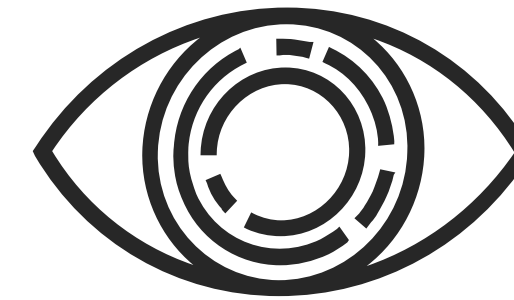


# Our Properties



The media platform

&



DATA NATIVES

The community

for the data-driven generation

# Dataconomy Stats

- **Dataconomy Media** is Europe's leading media & events platform for the data-driven generation.
- **Data Natives** is Europe's biggest data science, AI, machine learning, and data enthusiast conference, which attracted 5,000+ attendees in 2022, and hosted talks from over 120 speakers.

We help pioneering brands share their success stories, host commentary from leading global experts in the field and connect them to our **vast network of entrepreneurs, researchers, and students.**

The Dataconomy website is home to commentary from industry-leading practitioners of all data-driven technologies, career guidance for aspiring scientists, and fascinating case studies from the companies on the **cutting edge of data science.**



The largest media portfolio focused on data-driven technologies



Large local Meetup communities across **50 cities** worldwide



Access to a pool of over **283,000+** data scientists and enthusiasts



Bespoke promotional campaigns including companies such as IBM, Softlayer, Cloudera, and Pyramid Analytics, among others

# Dataconomy Stats

With a widespread viewership across geographies, the Dataconomy brand has been:

- Ranked a top 50 data science brand (Onalytica)
- Onalytica named Stewart Rogers, Dataconomy's Editor-in-Chief, the leading journalist in its Who's Who in Automation 2021 and Who's Who in 2021 AI reports
- Dataconomy won the Corporate Vision Award - Best Data-Driven Media & Events Platform - Europe; Media Innovators of the Year 2021
- Ranked #9 in business intelligence (Onalytica)

The vision for the community is to provide insights, thought leadership content, and career guidance for the data-driven generation, and help innovative brands share their success stories through relevant case studies.

Our leading article in **2021** reached over **1,1M** readers

Visitors from 215 countries read Dataconomy articles

We have a truly global readership and community, including website visitors, social media followers, newsletter subscribers, and our Meetup community members. In total, we speak directly to over **283,000** community members, and reach over **5 million** readers each year.



Dataconomy Media GmbH

Best Data-Driven Media & Events Platform - Europe  
Media Innovators of the Year 2021

*"Can machines think?" asked Alan Turing in 1950. Yes, they can, if a human can't tell the difference between a computer and a person. The highly influential yet widely criticized Turing test became one of the most important concepts in AI philosophy.*

Seventy years later, AI applications are part of our daily lives and even beat humans in some of the world's most challenging video games. Yet, modern AI is weak as narrow domain-specific tasks limit its success. In other words, even if AI beats Garry Kasparov in chess, it can't beat him in other areas of human activity.

