CONTENT MARKETING & INFORMATION DESIGN

THE THREE PILLARS OF STATISTA

PLATFORM (STATISTA.COM)
- Leading statistics portal worldwide
- Over 1,500,000 statistics on 80,000 topics from more than 18,000 sources
- Industry reports, dossiers, studies
- Provides forecasts for 500 industry sectors and 50 countries

RESEARCH & ANALYSIS
- Tailored market research and analysis
- Approx. 70 business analysts
- Quantitative and qualitative market research
- e. g. surveys, market & competitor analysis, M&A targeting, expert interviews/panels, data modelling and forecasting

CONTENT MARKETING & INFORMATION DESIGN
- More than 30 designers, editorial researchers, consultants and project managers
- Content marketing and information design
- Lead generation and advertising
- Desk research and editorial support
WHO WE ARE …

The Statista Content Marketing & Information Design department assists you from concept development, research and editorial work to the graphic design and distribution of the work. Thanks to our access to statista.com, 22,500 market data sources and a team of experienced researchers and creative editors, we can visualise any topic for you.

CONTENT MARKETING & INFORMATION DESIGN PROJECTS

- Infographics
- Presentations
- Information Videos & Animations
- Corporate Publishing
  (e.g. e-books, whitepapers, brochures, e-charts, etc.)
- Microsites & Interactive Web Projects
- Content Distribution & Lead Generation
  (e.g. stand-alone mailings, sponsored infographic posts)

Find more information here: content-design.statista.com
Clarification of request, consultation on deliverables & topic, acceptance of proposal

Desk research for content/insights done by Statista or provided by client

Client receives editorial draft as well as researched data/insights (incl. two revisions if required)

Final delivery in agreed format (incl. two revisions if required)

HOW WE WORK

IDEA/CONCEPT/BRIEFING

Data Research

Editorial Work

Design & Format

Content Distribution

Statista & Client

Statista

Statista

Statista

Optional
OUR SERVICES: INFOGRAPHICS

Standard Chart

› 1-2 data chapters per chart
› Advanced design and illustrations
› In your corporate design

Best suited for:
- presentations, social media posts, articles,
- visualisation in reports & studies, marketing, PR and press campaigns
OUR SERVICES: INFOGRAPHICS

Medium Chart

- Up to 4 data chapters per chart
- Advanced design and illustrations
- In your corporate design

Best suited for:
- Presentations, internal/external PR, communication of overall takeaways, short storytelling, visualisation in reports & studies, marketing campaigns, project summaries
Fintech, Regtech & the Role of Compliance in 2019

Share of global firms reporting that their risk and compliance functions are fully engaged and consulted in their firm’s approach to fintech:

Global firms that have implemented a regtech solution:

Share of global firms that say their risk and compliance functions need more involvement in assessing the implications of fintech innovation:

57% of globally significant financial institutions (G-SIFIs) have a mix and match of in-house and externally developed regtech solutions.

Enhanced productivity
Efficiency and accuracy
Improved compliance monitoring and reporting
Better product delivery and customer experience
Upgrading legacy systems
Cyber resilience
Adequacy and availability of skilled resources

15% of firms report a growing urgency to invest in specialist skills for the risk and compliance function (18% in 2017). Over a third identify the need to invest in specialist skills at the board level.

34% of firms expect their budget for regtech solutions to increase in the next 12 months.

31% of firms have no budget for regtech solutions in 2019.

32% of firms say the successful deployment of fintech/regtech will allow more time to focus on value-added activities.

The biggest challenges in 2019:
- Slowing implementation
- Varying budgets

Areas most impacted by regtech in the coming year:
- Compliance monitoring
- Cyber resilience
- ADEQUACY AND AVAILABILITY OF SKILLED RESOURCES
- UPGRADING LEGACY SYSTEMS
- ENHANCED PRODUCTIVITY

Source: Thomson Reuters Regulatory Intelligence – Fintech, Regtech and the Role of Compliance in 2019
OUR SERVICES: INFOGRAPHICS

Premium Chart

- Up to 8-9 data chapters per chart
- Unique, artistic design, images & illustrations
- Editorial storytelling
- Aligned to your corporate design

Best suited for:
marketing, PR, conferences, exhibitions, visualisation of research & projects results, landing pages, print-outs

Static, animated or interactive – tell a story and reduce complexity
OUR SERVICES: PRESENTATIONS

Fresh and handcrafted presentations by our presentation design artists

1NCE – The IoT Natives: AN IDEA AND A TEAM DEVOTED TO IOT

"Being an IoT Native means, everything we do is radically designed to provide IoT connects sensor, easier and cheaper than ever before."

