Statista – The Premiere Statistics Portal and Research Provider

About Statista

Statista is the leading internet statistic portal, providing statistics and quantitative data on over 80,000 subjects and areas of interest.

Statista’s team includes over 550 employees: researchers, database experts, statisticians, technical journalists.

With information on over 200 industries and market sectors, Statista is the premiere online research platform for statistics and relevant facts.

Our clients are product managers, market researchers, strategic planers, marketing executives and members of academia.

Over 8 million users visit our website www.statista.com every month.


550+ Employees

5 locations
Hamburg, Berlin, London, New York, Tokyo

4 languages

#1

1.5 million
Registered Users

Destination for market and consumer data

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Statista Audience Overview

Audience Breakdown

Platform Metrics
• 8M Monthly Unique Users
• 23M Monthly Pageviews

Audience Metrics
• 88% of Audience holds a decision-making position
• 12% of Audience is entry level consultant/analyst
• Over 50% of C-Suite Executives are CEO/Founder of Company
• 30%+ of companies produce >$1Billion in revenue
Sampling of Statista’s Subscriber Base (14K Corporate Clients)

The World’s Leading Tech, Finance, Media & Agencies, FMCG, Consulting & Transportation Companies Subscribe to Statista.
Endemic Audience Offering

Advertisers want to reach insights-focused B2B decision makers that visit Statista.com for research.

Statista is one of the largest statistics and market research platforms in the world with an information pool for a wide range of industries e.g. retail, advertising, media & entertainment, consumer goods, technology, travel and logistics, consulting, finance and academia. **Our B2B decision makers are Managers, Directors, VP’s and C-Suite Executives who have a focus on data and data-specific insights.**

Advertisers Relevant Content and Statista’s Audience – An Ideal Partnership!
Demand Generation Strategy
Statista will be the top of the sales funnel driving our users to advertisers content.

Client case study or white paper emailed directly (stand-alone) to our users including a report download call to action > Lead handover

Ad units in our daily newsletter to boost penetration.
- 580 x 160 Content Ad
- 300 x 150 Native Ad
- 580 x 160 Footer Ad

Platform advertising to further boost penetration.
Your advertisement will surround Statista users!

Optimize engagement and lead generation via three distinct approaches that work together for 360° coverage each week

**Content Send-Out**
- Over 85K English Special Content Subscribers
- Endemic Audience

**Newsletter Ads**
- Over 175k English Newsletter Subscribers
- Endemic Audience
- 2 Different Ad Placements

**Platform Ads**
- Average CTA of .08%
- (160 x 600) on the Statista.com homepage.
- (300 x 250) on all 1.5M statistics pages
Content Marketing Email Send-Out
Statista will refer Client directly to our subscribers via email featuring a downloadable content marketing resource.

Content send-out drives to Statista hosted landing page

Landing page form-fill options include:

- Name
- Email
- Phone
- Company
- Position/Title
- Company Size
- Company Revenue
- Department
- Industry
Daily Newsletter

The Statista Daily Newsletter is sent twice daily to our 175,000+ Opt-in Subscribers.

Statista’s Infographic style newsletter is a multi-industry favorite experiencing 15%+ open rates.

US Newsletter

- Two daily deliveries to over 175K Subscribers
- Open rate: 15%+
- 580 x 160 Content Ad
- 200 x 120 Native Ad
Platform ad units built for conversion:

- Skyscraper ad unit (160 x 600) on the Statista.com homepage and it travels with the user journey.
- Rectangular ad unit (300x250) on all 1.5mil Statistics pages. (Our most viewed content)
- Advertisers that have participated in our demand generation program have seen a huge benefit from coupled platform ad units.
Ad Partnership References
Advertising with Statista is an opportunity to position your company as a partner to Statista, driving trust and engagement.

As a Statista customer, you understand the importance of information and data. Statista gives you access to over one million statistics, various data sources, industry reports, studies, and Excel evaluations, thus guaranteeing a consistently sound database at all times. And now you can use Tableau to take the next step: visualize and analyze your data. Experiment and play around with it!
# Content Send-Out + Newsletter Ads + Platform Ads

## A 360° Weekly Approach to Lead Generation!

<table>
<thead>
<tr>
<th>ADVERTISEMENT PACKAGE</th>
<th>SINGLE CONTENT SEND-OUT</th>
<th>WEEKLY NEWSLETTER ADVERTISEMENT</th>
<th>WEEKLY PLATFORM ADVERTISEMENT</th>
<th>WEEKLY TOTAL COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly 360 Package</td>
<td>✓</td>
<td>Content Ad (580 x 160) Native Ad (200 x 120) (Avg. 500K Impressions)</td>
<td>Skyscraper Ad (160 x 600) Rectangular Ad (300 x 250) (Avg. 1Mil Impressions)</td>
<td>$10,000.00</td>
</tr>
</tbody>
</table>

New Advertisers Pay Only $5,000.00!

This weekly 360 campaign was crafted so client receives direct referral access to Statista customers in the US through the Content Marketing Send-Out on Friday, following a week’s worth of exposure within our daily newsletter and platform ads.