

# Branded content

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# What we do

We develop custom media, create branded content, and provide consulting services for tech companies in blockchain, AI, fintech, aerospace, or beyond.

## Our clients



A blockchain 3.0 platform for decentralized apps and scalable smart contracts



A predictive analytics provider offering solutions based on crowd wisdom and AI



A marketplace for decentralized blockchain-based computing services



A decentralized open source smart contract and value transfer protocol



A p2p global credit network protocol based on cosigned smart contracts and blockchain tech



A web 3.0 solutions provider and an open-source blockchain platform for decentralized applications

## Our media



The leading Russian-language media outlet on cryptocurrencies and blockchain tech

In March 2019:

- 1.71 M visits
- 500k unique visitors
- 120k subscribers on social media

[Check it out](#)

# lawless.tech

An English-language publication on legal aspects of innovations and technological advancement

In 12 months:

- Features viewed 209,000 times
- 28,000 unique visitors
- 1,400 subscribers on social media (5% of readers)

[Check it out](#)

# What is branded content

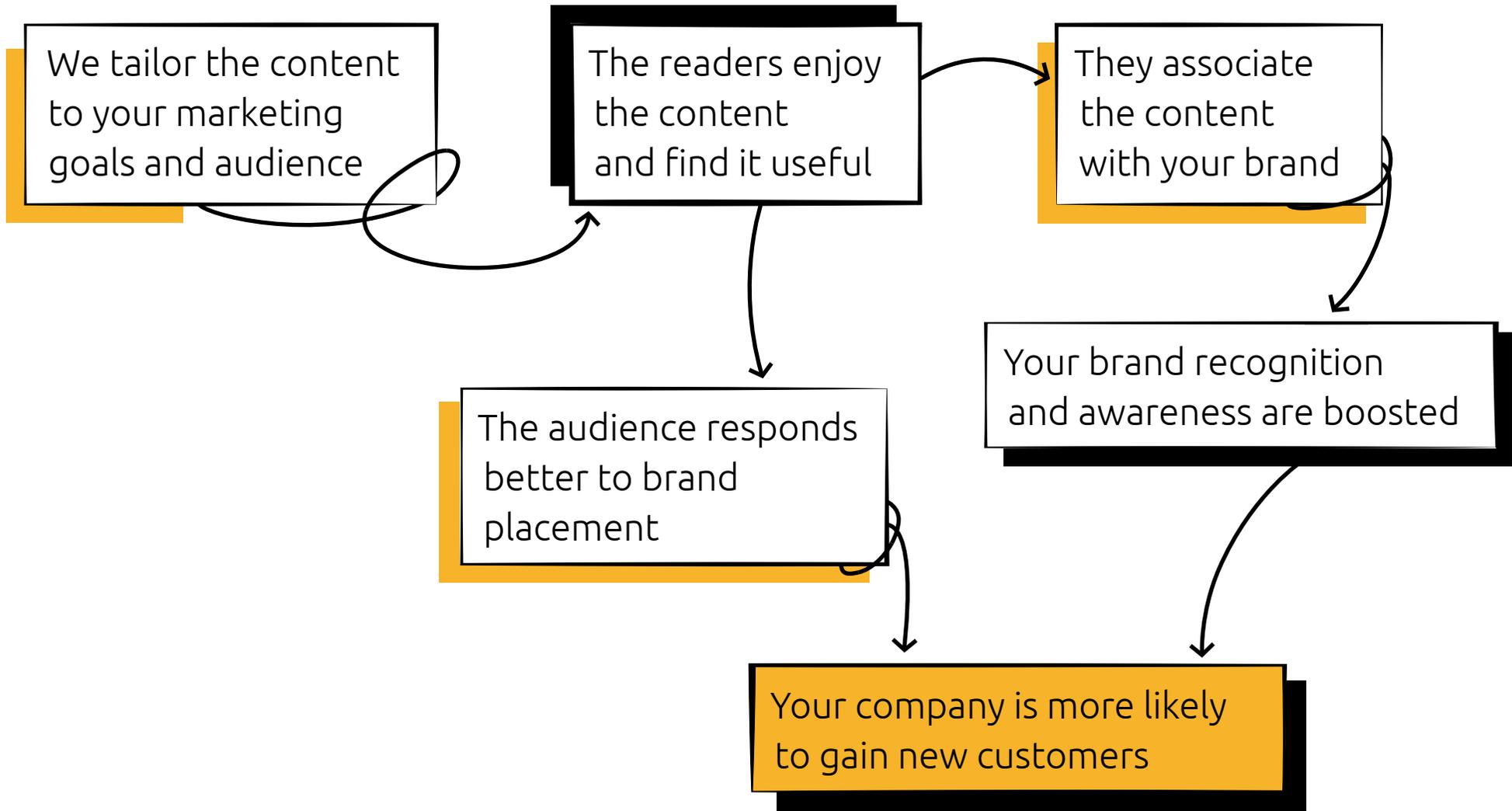
Branded content is an up-and-coming multimedia format. It can be an illustrated longread, an in-browser game, a video, or a landing page. It bears the visual identity or the name of the brand behind it, hence the name.

