

From Print Niche to Digital Powerhouse

How IMTEST achieved >120% growth in digital reach while cutting costs by >40%

IMTEST



Delivering growth while radically improving cost efficiency

Total sales: + **24 %**

Digital sales: + **128 %**

Unit costs:
- 42 %



IMTEST print only

Reinventing IMTEST as a digital-first service brand

Synergy and efficiency gains across the FUNKE Group

FUNKE Vertical Hub founded for maximum efficiency in service content creation and distribution



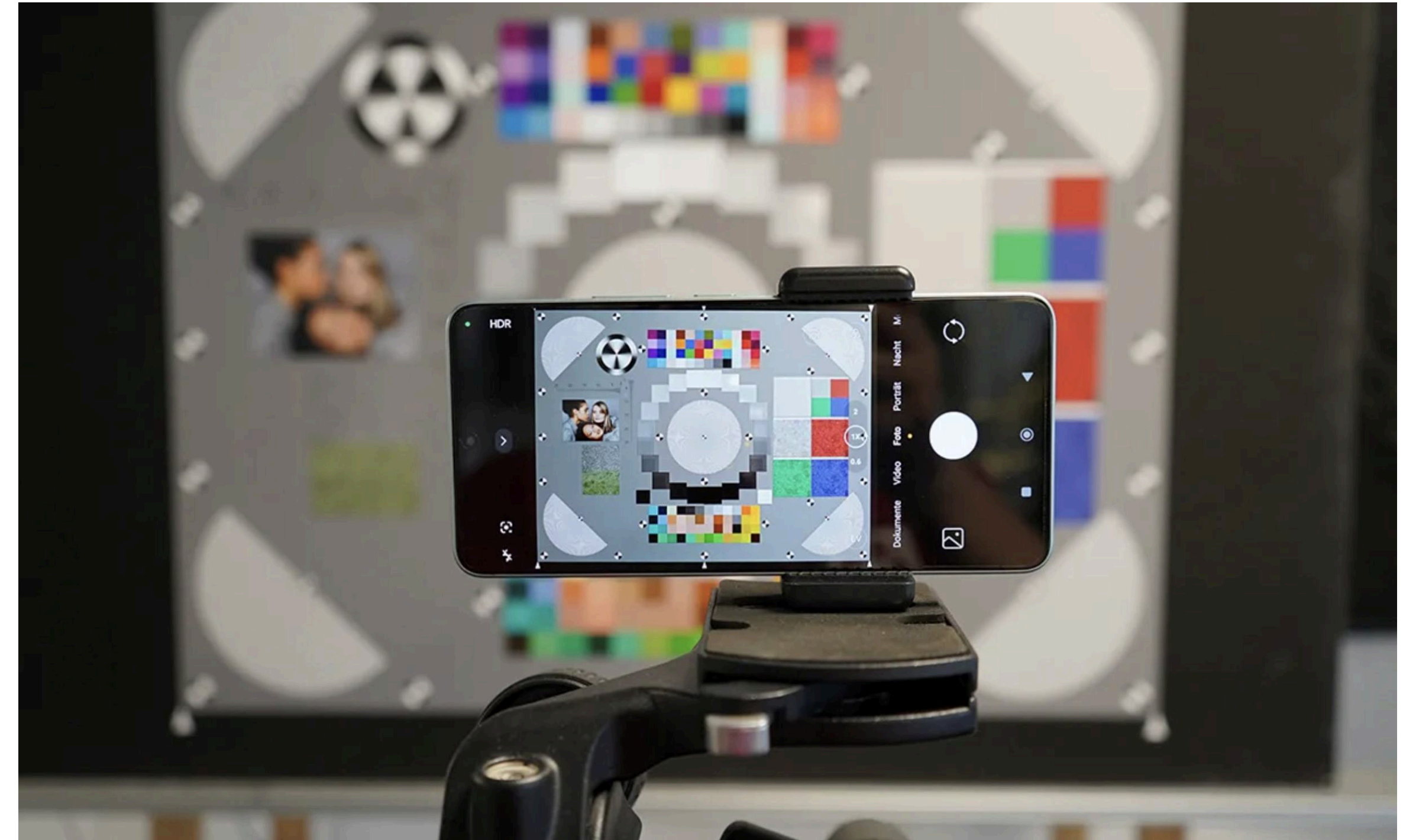
Vision

Reinventing IMTEST as FUNKE's digital-first Vertical Hub for service journalism

A scalable, trust-based platform transforming product testing into a group-wide growth engine.