**HOW TO PASS THE TURING TEST?**

# Our audience grows

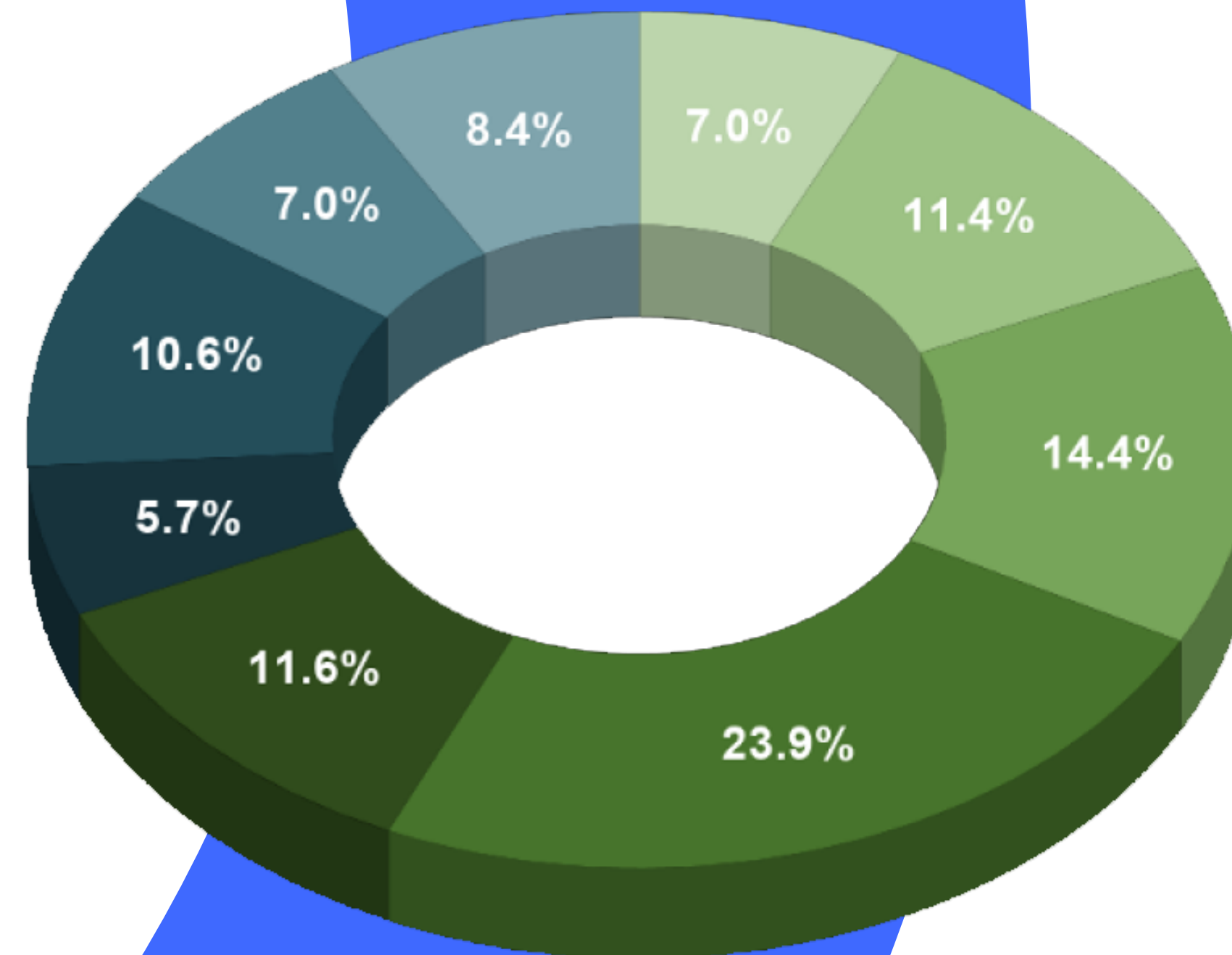


# Dataconomy Stats

Researchers in the fields of big data, machine learning, AI, cloud technologies, IT and more

- Data scientists
- IT specialists
- Tech founders
- Developers
- C-level executives and corporate managers
- Students
- Entrepreneurs
- Industry HR and recruiters

## Occupations



- Founders
- Students
- IT Specialists
- Data Scientists
- Researchers
- Managers
- Developers
- Executives
- Other

# Our Media Outreach



**8 accounts**  
61,600+ followers



**500,000+** website page  
views per month



**50,100+**  
subscribers



Meetup communities in **50**  
cities worldwide, with  
**91,394+** members



**5,690+**  
subscribers



Access to **283,000+**  
members



**6,120+**  
subscribers

# Geography

Regional visitors and community members across Dataconomy and Data Natives:

- 25% European countries
- 37% North American countries
- 28% Asian/Oceanic countries
- 3% South American countries
- 7% Rest of the world



Dataconomy maintains a strong presence in Europe, North America and Asia. Our influence is global, with a reach in more than 215 countries:

- |    |        |     |              |
|----|--------|-----|--------------|
| #1 | USA    | #6  | CANADA       |
| #2 | INDIA  | #7  | GERMANY      |
| #3 | FRANCE | #8  | PHILLIPPINES |
| #4 | UK     | #9  | AUSTRALIA    |
| #5 | CHINA  | #10 | INDONESIA    |

Data Natives presence captures Germany and US followed by India and European countries like UK, Netherlands, France and more:

