



DISCTOPIA @ WORK

A platform for audience growth

DISCTOPIA

Enterprise Streaming

Business Content maximized through streaming, analytics & AI.



Disctopia Enterprise services are designed for companies looking to expand their internal and external audience, monetize, and centralize their audiences.

- Dedicated iOS and Android app and support
- Unlimited Hosting and distribution capabilities
- **PDF to Podcast & Audiobooks**
- Content management toolkit
- Detailed reporting and analytics
- **Listeners2Leads™ with CRM integration**
- Monetization tools via Disctopia Subscriber Audience Network
- Live support, 9 am–5 pm M–F (ET) with bi-weekly Meetings (optional)
- TruePlay™ insights via the Disctopia platform
- Unlimited SmartLinks
- Unlimited Cloud Storage, App publishing, App Scheduled push & Segmented push (notifications)

Collect valuable details about your audience to understand their behavior and segment them based on their streaming activity. Create more effective campaigns and connect with potential customers by receiving contact records for companies listed in your dashboard and sending them directly to your CRM platform.

Typically around 100,000 listeners/viewers and 5,000+ Clients/Associates each month

Disctopia Changes the Game

1% Less than 1 percent of is data in captured and shared with the content owner

40% Imagine capturing 40 times more data on all your content with a personalized streaming platform for engagement and sales

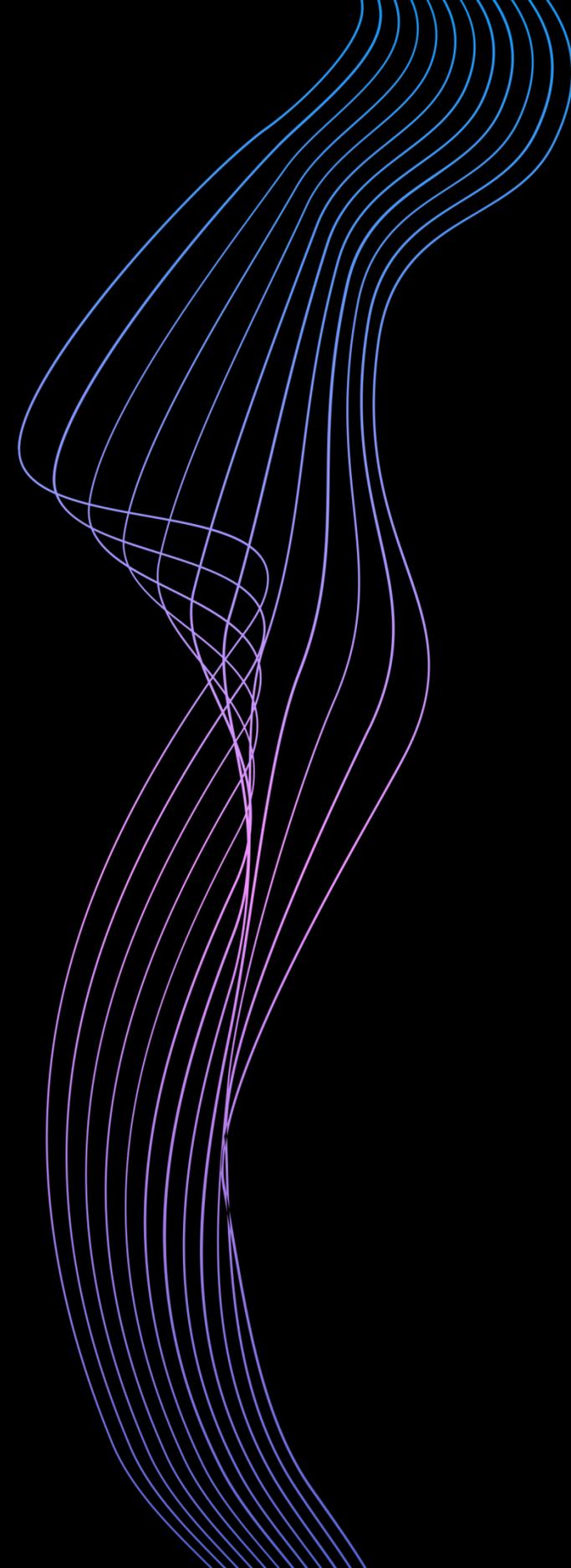


Engagement Resolution

Real-Time Behavior in 6 easy steps

Watching and listening anonymously: Users begin by streaming their audio and video content on any platform, and their activity and choices remain anonymous.

- Users' viewing preferences, searches, and selections are anonymously recorded as they interact with the streaming service.
- User Engagement with Ad-enabled Content: Users interact with embedded advertising content facilitated by Disctopia's secure technology that ensures privacy and fairness.
- With TruePlay technology, user engagement is tracked without compromising privacy, as a non-identifiable user ID is assigned, and the content that piqued a user's interest is logged.
- Disctopia's secure and encrypted database matches a user's ID with an extensive dataset, identifying preferences and behaviors without revealing personal information.
- A highly targeted advertising experience with Disctopia: By identifying the user's content preferences, TruePlay enables content owners to present highly relevant and engaging advertising campaigns.