Companies use this kind of content to reinforce their brand while reaching out to, engaging and retaining their target audiences.

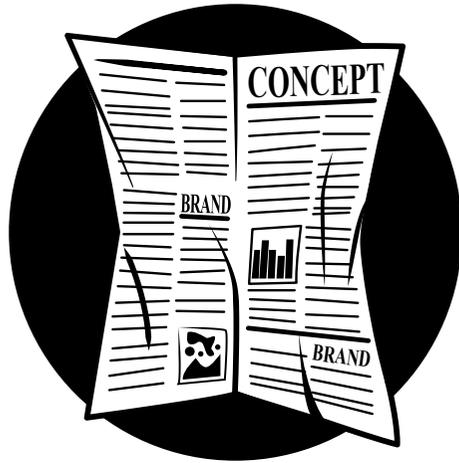
Branded content is proven to be beneficial for audiences and brands alike. The New York Times, The Washington Post, The Guardian, and other major publications use it to that end.

| <b>Branded content effect on audience</b> | <b>Branded content effect on brand</b> |
|---|--|
| Entertains, informs, and educates         | Reinforces the brand                   |
| Meets the audience's interests and needs  | Engages and retains the audience       |
| Showcases strong brands                   | Attracts new users or customers        |

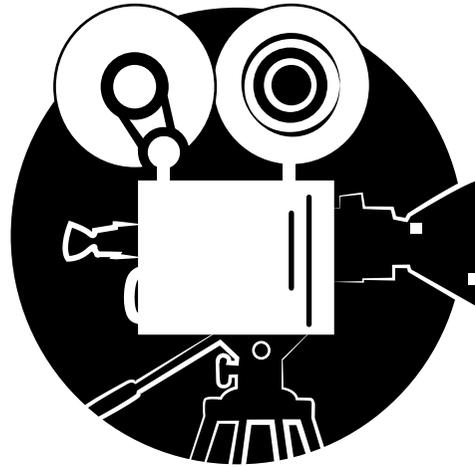
# How it works



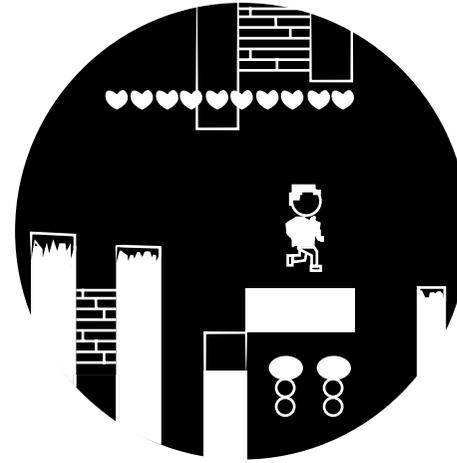
# What we offer



Illustrated  
longreads



Videos



In-browser  
games



Landing pages

We offer different formats of branded content. All of them feature native placement of your brand and ensure audience engagement.

# Stats for our branded content



## From HODLers to traders

An illustrated product review for a brokerage app

- 2,500 sessions over 1 week
- CTR of 13.5%
- Conversion rate of 38.14%



## Fear and loathing in the ledger

An animated longread on online casinos and the use of decentralized tech in gambling

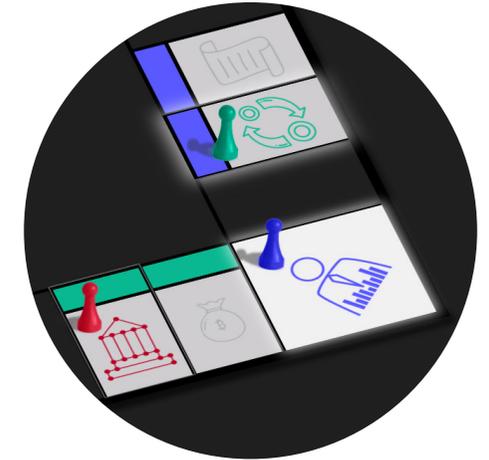
- 4,500 sessions over 2 weeks
- CTR of 17.8%
- Conversion rate of 26.3%



## Delegated-Proof-of-Stake as an Alternative to PoW and PoS

An illustrated longread on DPoS, a consensus algorithm underpinning the most efficient blockchain systems

- 7,000 sessions over 4 weeks
- 2,000 registrations on sponsor's website



## No country for startups

A series of illustrated longreads on starting a cryptocurrency business

- 11,000 sessions over 4 weeks
- CTR of 6.8%
- Conversion rate of 2%

# Contacts



If you want to order branded content, please contact us and we will get back to you within 24 hours.

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