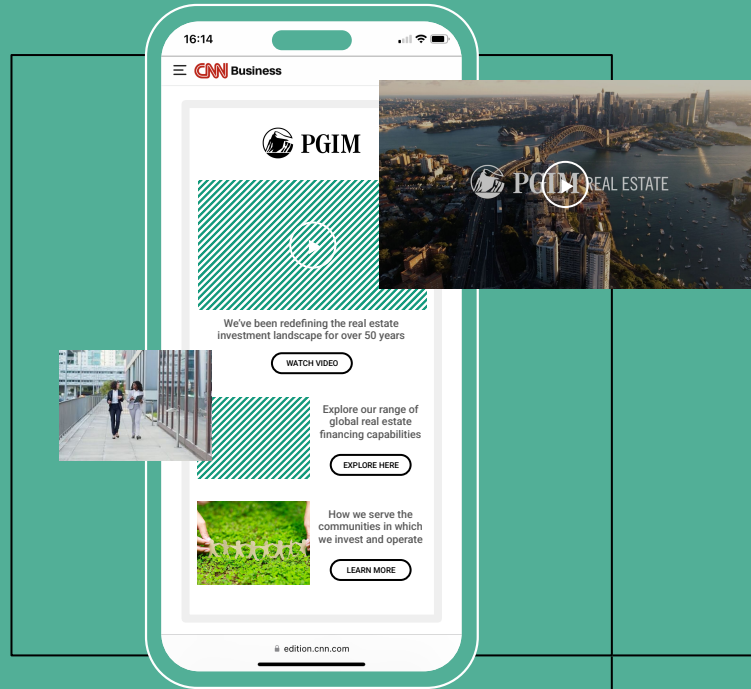




Dianomi™

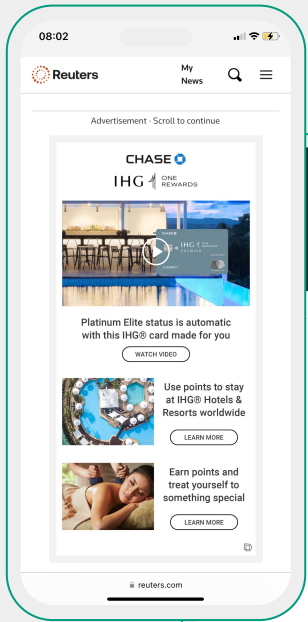
Introducing the Content Hub



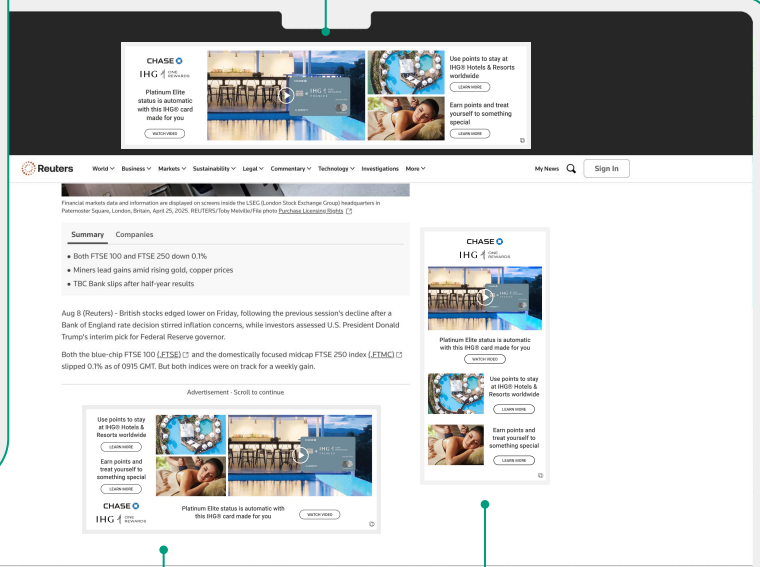


DIANOMI CONTENT HUB

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



LEADERBOARD



IN-ARTICLE

RHR / MOBILE



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](#)