Case Study: Enhancing Associate Training with Disctopia via a LMS

A leading financial institution sought to improve its training programs for associates. The goal was to create a personalized learning experience that was engaging and effective at equipping employees with the necessary skills and knowledge. Traditional LMS needed to be more personalized, which often led to low engagement and poor retention of training material. The bank needed a solution to tailor training to each associate's role, learning pace, and style without compromising security and privacy. Disctopia, traditionally used for ensuring fair play and transparency in streaming environments, was adapted for LMS. Its technology was used to create a secure and adaptive learning environment.

Implementation

1. **Secure Onboarding:** Associates logged into the LMS using secure credentials, with Disctopia ensuring the encryption of personal data.
2. **Behavioral Analytics:** As associates interacted with the LMS, Disctopia technology anonymously tracked their progress, quiz results, module completion times, and areas where they spent the most time or faced difficulties.
3. **Adaptive Learning Paths:** Utilizing the data collected, Disctopia's algorithms dynamically adjusted the content and difficulty level of the training modules to match the associate's learning curve.
4. **Engagement and Gamification:** Disctopia's roots in streaming allowed the bank to introduce gamified elements into the LMS, such as badges, leaderboards, and certifications, all while maintaining the integrity of the training process.
5. **Feedback Loop:** Disctopia provided anonymized data insights to LMS administrators, enabling them to understand overall associate performance and identify areas for improvement in the training content.
6. **Compliance and Reporting:** Disctopia ensured that all training activities were logged securely, aiding in compliance reporting and auditing processes.

Results

- **Personalized Training:** Associates received training tailored to their needs, leading to a 45% increase in module completion rates.
- **Increased Engagement:** Gamification led to a 30% increase in daily LMS logins.
- **Data-Driven Insights:** The bank's training department used Disctopia's analytics to refine its curriculum, resulting in a 20% improvement in post-training assessment scores.
- **Compliance Assurance:** Disctopia's secure logging and tracking enabled BankCorp to meet strict industry compliance standards for training and development.

Conclusion

By leveraging Disctopia technology, it transformed its LMS into a dynamic, engaging, and effective tool for associate development. Disctopia's secure and adaptive capabilities ensured that each associate's training experience was optimized for personal growth while maintaining the bank's high standards for privacy and security.



Case Study: Disctopia Transforms Listeners into Leads

A large real estate firm recognized the potential of podcasts as a medium to engage audiences and generate leads. Their podcasts provided valuable insights into the real estate market but needed more means to convert listeners into potential clients. While their podcasts enjoyed high listenership, the firm needed to work on engaging listeners beyond the audio content and needed actionable data to convert listeners into sales leads. Using its secure and intelligent tracking capabilities, they turned to Disctopia technology to enhance listener engagement and track interactions.

Implementation

- **Engagement Tracking:** Disctopia was integrated into the podcast platform to anonymously track listener engagement patterns, such as replaying specific segments, pausing, and skipping.
- **Interactive Content:** Listeners were encouraged to interact with embedded TruePlay-enabled content within the podcast, such as virtual property tours, quizzes about real estate investment, and polls for market trends.
- **Personalized Follow-Ups:** Based on listener interactions, Disctopia helped segment the audience into interest groups and enabled them to send customized follow-up content, including targeted listings and investment opportunities.
- **Gamification of Learning:** Disctopia introduced gamification elements, rewarding listeners with points for engaging with content, which could be redeemed for consultations or seminar entries.
- **Data-Driven Insights:** Disctopia's analytics provided insights into listener preferences, allowing them to tailor future podcast content and marketing strategies.
- **Conversion Optimization:** Disctopia's secure data analytics helped identify hot leads based on engagement levels, enabling the sales team to prioritize follow-ups with high-intent listeners.

Results

1. **Enhanced Listener Profiles:** Disctopia's analytics enabled the creation of detailed listener profiles, leading to a 35% increase in audience engagement.
2. **Improved Lead Quality:** Engagement-based segmentation resulted in a 25% increase in lead conversion rates.
3. **Content Optimization:** Analytics-driven content adjustments saw a 40% increase in listener retention rates for the podcast series.
4. **Increased Sales:** Personalized follow-ups and targeted content resulted in a 20% uptick in property inquiries and a 15% increase in closed sales.

Disctopia's integration enhanced its podcast listener engagement and successfully converted passive listeners into active leads and, ultimately, into sales. Disctopia's secure and interactive technology enables it to tap into a wealth of listener data, facilitating a more personalized and effective sales approach.



**Let's
Work
Together**