- |    |                |     |             |
|----|----------------|-----|-------------|
| #1 | GERMANY        | #6  | SWITZERLAND |
| #2 | USA            | #7  | INDONESIA   |
| #3 | UNITED KINGDOM | #8  | FRANCE      |
| #4 | CHINA          | #9  | NETHERLANDS |
| #5 | INDIA          | #10 | CANADA      |



# Newsletter Audience

Our audience grows consistently as we are adding new audience year on year to the readership, our newsletters are one of the key communication channels for our community that includes information on the latest trends in technology and data science, announcements, project alerts and events

Dataconomy  
newsletter audience  
**12,340+** subscribers

Data Natives  
newsletter audience  
**10,460+** subscribers

Top locations:

- 1. USA
- 2. UK
- 3. INDIA
- 4. NETHERLANDS
- 5. GERMANY

Top locations:

- 1. GERMANY
- 2. USA
- 3. FRANCE
- 4. NETHERLANDS
- 5. GREECE

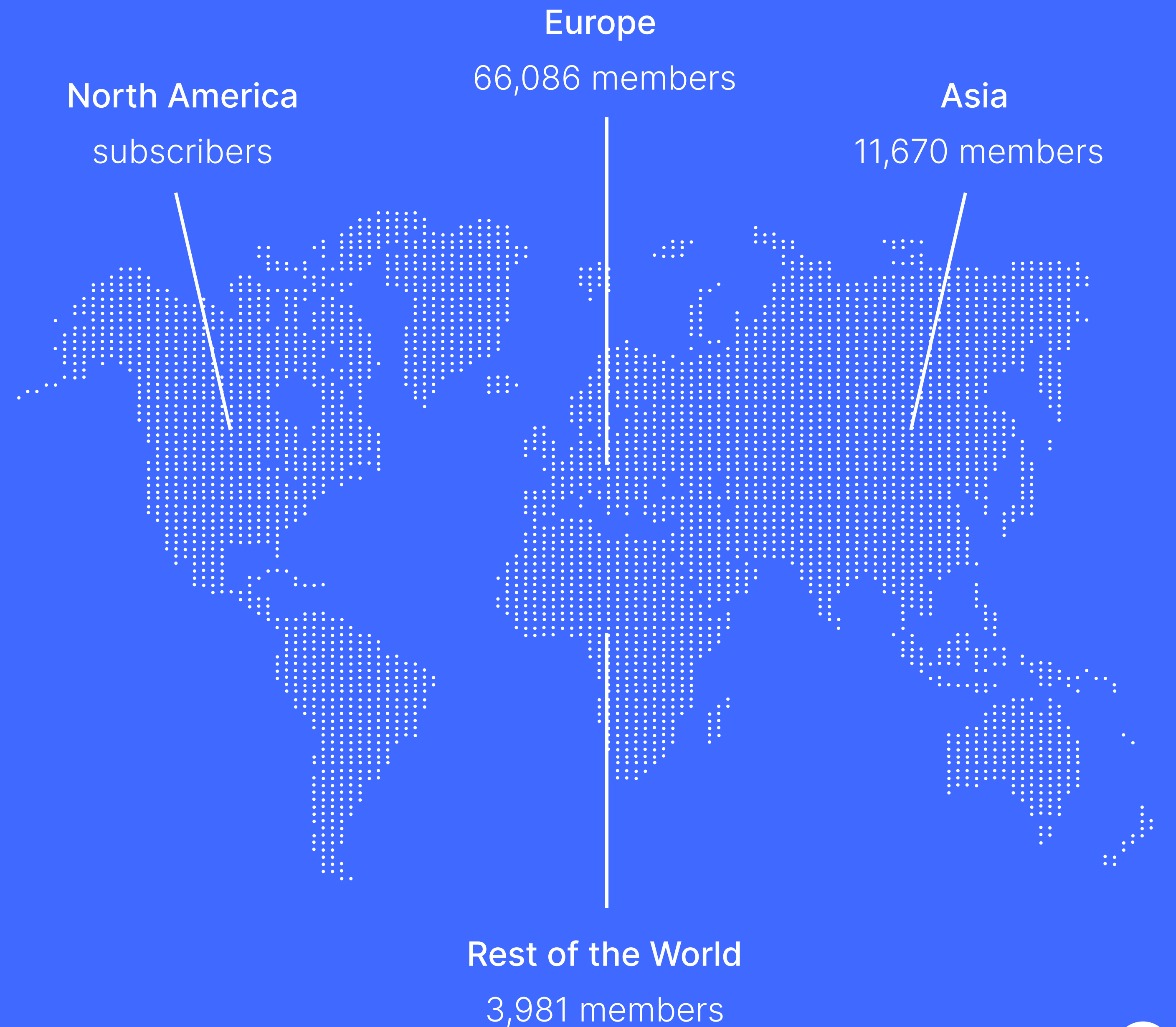


# Meetup Community

Dataconomy is Europe's biggest community of data scientists, entrepreneurs, researchers, and students.

We aspire to spark innovation across industries and throughout our vast network of data enthusiasts. We share cutting-edge research and thought-provoking content through our media platform, Dataconomy, our Data Natives events, our newsletters, our social media channels, and our virtual roadshows.

Of our 283,000+ member community, we are proud to run Meetup events and share important messages to over 91,394 Meetup attendees in more than 50 cities worldwide.