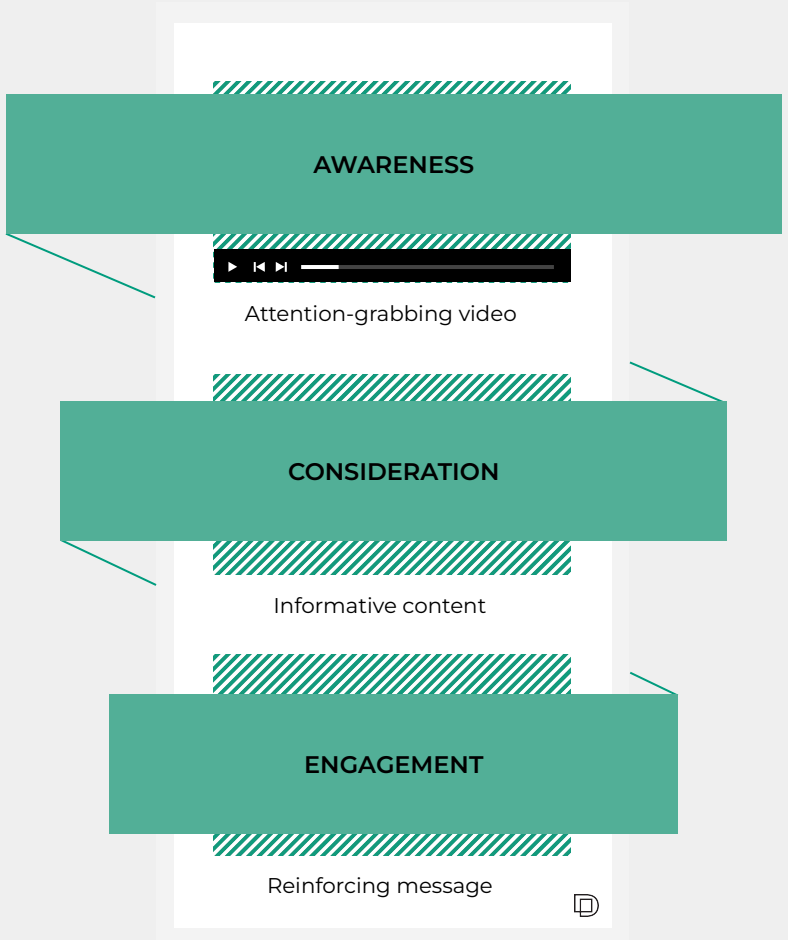


DIANOMI CONTENT HUB

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.

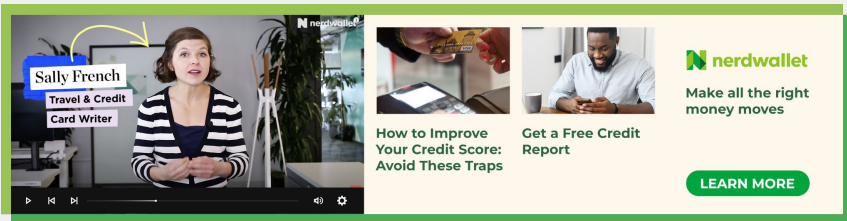
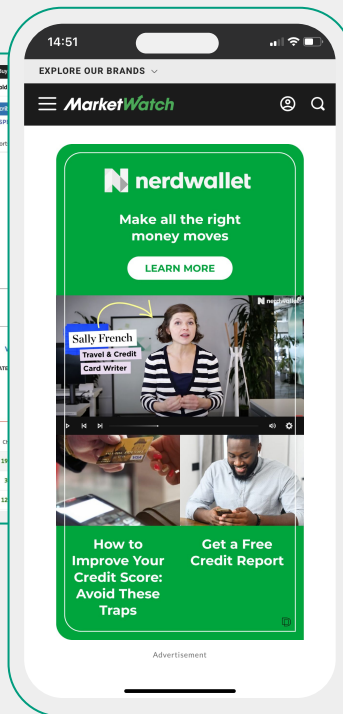
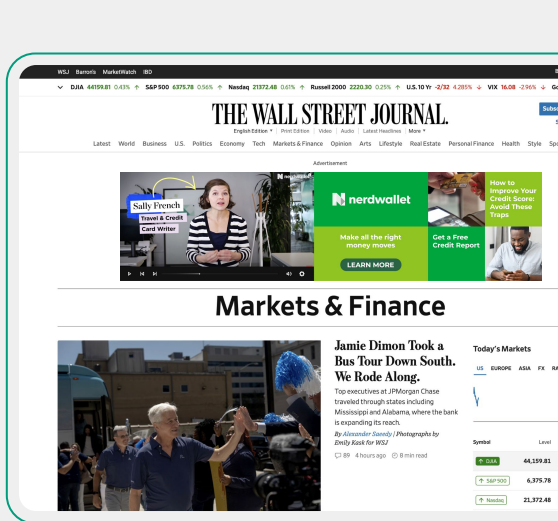




DIANOMI CONTENT HUB

Custom design units

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





DIANOMI CONTENT HUB

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.

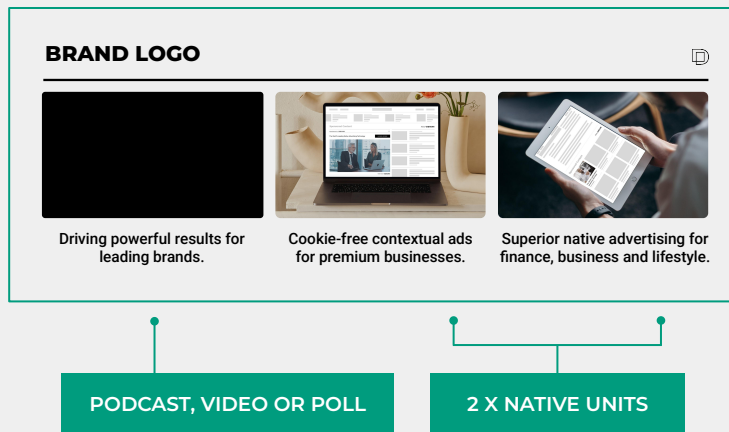
SOLUTION

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.

+44%

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.





WHAT NEXT?

Get In Touch

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