Publisher revenue and the power to monetize via advertising is going down dramatically.

$100 spent by advertisers

$85 extracted by Facebook and Google

$15 left with publishers
Platforms and Publisher era is ending

"Advertising revenues have continued to plummet and newsrooms across the country have experienced mass layoffs. In turn, publishers have scrambled to adapt their business models and priorities in an ever-changing and volatile media ecosystem—one still dominated by platforms."

"For every five people that Facebook used to send to Slate about a year ago, it now sends less than one."

"Inside one of the worst years in media history, where 7,200 jobs were axed and billions in value have been shed."

"Vader intends on keeping everyone, delivering his famous line: “I am altering the deal; pray I don’t alter it any further.”"
Yet No One Is Solving This Problem For Publishers

Marketing Landscape

Not a single Publisher First Marketing Platform

2011: ~150
2012: ~350
2014: ~1,000
2015: ~2,000
2016: ~3,500
2017: ~5,000
2018: ~6,800
2019: 7,040
Email lists and website are the two only things you can own on the internet. Everything else is just rented.

Enabling publishers to get their spot back in the attention economy.

Our Mission @Izooto
Publisher Ecosystem Today

- Web Presence
  - WordPress
  - Substack
  - Drupal
  - Webflow
  - Squarespace

- Content Tools
  - Buffer
  - Vimeo
  - AMP

- Analytics
  - Google Analytics
  - Chartbeat
  - Mixpanel

- Advertising
  - PubMatic
  - Outbrain
  - Media.net
  - Facebook
  - Lotame
  - Taboola

- Paywalls
  - Laterpay
  - Piano

- Owned Audience Marketing
  - iZooto
Leading Media Brands Globally Trust iZooto

Best thing about iZoo is that it’s easy to use. I love the simple and extensive dashboard with all the information a publisher needs. It also has the capacity to identify the right audience mix.

TUSHAR
Sr. Manager
Strategic Alliances
JAGRAN
15,000
Publishers Trust iZooto

40bn
Notifications Sent Every Month
Use iZooto to
Build, Engage, and Grow Your Audience

Identifying Opt-in Moments
Converts unknown visitors into an audience by getting them to commit and opt-in.

Marketing in the Moment
Right Content + Right Audience + Context = Perfect Marketable moment. No spray and pray.

Monetizing with the right tools
Monetizing different users with different means - subscriptions, comments and even ads.
Web Push Notifications
Bite Sized Engagement On The Go

"To realize that we can notify users even when they are not on the website is crazy."

JOMAR
CEO, Philnews

---

SUPPORTS
AMP

WORKS ON
(Except iOS)

BROWSERS SUPPORTED
Chrome
Firefox
Edge
Safari
Opera

---
Web Push Notifications
Bite Sized Engagement On The Go

To realize that we can notify users even when they are not on the website is crazy.

JOMAR
CEO, Philnews

SUPPORTS
AMP

WORKS ON

BROWSERS SUPPORTED
Easy Integration With Popular Platforms

So glad a coworker recommended iZooto to us. Not only was it super simple, I also liked how fast my subscriber base grew. It’s a great way to reach out and connect with my end user audience instantly. It’s by far exceeding my expectations.

JAMIE YOUNG
COO & Co-Founder
SAFEOPEDIA
iZOOTO DELIVERS IMPACT ALMOST IMMEDIATELY

Native Subscription Experience

Building Audience: Up to 5% + Opt-in Rates

iZooto Intelligence Layer
- Understands Audience Behaviour
- Identifies Marketable Moments

30X Impact as Compared to Other Marketing Channels

Engaged Audiences Upto 17% CTRs on Notifications
CREATING A DELIGHTFUL **SUBSCRIPTION EXPERIENCE**

1. Show users the kind of notifications they can expect from you.
2. Get a confirmation to send them notifications.
3. Engage them from day zero with a Welcome Notification.
ACING THE TIMING OF THE PROMPT FOR BUILDING YOUR MARKETING LIST QUICKER