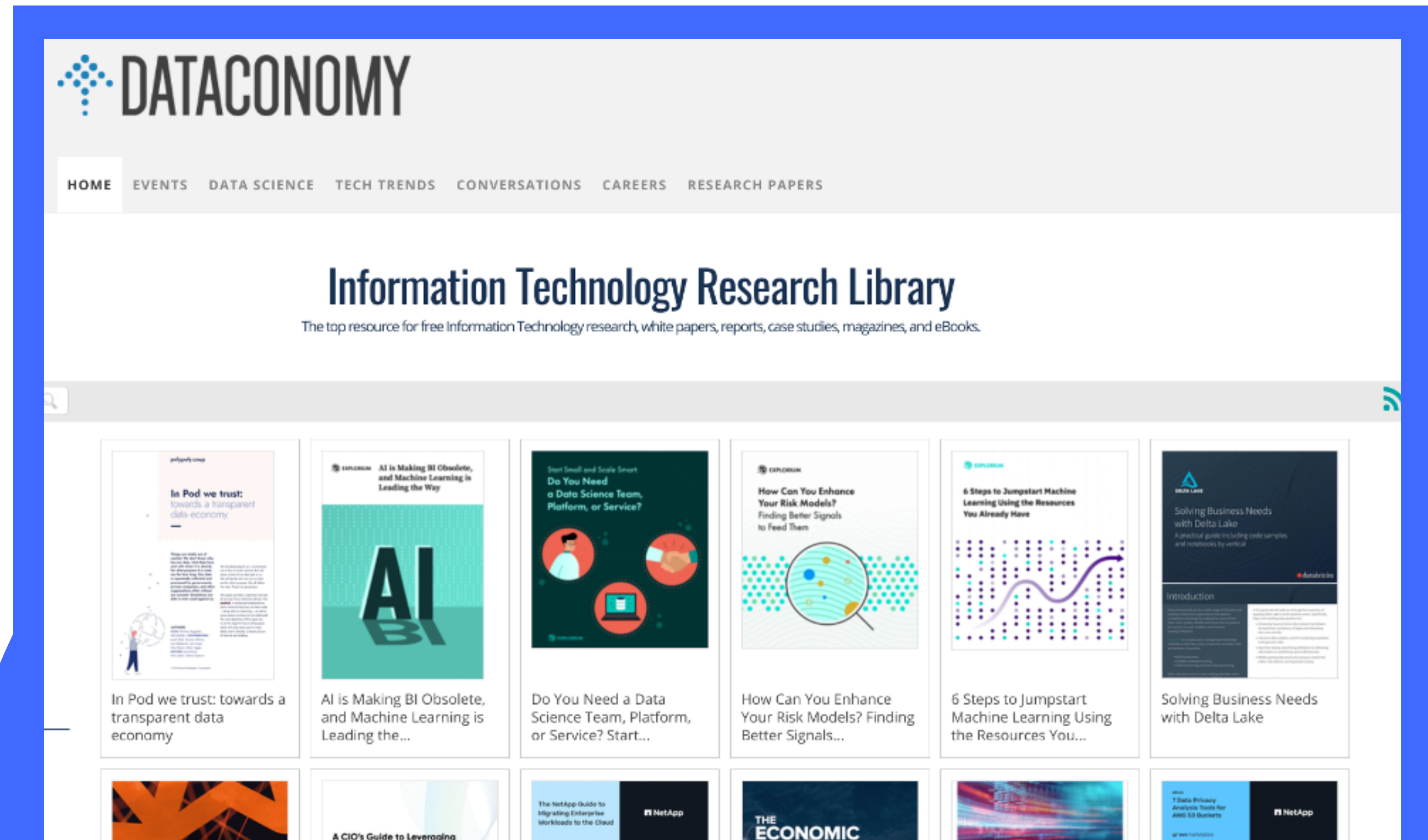


# White Papers

White papers are a powerful tool to position your company as a thought leader, present educational research, spread the message of your products and services, and generate leads. Our white paper hosting not only shares your content with our direct audience, but also with a leading research partner, extending reach.

Dataconomy Media has provided over 15 companies with exposure for their white papers, including dataiku, SelectHub, IBM, Polypoly, D3M Labs, Explorium, Databricks, and more.

Need to create a white paper? Our knowledgeable writers will work with you to research, create, and publish stunning white paper content.



# Content Partnership

The easiest way to begin a campaign is to submit guest content.

