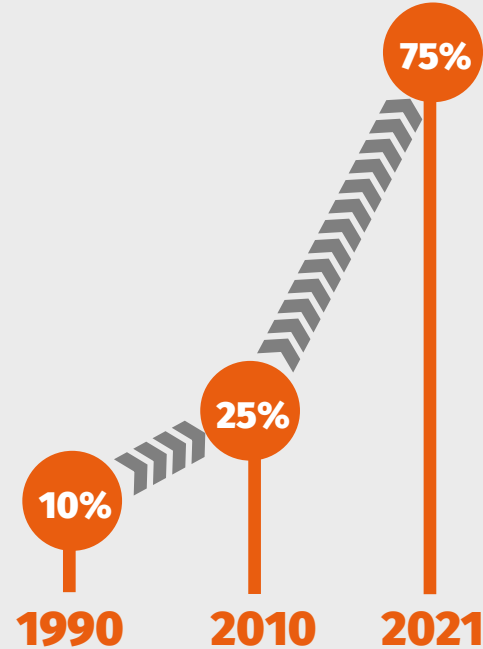


Digital lead generation
... should not be rocket science.

Digital lead generation is key

Contentpepper®



Digital parts of the buyer journey over the years

Gartner®

~70-

80%



"the trend is here to stay"

of B2B decision makers prefer remote human interactions or digital self-service.

**McKinsey
& Company**



Problem

3+ Tools required (Web, Newsletter, Social Media).

Strategy **is missing** in most tools.

Growth Data is **not shared** across tools.

Decisions are mostly **educated guesswork.**



Solution

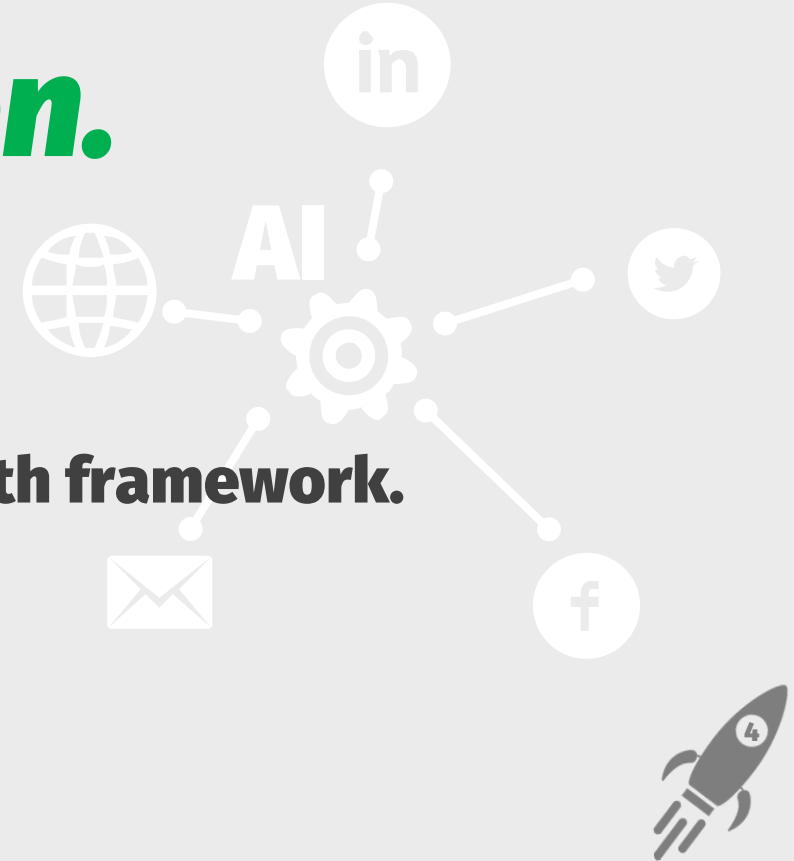
Contentpepper®

1 Solution for Web, Newsletter, Social Media.

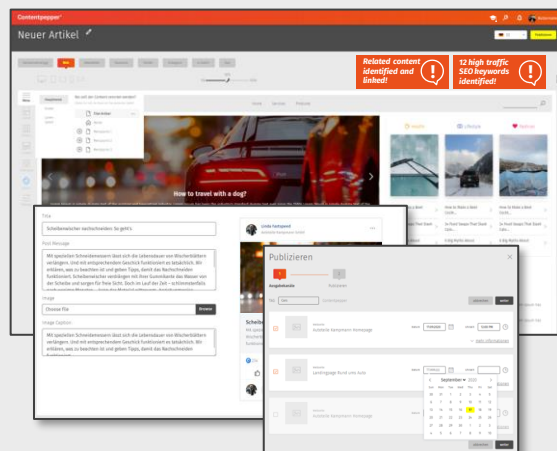
Strategy as **part of the solution.**

Growth Data is **shared** across all channels.