Alexander P. Sator
OUR SERVICES:
INFORMATION VIDEOS & ANIMATIONS

Precise and spot-on – brief, explanatory clips to explain a process, show insights or introduce a service.

Information/Explainer Videos
- 30–180 seconds
- Stock footage, 2D, 3D or GIF

STOCK FOOTAGE

Immersion Environments
- Immersive / Experiential spaces
- 2D, 3D & GIF animation
- 30 sec – 3 minutes
- Stock footage, 2D, 3D or GIF

STOCK FOOTAGE

*Immersive Environments*

- Immersive / Experiential spaces
- 2D, 3D & GIF animation
- 30 sec – 3 minutes
- Stock footage, 2D, 3D or GIF

STOCK FOOTAGE
OUR SERVICES:
MICROSITES & INTERACTIVE WEB PROJECTS

Content on user-friendly websites to engage with your communities
OUR SERVICES: CORPORATE / E-PUBLISHING

Brochures, reports, prints, posters, leaflets, e-books, whitepapers, mobile reports, e-charts – creative and numbers-based
CONTENT DISTRIBUTION & LEAD GENERATION

CONTENT DISTRIBUTION

Sponsored Infographic Post

We create an infographic for you, portray it in one of our infographic newsletters and link it to your landing page or the Statista platform (incl. backlink).

Geography & number of recipients:

- International (55% US): 180k
- Germany: 46k
- GBR: 12,0k
- ESP: 9,5k
- CHE: 4,0k
- IND: 13,0k
- FRA: 10,5k
- CHN: 5,0k
- AUT: 4,0k

Newsletters open rate: 22–24%

Recipient segmentation: 50% enterprises, 20% media and agencies, 15% public sector and 15% other

LEAD GENERATION

Stand-alone Mailings

Many Statista users subscribed to receive insights or reports from third parties. Through specific mailings, we invite these users to download your content on a dedicated Statista landing page.

These downloaders leave their contact details and based on a cost-per-lead model, we hand these leads over to you.
BEHIND THE SCENES
WHY WE ARE THE RIGHT PARTNER FOR YOUR PROJECTS ...

DATA FOUNDATION
We are part of statista.com – the number one market data portal in the world, with access to 22,500 data sources and various data partnerships.

ONE ROOF
Researching, writing and designing is what we do. Day in and day out. We have professionalised this focus and provide all of it under one roof.

EDITORIAL EXPERTISE
Our editors have extensive experience of projects in a variety of industries and will make sure to tell a story in your desired tonality.

STATE-OF-THE-ART INFORMATION DESIGN
Over the years, we have established “Information Design” as its own discipline. Converting stats and numbers into creative design is what we excel at.

TRANSPARENCY
We approach all projects individually and explain and share our sources with you – no secret formulas behind the scenes.

CULTURAL DIVERSITY
All our editors and project managers are native English speakers. On top, Statista’s employees come from more than 45 countries, allowing us to deliver projects in variety of languages.
REFERENCES

“I am very happy to have chosen Statista for this big project of creating our corporate presentation. The whole process has been handled in a very professional manner, and every deadline has been respected. The quality of the work is immaculate, and the creative sparks light up the final product. Statista seems to have found the perfect balance between a very professional efficiency and a very cool and creative workflow. Our new presentation has turned out absolutely brilliant and I sincerely recommend Statista.”

Michael Ravn, Senior Manager, Communications, Tulip Denmark

“We’ve worked with Statista’s creative team to generate greater brand awareness and new business leads. Their professionalism and work quality are simply world-class! Combining rich data with the highest quality design, they deliver products that are striking, memorable and effective. On top, the workflow they follow makes the process clear and easy for their clients.”