- The Vertical Hub becomes FUNKE's central unit **for trusted tests**, guides, and buying advice
- IMTEST's **laboratory expertise** and journalistic credibility form the foundation of the hub
- FUNKE's brand portals provide reach, distribution power, and audience proximity
- The hub connects expertise and reach into a single, FUNKE-wide operating model
- This enables systematic rollout, reuse, and monetization of service content across brands

Test setups at IMTEST:



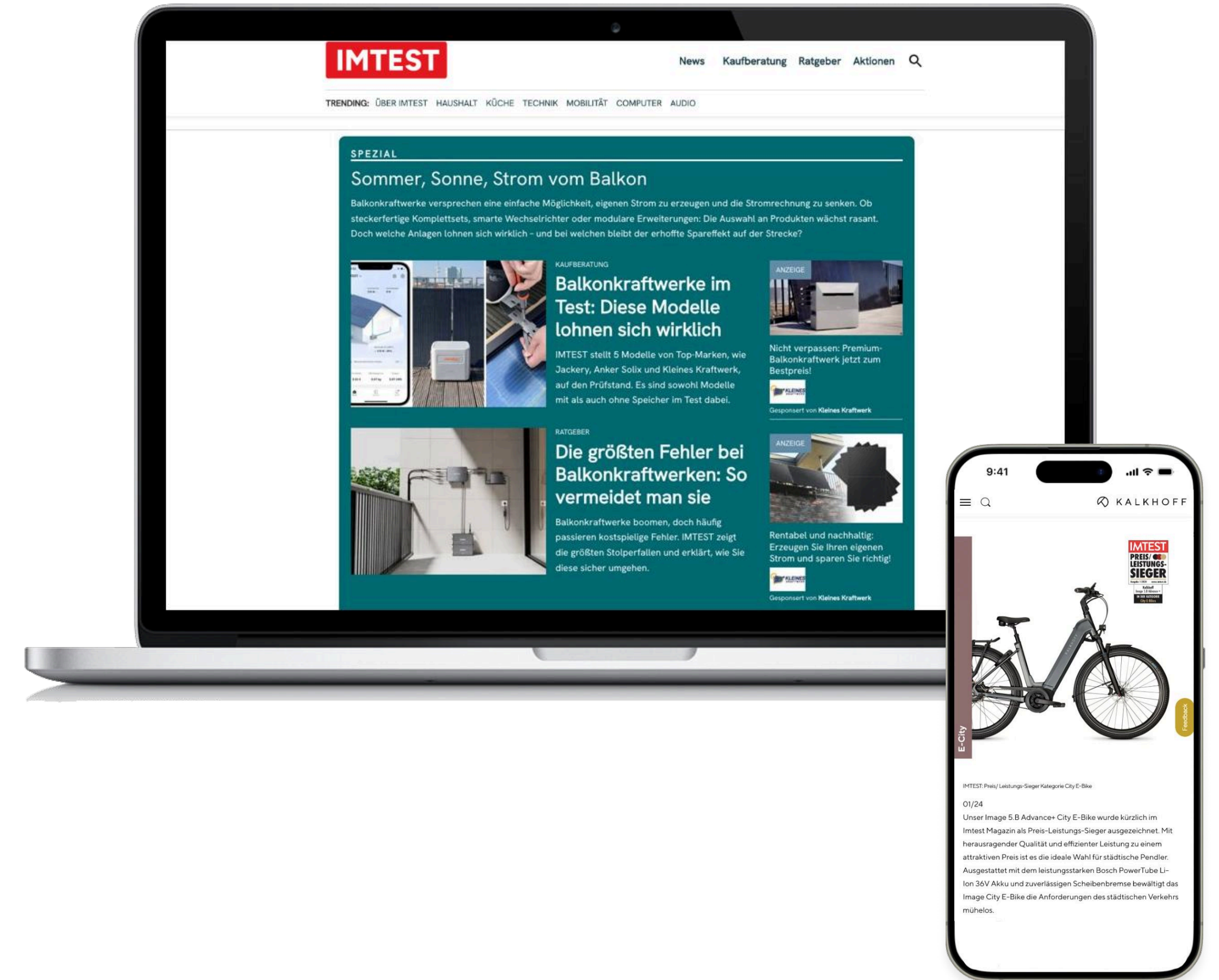
Turning point

The digital-first reset: Breaking free from print logic

A radical reset of how content is planned, produced, and monetized.