Decisions are **based on AI** and a growth framework.

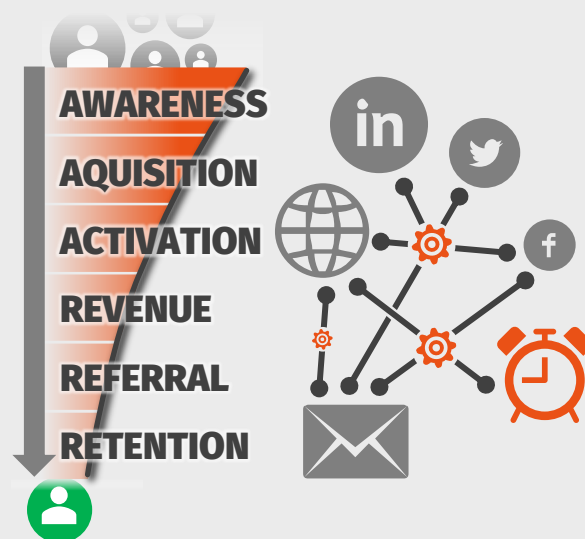


Our Solution



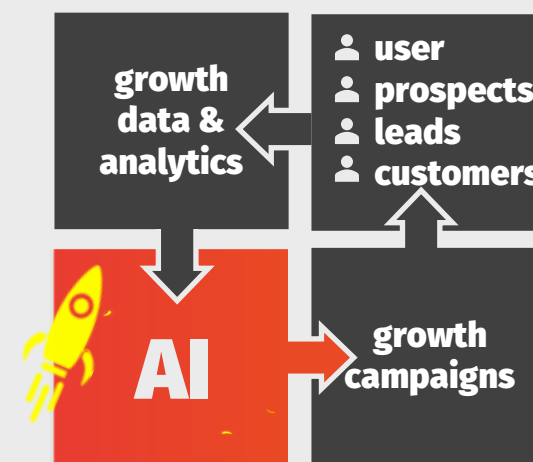
A digital marketing suite integrating planning, creation and distribution for web, newsletter and social media connected to ...

to grow



... a growth process, managing digital channels & campaigns for all stages of the digital customer journey, converting prospects into customers supported by ...

smarter!

