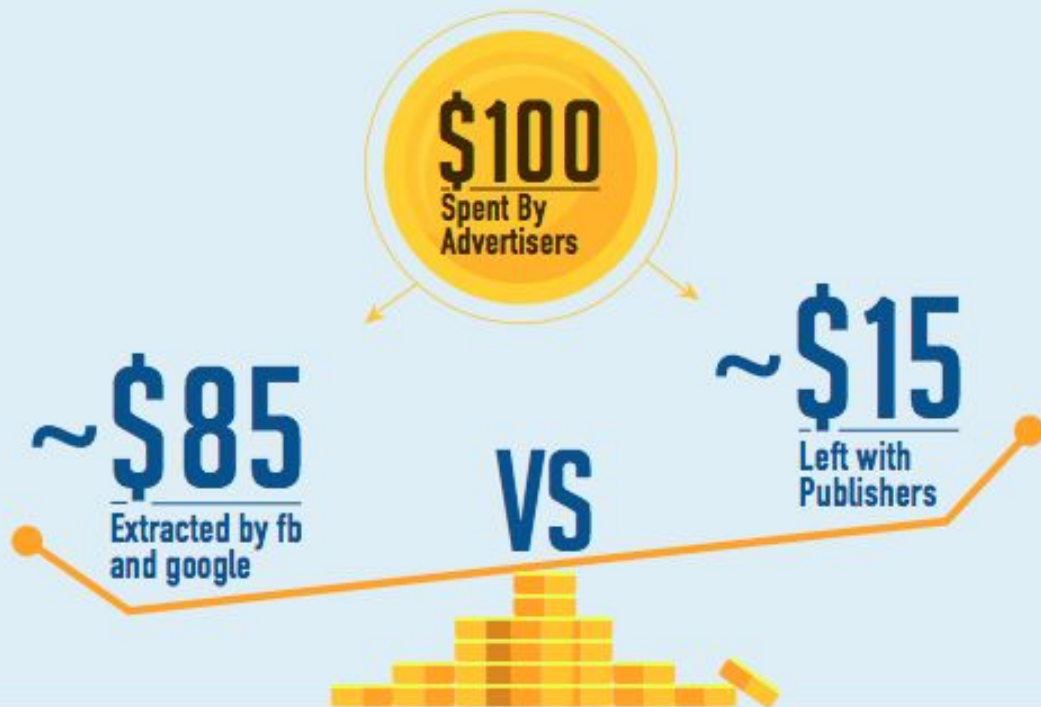




OWNED AUDIENCE MARKETING PLATFORM

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



Platforms and Publisher era is ending

**Columbia
Journalism
Review.**

“ 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. ”