Content Strategy Director for a global professional services firm, USA

“Working with Statista’s Content Marketing & Information Design team has been very inspiring and added tremendous value to our projects. With them we’ve tackled projects we never would have considered and pushed the boundaries of our own creative thought process. The team’s speed does not sacrifice quality, and have managed to deliver top-notch work. They’re also a pleasure to work with – each team member we’ve encountered has always made us feel that our brand is a top priority. I just can’t recommend them highly enough.”

Benet Pujol, VP Market Research, SEAT Spain

“Statista Content & Information Design delivers the recipe for fact-based decisions. The breadth of the services is amazing and really adds value to us as a global but still family run-business. The collaboration is highly professional with regards to content and timing. On top of that, it’s very enjoyable.”

Thomas Oberrauch, Director Market Intelligence & Strategy, Loacker Italy
YOUR INTERNATIONAL TEAM

John Batten
Consultant – Content Marketing & Information Design

John is a creative consultant managing new international client projects. Originally starting out as a Graphic Designer he now has 8 years experience within marketing and technology. Before joining Statista at the start of 2018, John worked as an international client manager for a marketing consultancy based in London, helping brands navigate the agency landscape.

Kira Luttrell-Roth
Project Manager & Editorial Researcher

Kira is a Project Manager, Editor and Researcher and is responsible for the smooth flow of customer projects. She has over ten years’ experience in marketing and communications, having worked in Australia, Canada and the UK. Prior to working at Statista, Kira completed her MA in International Relations and worked for The Prince’s Trust, a youth charity based in London.

Lottie Needham
Project Manager & Editorial Researcher

As a Project Manager and Editorial Researcher, Lottie oversees customer projects from initial conception through to final delivery. A linguist by trade, she honed her writing and editing skills studying and working in the UK, Germany and the Netherlands. Prior to joining Statista, Lottie spent over seven years working as a translation and editorial consultant in the financial and corporate communications sectors.

Christopher Ledsham
Project Manager & Content Marketing Manager

Christopher works for external clients as a Project Manager and Editorial Researcher, while also serving as a Content Marketing Manager for the Content Marketing & Information Design department. Having previously been employed in the field of consulting and communications within Germany, Christopher brings with him a background in international affairs which saw him serve in the field of international law with the United Nations.

Canny Sutanto
Art Director

Canny is the Head of the Global Content Marketing graphics team. As an expert in data visualisation, presentation design, video animation and infographics, her work has been featured in many on- and offline publications. She has previously worked in Indonesia, the U.S. and Australia. Before joining Statista in 2016, she was the Art Director of the Indonesia Design Magazine and significantly contributed to winning the internationally recognised WAN-IFRA Media award in 2015.

Dun Lewis
Graphic/Motion Designer

Dun is Statista’s Content Marketing & Information Design Motion Designer. When it comes to 3D Animation & Motion Design he is an expert in the field, and having worked for several years with commercial agencies as a Flash Designer & Developer, he has top notch programming skills to boost. Before joining Statista, his talents were widely sought after on a freelance-basis by companies throughout Norway and Germany.
STATISTA
Statista is one of the leading statistics companies on the internet. With a team of over 650 statisticians, database experts, analysts, and editors, Statista provides users with an innovative and intuitive tool for researching quantitative data, statistics and related information.

Our client base includes a wide range of globally active companies and premier academic institutions. Since the launch of the platform in 2008, more than 1,000,000 users and more than 14,000 companies have registered with Statista.

Statista consists of a the data platform, an in-house and global research and analysis department as well as the content marketing and information design team.

Our strategic partners include The Guardian, Forbes, Financial Times, Mashable.com, Handelsblatt, Capital and over 2,000 universities worldwide.
Market Research
› Various qualitative and quantitative primary market research methods
› Online surveys, online communities, focus groups and expert interviews
› Concept » survey design » fieldwork » analysis » presentation

Market Analysis & Forecasts
› Market and competitor analyses in various industries
› Data modelling, market sizing and forecasting
› Identification of target customers, markets, or M&A targets

Studies & Rankings
› Benchmarking studies (customer service, degree of digitalisation, etc.)
› Industry deep-dives
› Rankings and industry player top-lists (best employers, best consultants, etc.)
GET IN TOUCH!

JOHN BATTEN
Consultant – Content Marketing & Information Design
GER +49 40 284 841-417
UK +44 203 608 100 8
john.batten@statista.com

content-design.statista.com