What fundamentally changed

- Content aligned with product launch cycles, not print deadlines
- Shift from static articles to modular, reusable digital assets
- Decisions driven by real-time performance and search demand
- Speed, relevance, and user intent became the primary success metrics



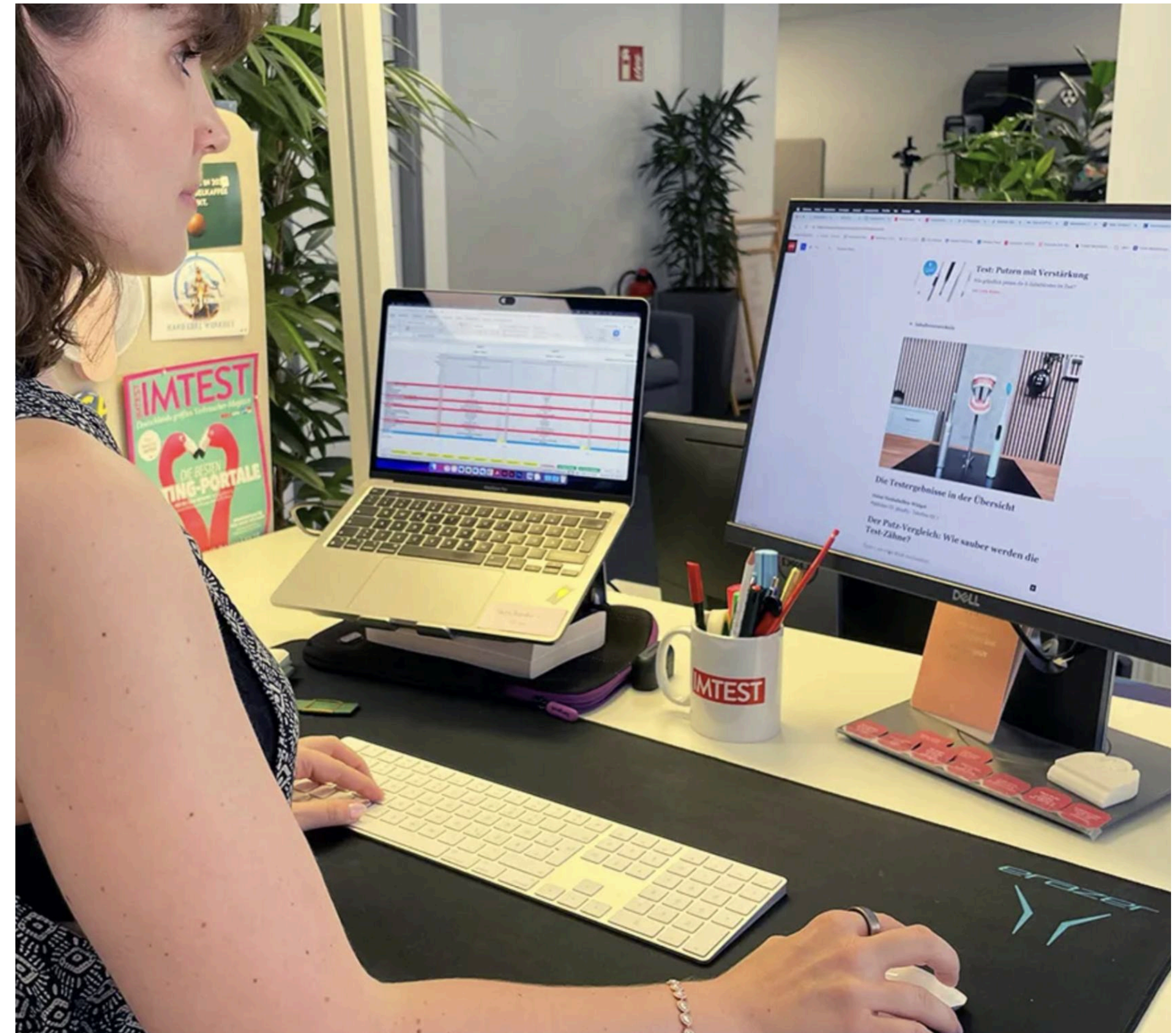
Transformation

Re-engineering editorial, management, and sales for efficiency.

From rigid cycles to real-time execution.

Transformation pillars

- Print-driven workflows replaced by continuous digital publishing
- Every test built as a modular dataset powering comparisons, widgets, and video
- Data-driven topic selection based on live performance signals
- Editors evolved into content managers maintaining evergreen assets
- Editorial, product, tech, and monetization working in permanent exchange



Quality pays off

Building a future-proof revenue model.

Monetization redesigned for digital scale and user intent.

Monetization logic

- Conversion-driven optimization across all digital channels
- Replacement of low-performing display ads with high-conversion affiliate models
- Expansion of IMTEST quality seals into a high-margin licensing business
- Clear separation of reviews, buying guides, and investigative formats by intent



Success

Measurable impact instead of incremental improvement.

Digital transformation that fundamentally changed performance and economics.