We guide you in crafting content that genuinely resonates with our audience, driving reach and engagement in a way that typical “sponsored content” cannot match.

From there, we will continue to push out your message through our social media channels, where data enthusiasts can freely share it.



The largest media portal focused on data-driven technologies



Access to a pool of 283,000+ data scientists

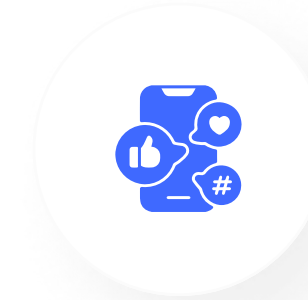


Access to Data Natives, Europe’s biggest Data Science Community and our exclusive events network

# Offers



Branding your logo online  
and offline



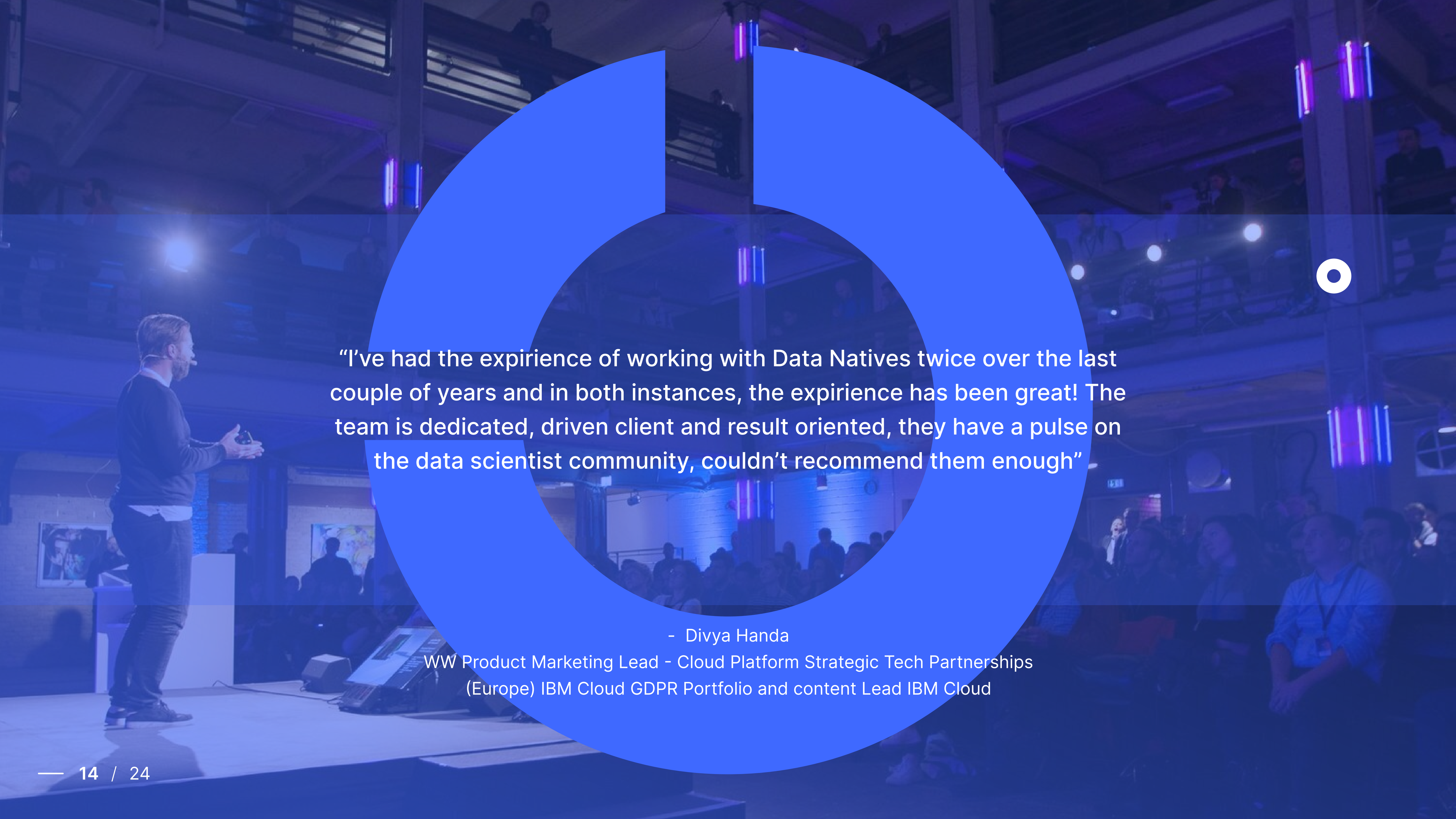
Digital Marketing through  
websites and events



