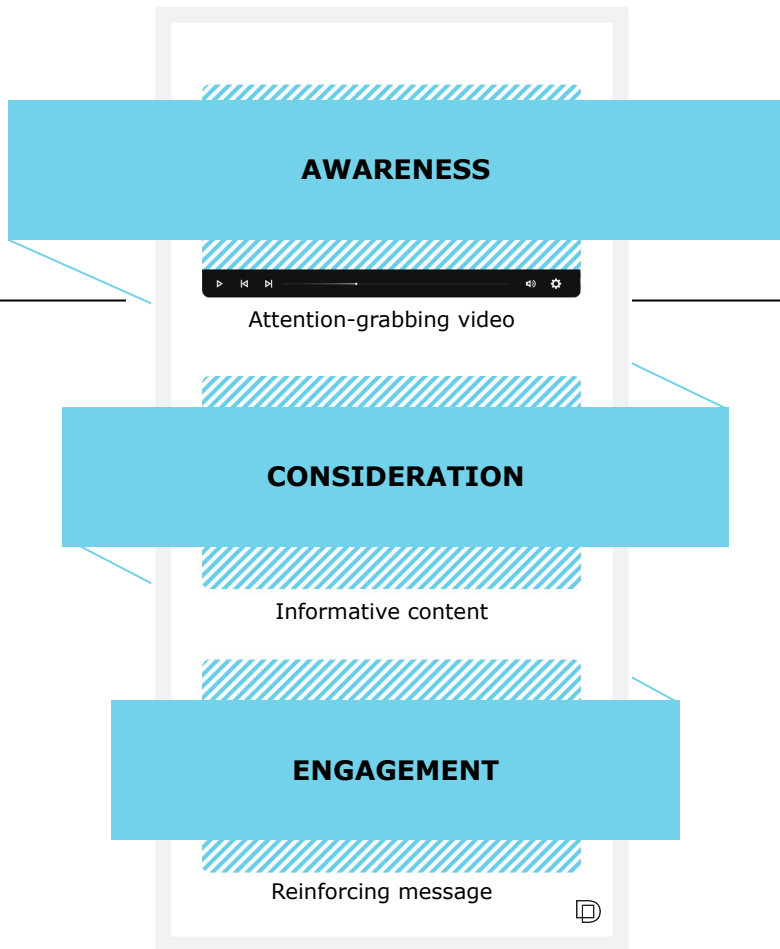


## DIANOMI CONTENT HUB

# A full funnel solution

Combines all previous campaign efforts and automates content creation by repurposing assets based on ad score.

This self-optimizing unit uses click-through rate and cost per click to combine all campaigns into one impactful unit.

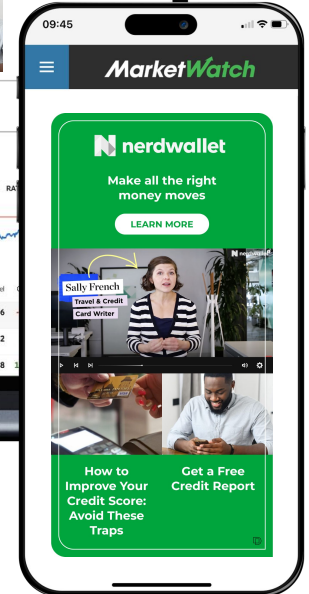
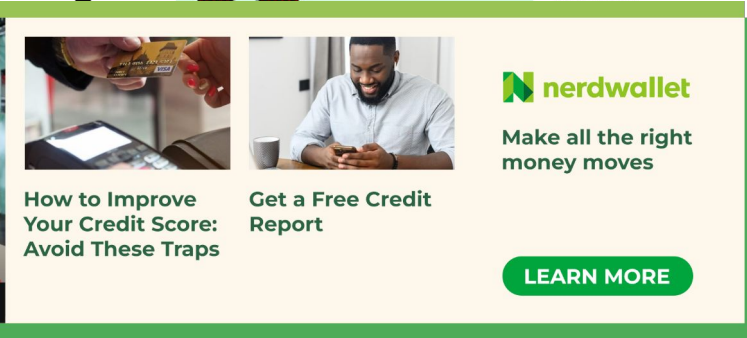
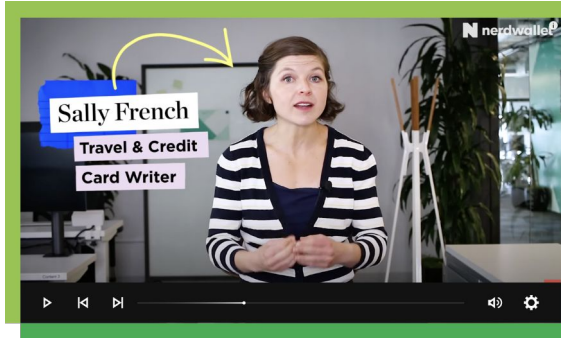
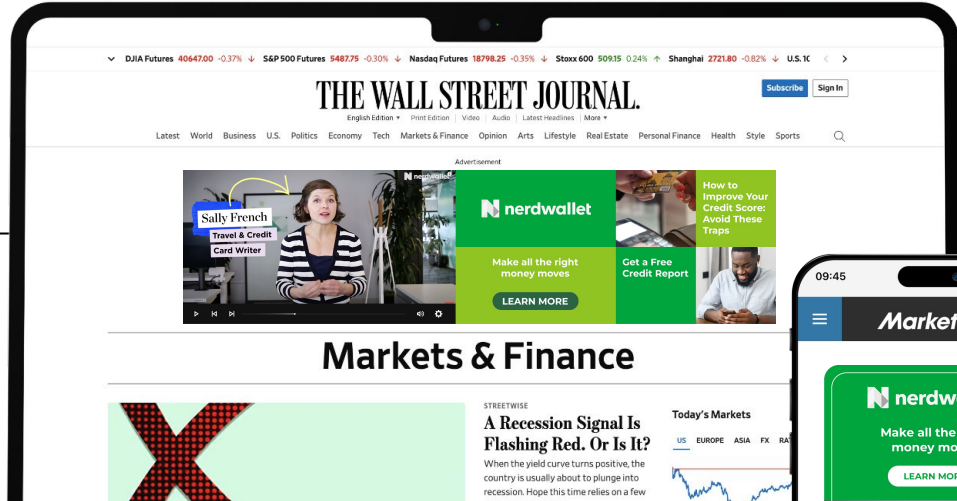