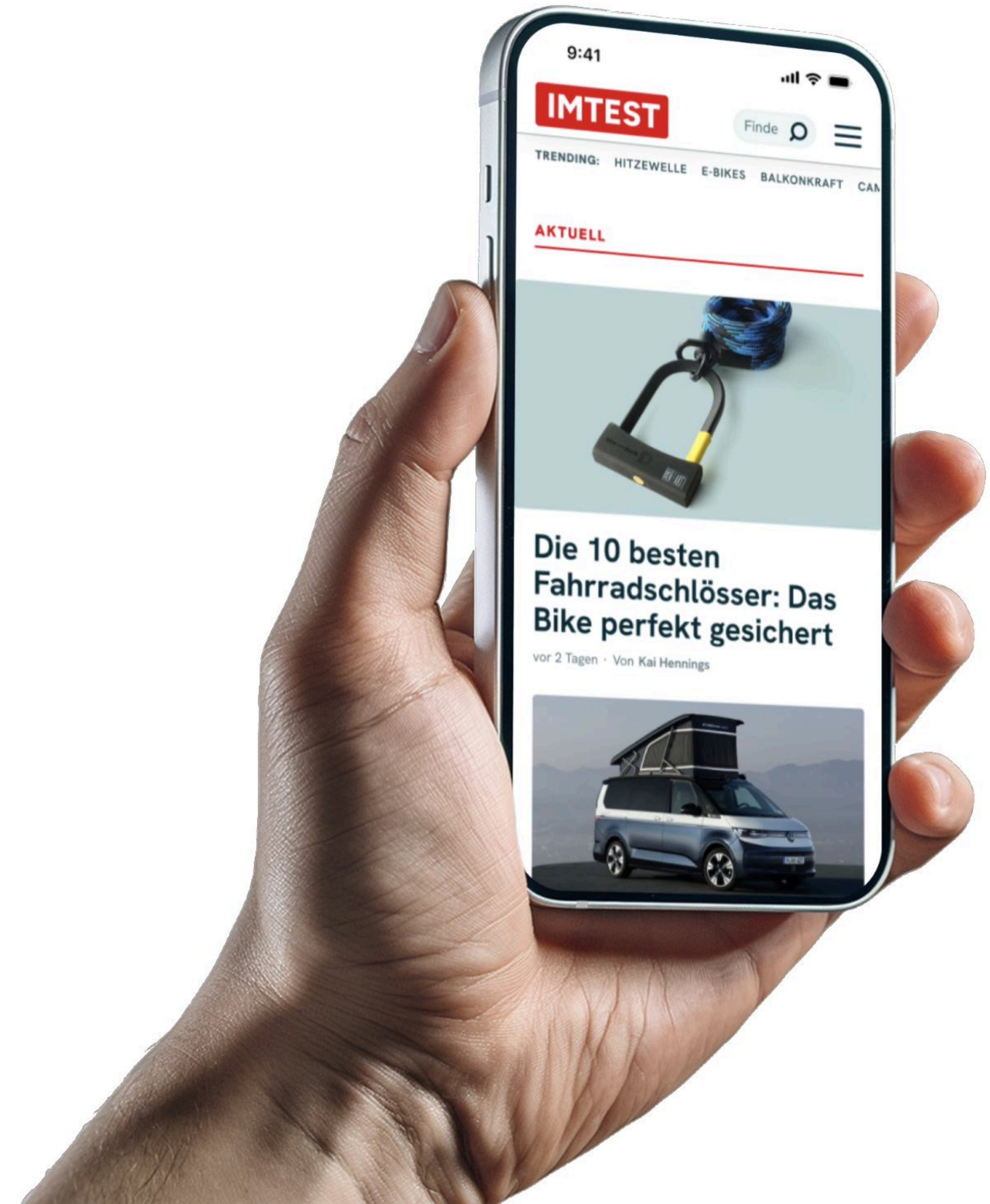
The 2025 success record:

- +1669% growth in daily page views (from bottom to top)
- -42% reduction in operating costs
- Digital revenue share more than doubled
- Total revenue stabilized while cost base significantly reduced

What this proves:

Digital transformation was not cosmetic.

It fundamentally rewired performance, efficiency, and economics.



Impact for FUNKE

From single-brand success to group-wide blueprint.

IMTEST became the foundation for a new strategic capability at FUNKE.

Organizational impact

- Establishment of the FUNKE Vertical Hub as a new strategic unit
- Centralized expertise for testing, guides, and service journalism
- Scalable collaboration with FUNKE's regional reach brands
- Systematic transfer of the IMTEST model across categories and markets



Strategic relevance

A scalable model for service journalism at FUNKE

Long-term goal

Create Germany's leading ecosystem for service journalism by scaling the IMTEST success model across all advice and guide categories.

Why this matters

This was not a single brand turnaround.
It is a repeatable transformation blueprint for legacy media in the digital age.

IMTEST was not digitized.
It was rebuilt as a digital-first business model and layed the ground for the FUNKE Vertical Hub contributing significant revenues to FUNKE's regional media vision.