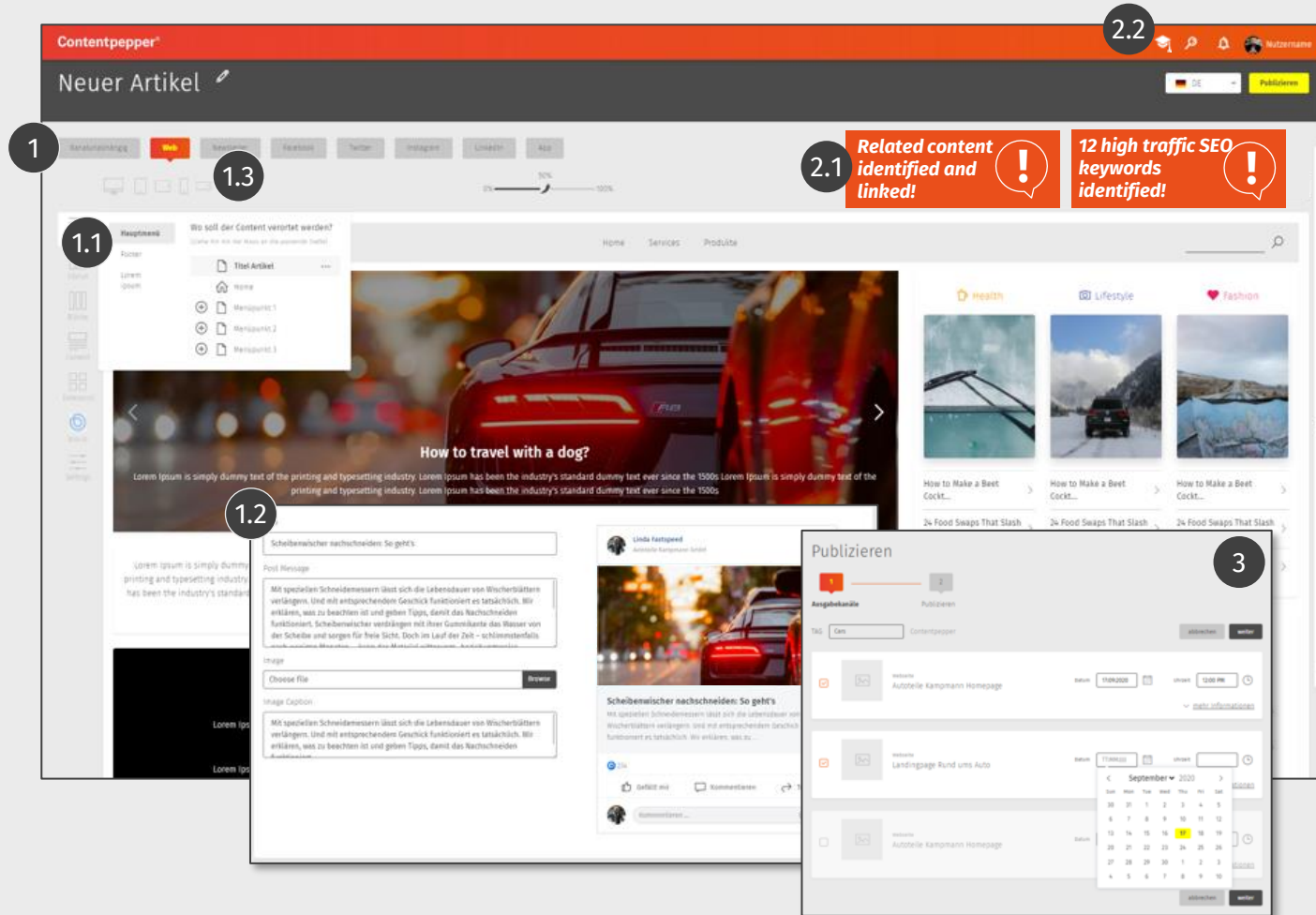


... a unique growing database of marketing interactions with Contentpepper Cloud continuously trains our AI to provide the best advice for digital growth.



Contentpepper in a nutshell

Contentpepper®



Broad, digital visibility ✓

- 1 Digital Channels Selection
- 1.1 Website Manager
- 1.2 Social Media Manager
- 1.3 Newsletter Manager

Marketing know-how ✓

- 2.1 AI-Marketing insights
- 2.2 Growth Marketing Hub

Time ✓

- 3 Campaign automation



Self-learning marketing AI



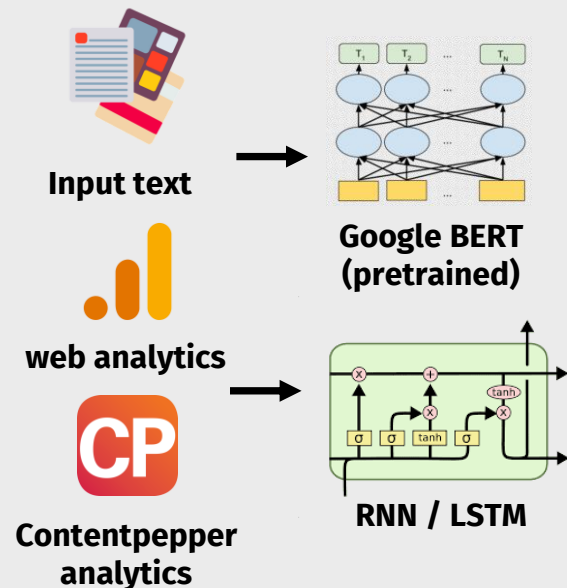
Contentpepper continuously gathers native and 2nd party behavioral data on all digital channels from all Contentpepper users and their prospects, leads and customers.

Data and analytics is processed in various AI-modules and automatically generates real time decision support. Prediction quality and support features will increase over time as the database grows.