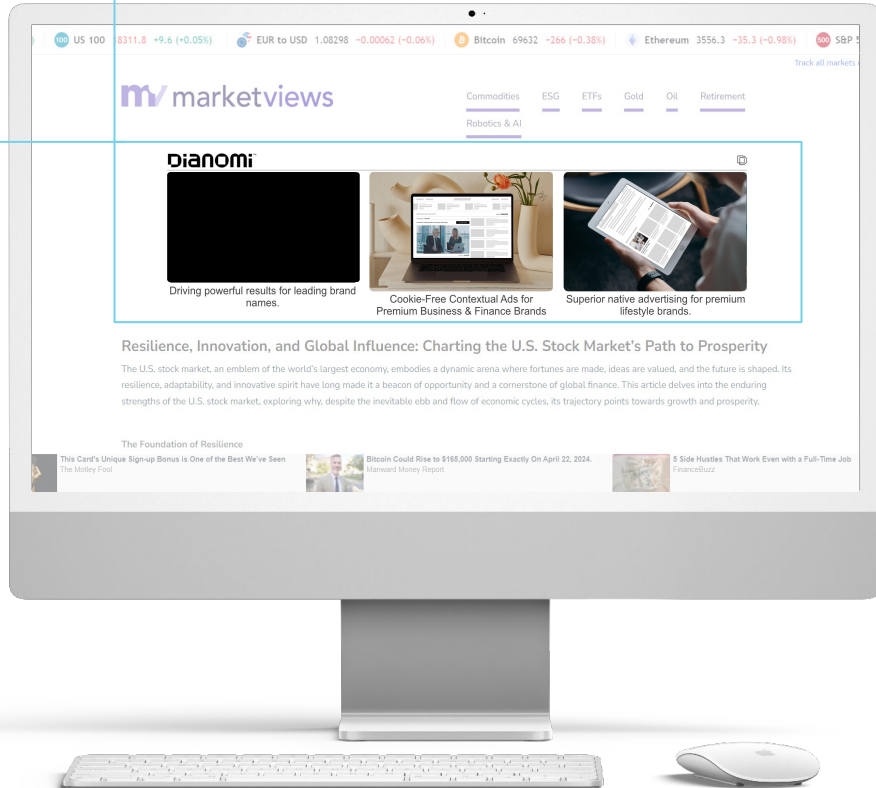
## DIANOMI CONTENT HUB

# Custom design units

Bespoke units can be built for the client to maximise their branding



# Case Study



## CHALLENGE

A global investment management firm had prior success on Dianomi running both native and video ads in separate placements, but wanted to engage their audience in a higher impact take over unit to distribute multiple pieces of content.

## SOLUTION

Dianomi launched the Content Hub, a **high-impact above-the-fold placement**, which includes one awareness unit (podcast, video or poll) along with two native units served on one Viewable CPM. This allows for multiple creative ad formats, with **100% share of voice**, in a single unit.

## RESULTS

The Content Hub drove **44% increase in VCR** (video completion rate) compared to standard outstream video. They also saw an improvement in overall click traffic on the two native units.



# Dianomi™

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