**TRIGGER YOUR**

**SCREEN DEPTH**
Show the permission prompt once your users have scrolled past a threshold.

**TIME SPENT**
Show the permission prompt only when your readers have spent a certain time on the page.

**BUTTON CLICK**
Show the permission prompt only when readers click on a button.
MULTIPLE TEMPLATES FOR DESKTOP AND MOBILE

MOBILE

- Sticky Header
- Native Opt-In
  - Choose from 8 different templates

DESKTOP

- Choose from 9 different templates
CREATING POWERFUL NOTIFICATIONS WITH CUSTOMIZABLE ELEMENTS

Trump to send team of experts to China
US to probe if China is knowingly responsible for the spread of COVID-19
www.mid-day.com

Read Now
Other breaking news
CAPTURE THE RIGHT MARKETING MOMENT AND RECOVER ABANDONED TAB

User browsing your website

User abandons your tab and is now on another website

Web push notification sent to user encouraging them to revisit your website

And A Wide Variety Of Playbooks You Can Try Out
Capture Your Audience In Their Marketing Moment with Playbooks

**Trigger:**
- `tab_abandonment`

**Goal:**
- `return_to_website`

**Send after 2 mins**
- You were reading about things to do in the lockdown
- Pick where you left!
- [https://quirkycoconut.in/](https://quirkycoconut.in/)

**Send after 1 hour of previous notification**
- You left without completing the read
- Check out the creative things you can do during the lockdown
- [https://quirkycoconut.in/](https://quirkycoconut.in/)

**Send after 5 hours of previous notification**
- You were reading 7 creative things to do during the lockdown
- Complete your read now
- [https://quirkycoconut.in/](https://quirkycoconut.in/)
Collaborate With Your Entire Team
And Make Work Easier
Track Audience Engagement Directly
In Google Analytics
iZooto Directly Impacts Publisher Topline Revenue

Over 35B+ Notifications Processed Every Month

850+ Publishers

IZOOTO’S REVENUE CONTRIBUTION

- **malaymail**: 15%
  - Malaysia’s 2nd Largest English Daily

- **Matichon Online**: 18%
  - Thailand’s 2nd largest News Daily

- **Sara A. Carter**: 11%
  - Leading TV Anchor Blog
For Enterprise Only

Audience Monetization Opportunity at iZotoo

Now deliver contextual ads to your audience using web push notifications and generate up to 10% of incremental revenue.
Ads That Delight Users And Add Incremental Revenue

- Ads Targeted To Users Geo, Category and Interests
- Revenue Tracking Dashboard To Track Performance
- Brand Safe Ads from Leading Advertisers
- Ads Sourced From A Range of Demand Partners
- Publisher Friendly Payout Terms - Net 60 Days
- Up to 2 Push Notification Ads Per Day To Your Audience
Loved by Publishers Globally

<table>
<thead>
<tr>
<th>CUSTOMERS</th>
<th>PARTNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jagran</td>
<td>Jeff Misenti</td>
</tr>
<tr>
<td>Network 18</td>
<td>Founder, The Publisher Desk</td>
</tr>
<tr>
<td>Amar Ujala</td>
<td></td>
</tr>
<tr>
<td>amarujala.com</td>
<td>iZooto is undoubtedly the best</td>
</tr>
<tr>
<td>The Times of India</td>
<td>audience development and</td>
</tr>
<tr>
<td>The Manila Times</td>
<td>engagement platform out</td>
</tr>
<tr>
<td>News Corp</td>
<td>there.</td>
</tr>
<tr>
<td>falabella.</td>
<td></td>
</tr>
<tr>
<td>Asianet</td>
<td></td>
</tr>
<tr>
<td>WordPress</td>
<td></td>
</tr>
<tr>
<td>adpushup</td>
<td></td>
</tr>
<tr>
<td>AMP for WP</td>
<td></td>
</tr>
</tbody>
</table>
iZooto Is **GDPR** And **CCPA** Compliant

**BRANDS AS DATA CONTROLLERS**
- Commitment To Data Security
- User Data Protection

**iZooto AS DATA PROCESSOR**
- No PII Collected
- Data Safety And Storage Per Regulation
- Data Processor Agreement Available
- Data Transparency
- Users Can Request To Access, Correct, And Modify Their Data
Thank You