Speaking slots and  
exhibitions



Promotions  
on social media and in  
newsletters



“I’ve had the experience of working with Data Natives twice over the last couple of years and in both instances, the experience has been great! The team is dedicated, driven client and result oriented, they have a pulse on the data scientist community, couldn’t recommend them enough”

- Divya Handa

WW Product Marketing Lead - Cloud Platform Strategic Tech Partnerships  
(Europe) IBM Cloud GDPR Portfolio and content Lead IBM Cloud

# Some of our partners



Deloitte.



Deutsche Telekom



zalando

PHILIPS



Lufthansa

cloudera



ORACLE



DATATORRENT

Hewlett Packard Enterprise



Allianz

Google

EXASOL

Kreditech

skyscanner

startupbootcamp



# Customer Stories

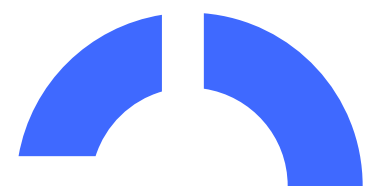
## IBM

**825** data scientists, engineers, analysts reached through curated network outreach to Data Natives expert community

**24.051** members of 7 Data Natives DACH region groups

**29.829** newsletter recipients were reached through Data Natives and Dataconomy Media newsletter campaigns

**105.038** number of data scientists reached in total





# Use case: SAP roundtable

We helped SAP generate over 130 high quality leads among Chief Data Officers in the DACH region through an exclusive webinar: "What's next for the CDO Role?"

## Major achievements:

**80%** attendance rate

**300+** event registrations

**130+** high quality C-level leads

**6 expert speakers** from Lufthansa Industry Solutions, HelloFresh, idealo, Google

## How we did it:

- Research and definition of the event topic that would attract our target audience
- Speaker recruitment through Data Natives network
- Social media promotion
- Outreach to Data Natives community via native channels
- Editorial piece on Dataconomy
- Tech setup & implementation on the day
- Post-event communication with the attendees

SAP x Data Natives: CDO Club

What's next for the CDO role?

July 13th, 2021

6:00 pm - 8:00 pm CET ONLINE



Claud Holzknicht /  
SAP



Mina Saidze /  
idealo



Susan Wegner /  
Lufthansa Industry  
Solutions



Clemence W. Chee /  
Hellofresh

"Thanks a lot for hosting the session - it was very insightful and I think it is also an area where we can learn!"

