






# Connecting Information For Smarter Content

## THE FIVE STAGES OF THE PURCHASE PROCESS

High Quality Content Solutions effects every Stage of the Purchase Process and Lead the Customer to the Conversion. Why is our content smarter? Our texts balance SEO optimization with a focus on your customer's practical and emotional needs

-  **Awareness**  
With quality information, our SEO-optimized texts have visibility and relevance to the customer.
-  **Interest**  
We use Intelligent Data to form the basis of content that appeals to customers' interests.
-  **Trust**  
Our honest and accurate content builds trust in your business.
-  **Purchase Intent**  
Quality information answers consumer questions so they purchase confidently.
-  **Conversion**  
This process builds customer loyalty and encourages repeat sales.

# CONTENT SOLUTIONS DRIVEN BY DATA

## PRODUCT DATA MANAGEMENT

Content Factory 1 expertly identifies and captures your data, then classifies, standardizes and improves it so customers have the right information to make a purchase.

## IMAGE PROCESSING

Content Factory 1 processes over 45,000 images each month that increase the visibility of our clients' products, accurately show product characteristics and create an emotional connection for the consumer. Create high-quality images on your smartphone with IMAGECONNECTOR1 Available for Apple and Android

## CONTENT CREATION & MAINTENANCE

We motivate sales and build customer loyalty with custom content solutions developed with client understanding, focused on customers, and written by a dedicated and experienced team.

## CONSULTING/CUSTOMER SERVICE

We offer comprehensive Consulting services, both individual and through workshops, as well as Customer Service for all communication matters both inbound and outbound. We also take care of Licensed Content Integration with importing, processing and exporting data to manufacturers and digital licensing leaders in any format.

## CONTENT FACTORY 1: GLOBAL SCOPE, INDIVIDUAL IN FOCUS

- 360° degree, tailor-made solutions
- 23 years of experience + constant innovation
- Integrated services grounded in data
- SEO-relevant, accurate and engaging content written by hand
- Best-in-class product data management
- Fast and precise image processing
- Exclusive tools for data and image management
- Services in multiple languages
- Global, yet personal approach
- Your own dedicated team
- Offices in 5 countries, over 200 experts
- Trusted by industry-leading retail chains

Speak with us today  
and get your own  
tailor-made content solution!

**Rolf Stürenburg**  
rs@contentfactory1.com

## CONTENT FACTORY 1 TRANSFORMS PRODUCT DATA INTO MORE EFFECTIVE PRODUCT CONTENT

We combine 23 years of eCommerce experience with market-leading innovation to deliver tailor-made, modular and scalable 360-degree content solutions. The key to our customized Product Content Solutions is strategic use of quality information. We focus on the details that drive sales at the core to create content that engages consumer interest, answers their questions and inspires them to purchase.

*"We focus on the details that drive sales at the core: the right information that answers consumers' questions and leaves them feeling like they've found exactly the right thing."*

**CEO Sascha Neubacher**

**Content**  
factory 1