



HEED

UNDIVIDED ATTENTION, CAREFUL THOUGHT, OR STRONG INTEREST

Buying media so the right people notice you in the right way.

Solution Overview

In our shifting digital landscape, the potential for achieving high impact with media buying is great. But so is the risk. Achieve your potential and avoid the pitfalls.

Benefits



Maximize return on content + creative



Leverage traditional + new ad platforms



Reach highly specific people with unique data

Products + Services Used

We partner with you to align media buys with your pertinent strategy to achieve + optimize results.

- ▶ Media mix modeling
- ▶ Media buy planning
- ▶ Brand safety assessment
- ▶ Optimization experiments
- ▶ Advertising asset creation
- ▶ Media buying playbook definition
- ▶ Current media mix analysis
- ▶ Digital platforms media buying
- ▶ Sponsored content
- ▶ Out-of-home media buying
- ▶ Print media buying
- ▶ Retail + hospitality media buying
- ▶ ContentWRX assessment
- ▶ CS Lab analyses
- ▶ CS Brain consultation
- ▶ CS Forge creative

Sample Clients



"Our sponsorship collaboration with Content Science has helped us increase awareness of Kontent.ai and boost our credibility with content and marketing professionals in North America and around the world."

Vojtech Boril, VP, Kontent.ai

"Content Science introduced our content and research to influential audiences in North America that we could not reach on our own."

Paul Gerard, DC, University of Portsmouth