

EBNER MEDIA GROUP DOUBLES WEBSITE VISITORS AND AD REVENUE BY CURATING GERMAN CONTENT WITH CURATA CCS CONTENT CURATION SOFTWARE

THE SITUATION

Ebner Media Group is a 200-year-old German publishing company with about 70 magazine titles across industries such as package printing, eyewear, 3D printers, and events.

To keep up with the digital revolution, Ebner Media began a transformation to become a multi-platform content company, recognizing the importance of digital for the company and its readers. Ebner Media hired a new CEO, Gerrit Klein, to lead the transformation in 2008.

THE CHALLENGE

The demand for quality content increased dramatically when Ebner Media began creating digital website versions of each magazine. Although an editorial staff wrote original content for these sites, they could not create enough content to keep the sites constantly updated with fresh, relevant information.

In an attempt to resolve this problem, editors for each website scanned the Internet for relevant content to share; however, this manual process was time-consuming and ultimately insufficient. Ebner Media turned to technology to ramp up its stable of articles without adding staff.

THE SOLUTION

After a vendor search and a test of multiple content curation solutions, Ebner Media selected Curata CCS (content curation software) for its ability to find highly relevant content and its ease of use. In addition, Klein explained that Curata CCS had no problem finding appropriate articles in the German language.

In early 2015, editors started to use Curata CCS for the relaunch of their website geared towards event professionals. Two-thirds of the articles on this site are sourced through Curata CCS as its scans German language sites (editorial staff writes the remainder). A side benefit: Curata CCS identifies articles that help editors stay updated on trends and issues in the events industry.

With this increase in content, Ebner Media's events editorial team was also able to start sending daily and weekly newsletters in an automated fashion. There is enough curated content to fill a daily newsletter with five articles and a weekly newsletter with 10 articles.

The newsletter allowed Ebner to better engage their audience and bring in a new revenue stream through advertisement.

"Without Curata, it would have been impossible to publish these newsletters manually," Klein said.

EBNER VERLAG

At-a-Glance

Company
Ebner Media Group

Ebner Verlag (Ebner Media Group) prints and publishes journals, technical periodicals, and special Interest magazines.

Challenge

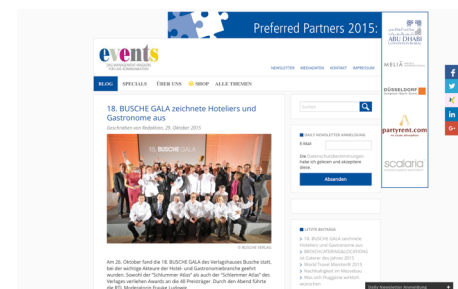
Find German language content to supplement staff-written articles on various media sites.

Solution

Use Curata CCS software to source articles for media sites and populate daily newsletters.

Benefits

- Substantially increase the amount of content for readers without adding staff.
- Attract greater website audiences and drive more traffic to the site. (Page views increased by 260%)
- Create newsletters and produce a new revenue stream with newsletter advertisers.



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THE RESULTS

During a nine-month period using Curata CCS, the team found that visits to the event website jumped 260% and page impressions rose 115%. Unique visitors and ad revenue doubled for this site.

“We hoped that Curata would impact readers, but it was surprising how much Curata boosted revenue,” said Klein.

The newsletter also has strong open rates and a growing subscription base. According to Klein, the curated content from Curata CCS helped establish an entirely new revenue stream by selling ads for this newsletter.

Curata plays a “significant role” in a portfolio of software tools that Ebner Media uses to streamline workflows for the web, ecommerce, and data collection. With all the success for the events website, Ebner Media decided to expand its use of Curata CCS.

The editorial teams behind three other Ebner Media sites (package printing, eye wear, and 3D printing) recently began using Curata CCS to curate content in their respective industries.

About Ebner Verlag

Ebner Verlag (Ebner Media Group) prints and publishes journals, technical periodicals, and special interest magazines. Its publications include, Chronos, Film & TV Kameramann, Naturstein, Gitarre&Bass, Page and WatchTime. The company is headquartered in Ulm, Germany and has 18 locations in Germany, Europe, the US and Asia.

About Curata

Curata, Inc. is the leading provider of software that empowers marketers to scale a data-driven, content marketing strategy to grow leads and revenue. Curata CMP (content marketing platform) and Curata CCS (content curation software) enable marketers, for the first time, to harness the power of content creation, curation and analytics to yield a predictable and more successful stream of content. Key components of Curata CMP include strategy, production (e.g., calendaring, workflow) and analytics, along with the option of adding the industry's leading business grade content curation software, Curata CCS. Hundreds of companies depend upon Curata to fuel their content marketing engine. Curata was founded in 2007 and is headquartered in Boston, Mass. Learn more at www.curata.com or follow us on Twitter [@curata](https://twitter.com/curata).

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