SLATE

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

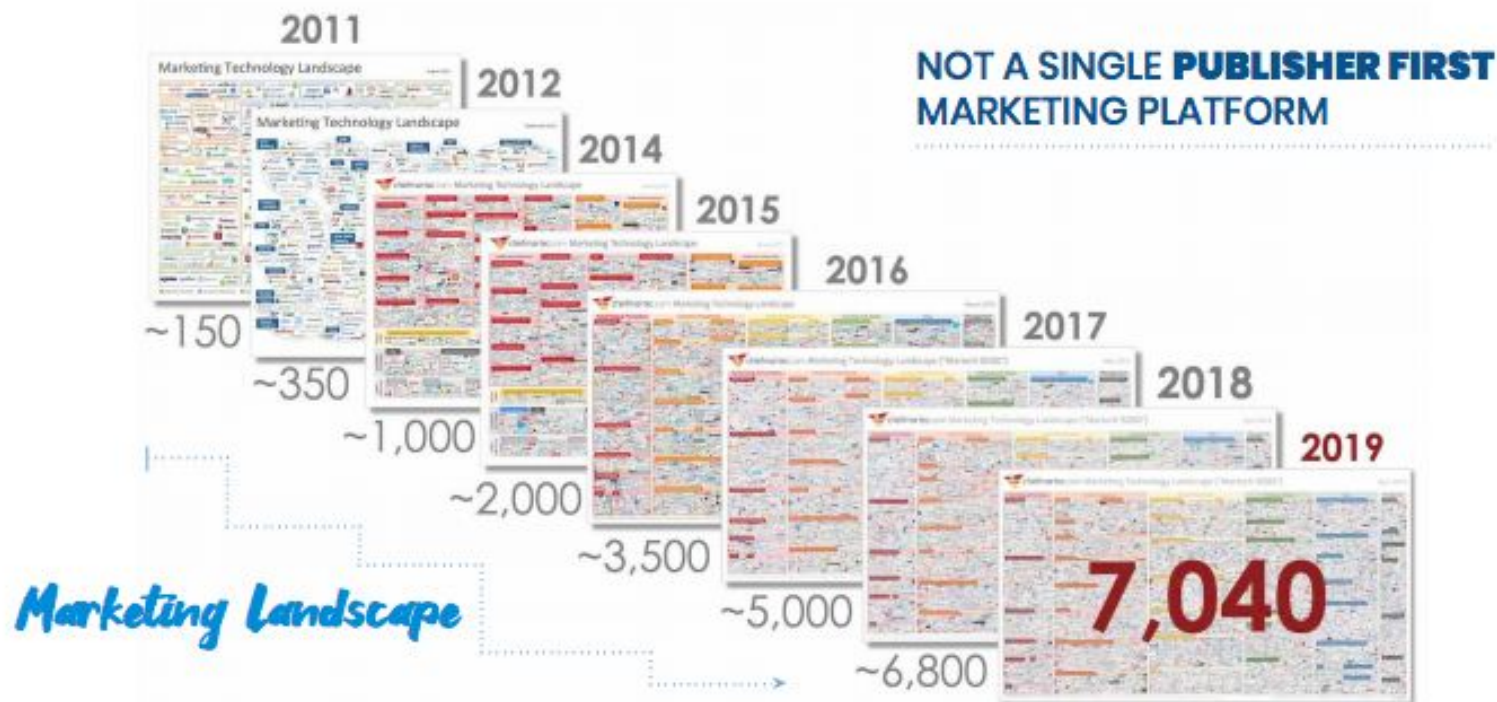
**BUSINESS
INSIDER**

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

STRATECHERY

“ 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





Tobi Lutke 🌱 🌲 🌊
@tobi

Replying to @dhh

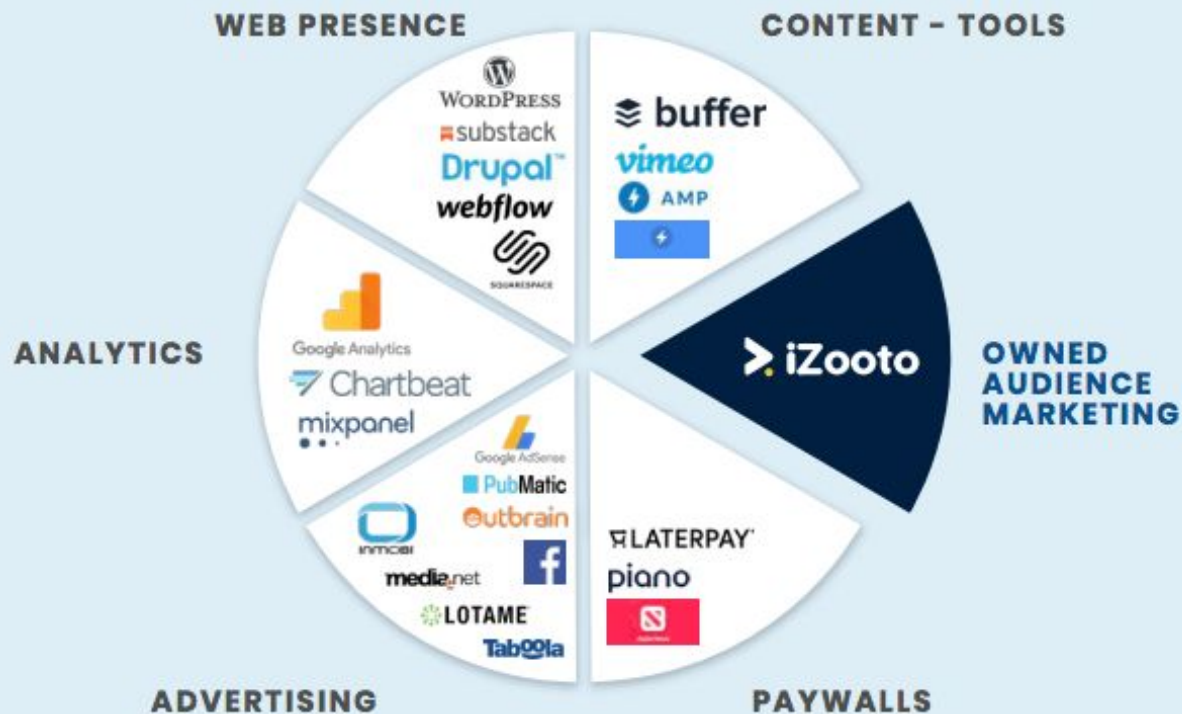
Email lists and website are the two only things you can own on the internet. Everything else is just rented.