Data of thousands customers creates a competitive advantage which makes Contentpepper which cannot be easily replicated.



Marketing AI usecases



Keyword extraction and matching with Google Search Console allows suggestion and automation of meta keywords.

➔ **Improve SEO**

Automated placement of related content matching the search intent of a visitor.

➔ **Increase „average time on page“**

Identification of key-sentences which can be automatically posted in social media campaigns.

➔ **Increase social media visibility**

Identification of underrepresented SEO-keywords to suggest “next best SEO-content”.

➔ **Increase keyword ranking**

Information about the best timing for every channel and every type of content.

➔ **Increase content efficiency and traffic**

Automated real-time matching of content and target audience.

➔ **Increase content relevance**



The Contentpepper Team

Contentpepper®

Founders



Jochen Lohmann
Finance/Projects



Marc Czeslick
Business Dev./Product

Management Team



Alexander Hummelt
CMO/CSO



Dirk Schmedding
CPO



Dr. Christian Spethmann
Head of AI



Omar Achour
CTO

+20 employees + scaling partners

Business Angel Board



Markus Irmischer
Brand Marketing



Mark Mätschke
Corporate Communications



Thomas Bartel
Performance Marketing



Wilhelm Alms
Investor Relations



Thomas Weidner
Governance



Lutz Glandt
Media Industry

**and the areas in which
they support us.**



Status quo Contentpepper Cloud

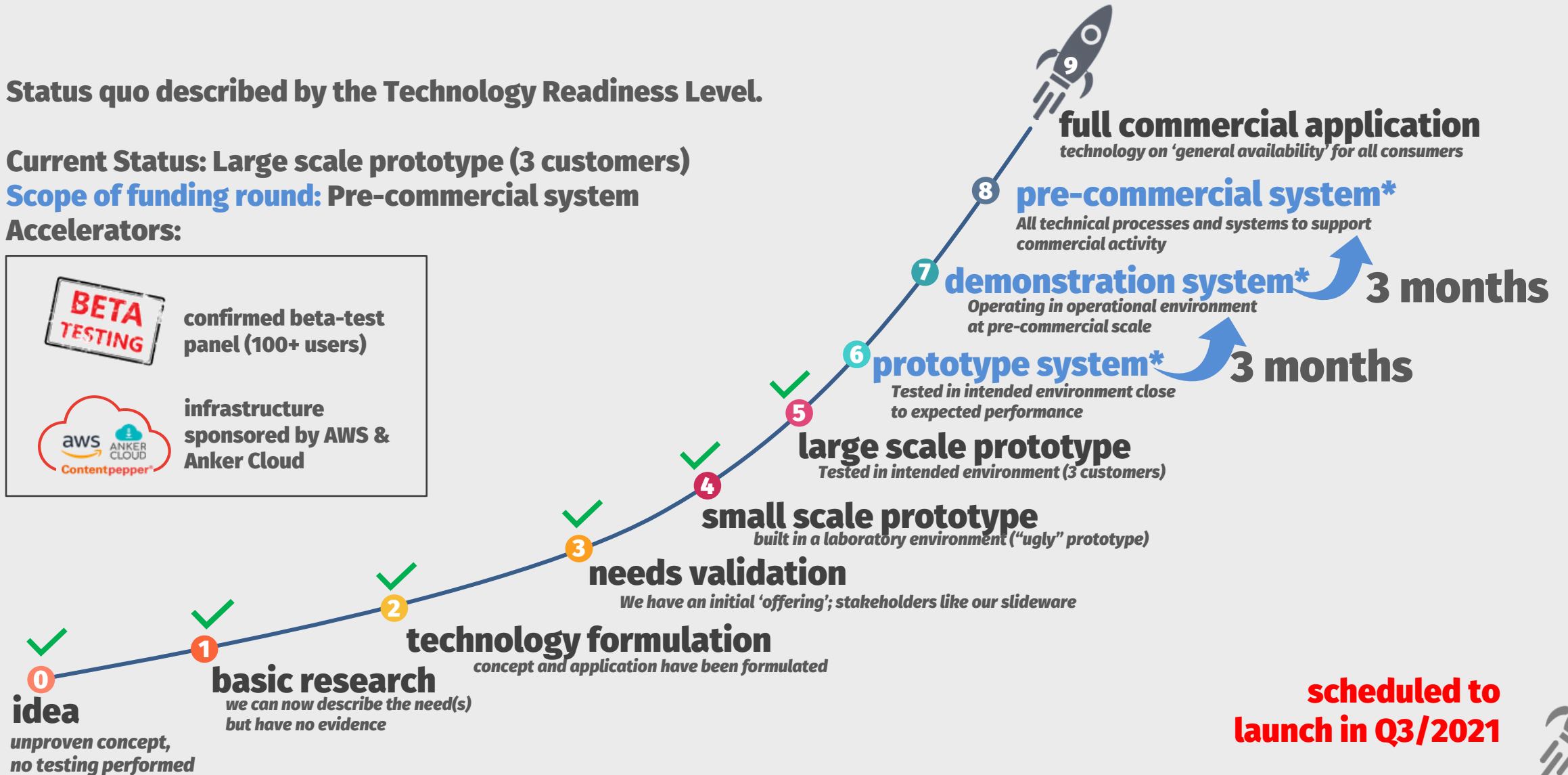
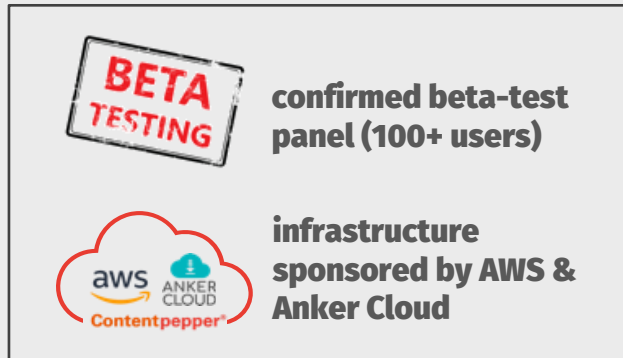
Contentpepper®