"It's been a pleasure to listen to great experts and their insights about leveraging data and analytics"

"Key takeaway - CDO is not a role, it's a cultural organization intrapreneur, enabler for data maturity..."

Attendees impressions



# EU vs Virus

## Supporting the 3-days long Online Hackathon by the EU Commission:

- **21.000+** data scientists, developers, project managers, designers, healthcare experts and psychologists from the EU, the United States, United Kingdom, Switzerland, Israel, Turkey, and India
- **2150+** project ideas
- **2400** mentors, **800** partner, **380** volunteers

## Within 4 days Data Natives achieved:

- **1400+** clicks on #EUvsVirus registrations through our channels
- **7000+** people reached via our social media channels
- **30.000+** people reached via our newsletters
- **70.000+** people reached via our event pages
- **11.500+** views on Live cross-stream #EUvsVirus via our Facebook

# Hackcorona

Identifying the main pain points in the current health crisis situation, Data Natives has activated its 78000+ community to solve key needs of public institutions, organizations, companies and governments during the COVID-19 outbreak.

- **4.166** enthusiasts on slack
- **864** active participants
- **105** teams
- **128** experts & mentors
- **1.956,8** Million Social Media impressions
- **60.000 +** live stream impressions
- Close cooperation with the Digital Ministry of the Greek Government, Charite

“What a fantastic event with incredible outcomes! ... We at MotionLab.Berlin absolutely loved the motivation and enthusiasm. Your energy was felt and we could not be prouder to have been part of such a positive and community building initiative. Thank you DataNatives and all those involved for making this happen.”

Tayla Sheldrake, Operational Project Leader at MotionLab.Berlin

# Pricing & Packages: In-Depth Guest Content

In-depth guest content on Dataconomy/data  
Natives with editorial guidance

Package price:  
**€6,650**

Adhoc price:  
**€9,500**

- One dedicated article on Dataconomy
- Get featured loud and clear in our newsletter
- One week of regular social media posts on our LinkedIn, Twitter, and Facebook channels
- Your content as the banner article on our website for one week
- Mention of your company in the article and newsletters.
- Dedicated newsletter blast



# Pricing & Packages: Live educational events and courses

## Live educational events & courses

Package price:  
**€20,650**

Adhoc price:  
**€28,875**

- A series of 4 webinars dedicated to specific topic
- Regular social media promotion
- Inclusion in our weekly newsletter

# Pricing & Packages: Announcements

Press release or native announcement  
content with editorial guidance with  
additional promotion

Package price:  
€2,090

Adhoc price:  
€2,975

- One article included on Dataconomy with a link to your website
- Content featured in our weekly newsletter, above the fold and as the lead piece for the week

# Pricing & Packages: Event Management

**Online and offline event, roadshow, and hackathon management, including speaker recruitment, content, production, and logistics**

**Price on application**

As producers of Europe's biggest data science and AI event, Data Natives, the Dataconomy team is ready to help bring your event to life.

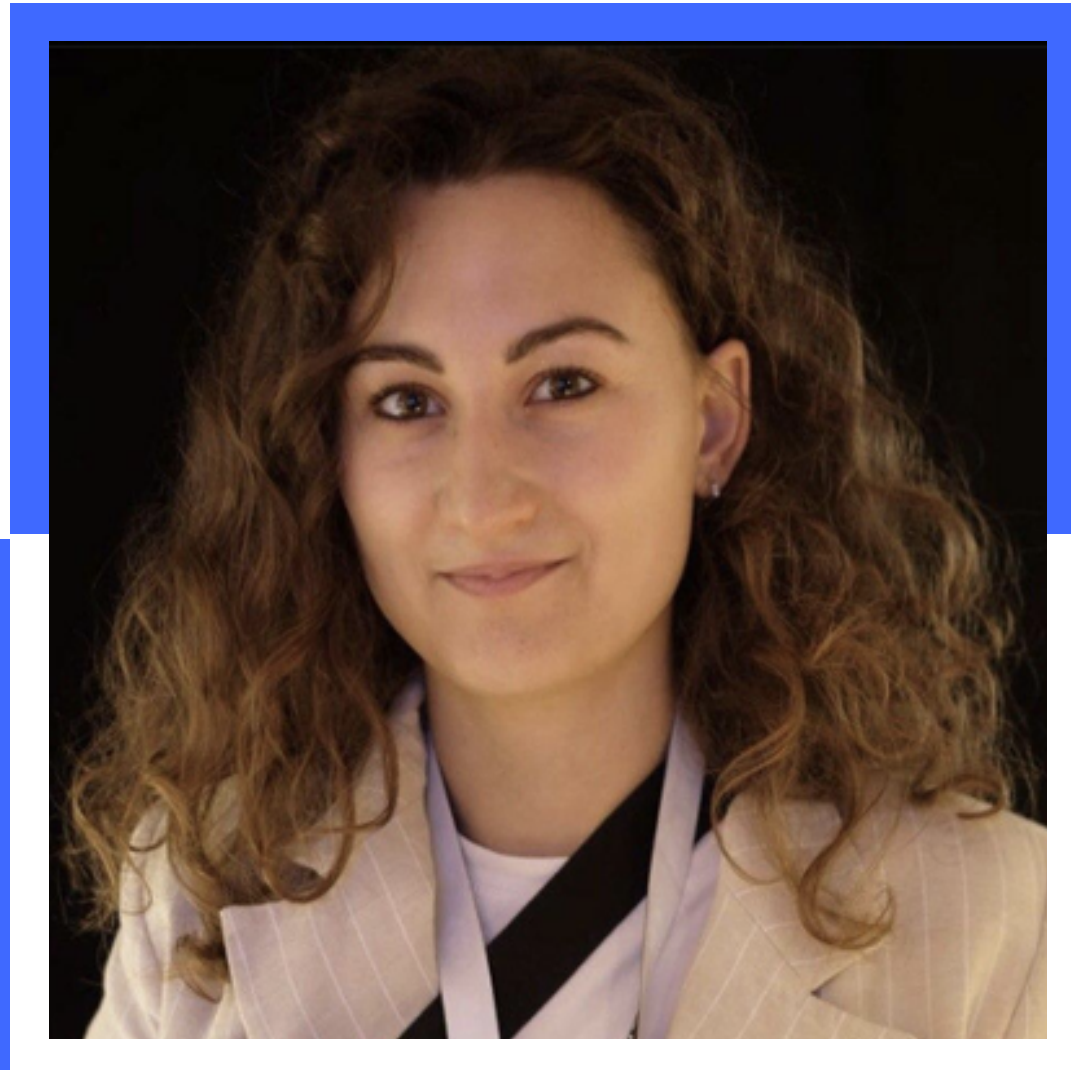
Full services event management, or we can work with your team to fill any gaps you may have

We will list your event on the Dataconomy website, and promote it to our audience, community, and social channels

# Pricing & Packages: Our Full Range

1x Dataconomy or Data Natives Newsletter inclusion (above the fold)	€1,875	1x Event listing in our community events calendar on Dataconomy	€350
1x "Newsletter takeover" - a dedicated newsletter, exclusive to your content	€4,000	1x PR distribution to our extensive media network	€800
1x sponsored article (native advertising) on Dataconomy	€1,100	1x week featuring your sponsored article in the header banner on Dataconomy	€1,650
1x post on all social media channels (Twitter, Facebook, LinkedIn)	€200	1x white paper writing: research, authoring, publication	€4,000
1x week of regular social media posts (Twitter, Facebook, LinkedIn)	€875	1x white paper hosting and promotion (your white papers, or those authored for you by us). Free to publish, charged on a cost-per-lead basis	€35 CPL
Meetup community messages Message only (no links, calls to action) Your choice of one or more cities (segments of cities not allowed)	€0.20 per member	1x webinar/virtual roadshow, including lead generation for up to 100 participants	€5,000
Meetup community messages Message with CTA, registrations sent to you for follow-up. Your choice of one or more cities (segments of cities not allowed)	€0.20 per member plus €1.50 per registrant		

# Get in touch:



**Victoria Baron**

Media & Sponsor Associate

+4917683000585

[victoria.baron@dataconomy.com](mailto:victoria.baron@dataconomy.com)



**Aytun Çelebi**

Editor-in-Chief

+905334366228

[aytun.celebi@dataconomy.com](mailto:aytun.celebi@dataconomy.com)