Status quo described by the Technology Readiness Level.

Current Status: Large scale prototype (3 customers)

Scope of funding round: Pre-commercial system

Accelerators:



scheduled to launch in Q3/2021



Why Contentpepper

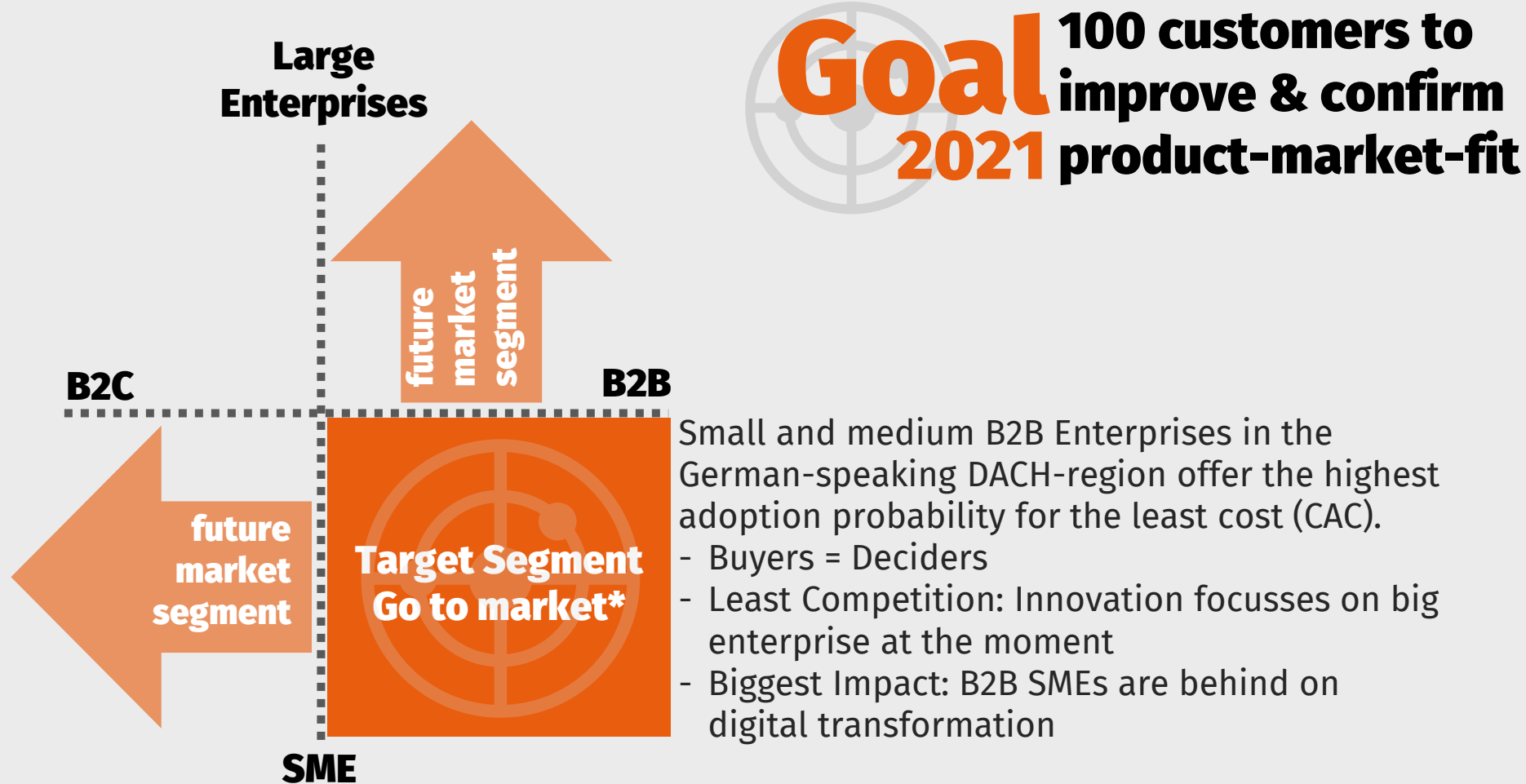
Contentpepper®

USP ***“AI powered cross channel growth marketing”***

+ **Add**ed Customer Value
MORE digital visibility
conversions
leads



Go to market



Lead Generation Strategy

Marketing Strategy & Growth Hacking

Data-based, agile Marketing

- **Organic:** Ready to execute media-rich content marketing strategy (Video/Audio) with initial focus on long-tail SEO keywords. Content/Strategy can be localized for multi-lingual internationalization.
- **Organic:** LinkedIn/XING Organic marketing + Automation
- **Paid** Advertisement to scale (Social, SEA)
- **Paid** speaker-engagements @B2B Events
- Free-trial model
- Interactive B2B marketing academy offering pragmatic how-to-guides/intel for all aspects of digital marketing.



Competition

Web & Landingpages

Newsletter

Social Media

Growth Framework

AI-decision Support

SME pricing/usability

Web tools	Mail tools	Social tools	CRM tools
WordPress Squarespace	MailChimp CleverReach	Hootsuite Buffer	HubSpot Intercom
Yes	Partially	No	Partially
No	Yes	No	Yes
No	Partially	Yes	Yes
No	No	No	Yes
No	No	No	No
Yes	Yes	Yes	No



... content planning tool included.

... creates video enriched whitepapers, case studies etc.

... saves 70% time with content automation.

... doesn't need a setup project and can be accessed via self service.

... is made in Germany and 100% GDPR compliant.

Yes

Partially

No



Business Metrics





Delivery Model:
Selfservice SaaS Solution

Business Model:
Monthly subscription

CLV/CAC:
16.259€/3.200€

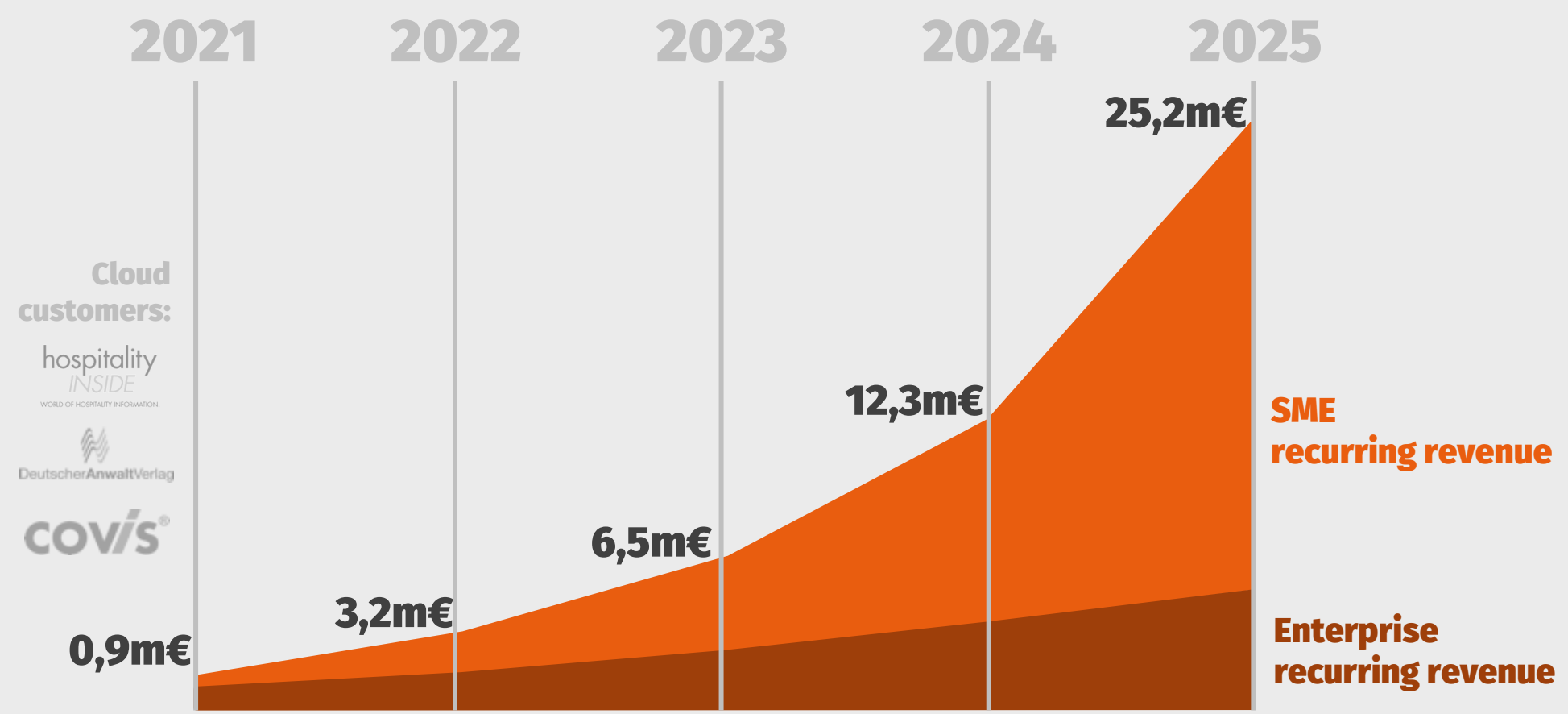
Market potential:
770m€ 15 % of the serviceable available market (EU, UK, USA, Canada)

Pricing:

Trial	Starter	Pro	Custom
 free	 299€	 699€	 talk to us



Cloud Revenue projection



Cloud customers:

hospitality
INSIDE
WORLD OF HOSPITALITY INFORMATION

DeutscherAnwaltVerlag

COVIS®

Enterprise customers:

VDP

YNCORIS
Industrial Services

finanz informatik

EnBW



Investment and allocation

After a successful seed round we are looking for a total of 1.000.000 € to realize TR-Level 6-8 until end of the year. The result will be a „pre-commercial system“ and proven marketing concept as a basis for a ~4m€ series A funding round.



Pre Series A round (1m€)

0,23m€ already closed



Seed round (0,8m€)

@7,75 m€ company valuation

Allocation of funds:

700k€ technology

development of the pre-commercial system (TRL8)

200k€ marketing

brand building,
content marketing

100k€ sales

Sales Automation,
low touch sales



**We are always
available - despite
the speed of light**



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AI background information

Contentpepper®

It really is AI: The AI in use is based on PyTorch and uses deep learning techniques for language processing. Examples are transformer-models using transfer learning like Google BERT as well as deep convolutional neuronal networks.

All models are trained and optimized on cloud-GPUs. Meta-information of the content and tracking data is being used to generate additional target variables for the AI which helps to improve the prediction quality on categorization- and regression-tasks. The keyword extraction is based among other techniques on part-of-speech-tagging and considers not only singular documents but the sum of all content to find the most relevant keywords.

 PyTorch



 python

 Google AI