OUR MISSION
@IZOOTO

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



Publisher Ecosystem Today



Leading Media Brands Globally Trust iZooto

Tencent 腾讯

Network 18

News Corp

moneycontrol


THE TIMES OF INDIA

THE PHILIPPINE
STAR


SUMMIT
MEDIA

Bloomberg

Quint

Best thing about iZooto 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



Web Push
Notification



App Push
Notification



Messenger
Notification



E mail



Chat



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 —



— WORKS ON —



— BROWSERS SUPPORTED —



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



WORKS ON



BROWSERS SUPPORTED



Easy Integration With Popular Platforms

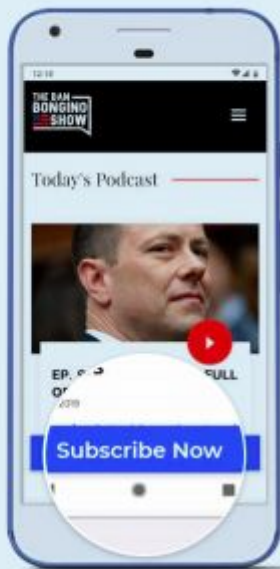


So glad a coworker recommended iZooto to us. Not only was it super simple, I also liked how fast my subscriber base grew. It's a great way to reach out and connect with my end user audience instantly. It's by far exceeding my expectations.

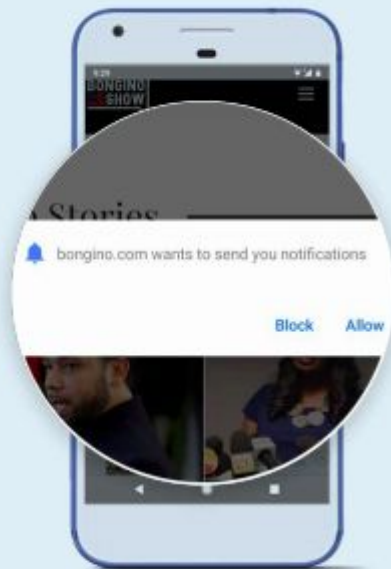


JAMIE YOUNG
COO & Co-Founder
SAFEOPEDIA

iZOTO DELIVERS IMPACT ALMOST IMMEDIATELY



Native Subscription Experience



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

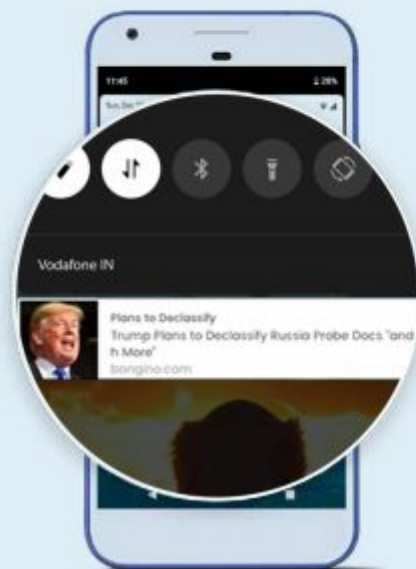
iZoto
Intelligence Layer

Understands Audience
Behaviour

+

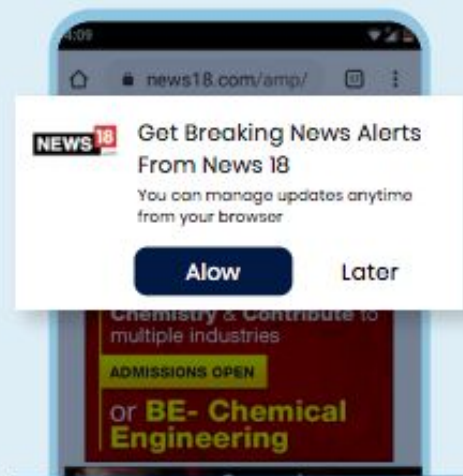
Identifies
Marketable Moments

30X Impact as
Compared to Other
Marketing Channels

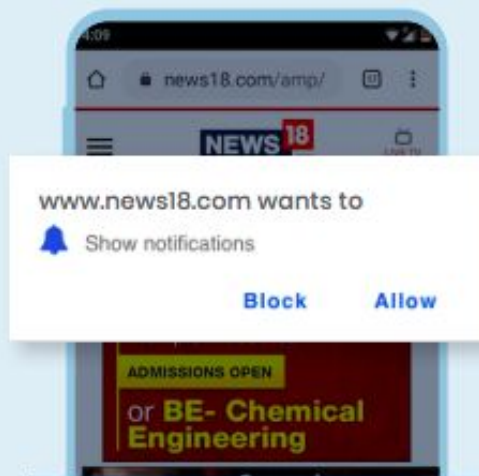


Engaged Audiences
Upto 17% CTRs on Notifications

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

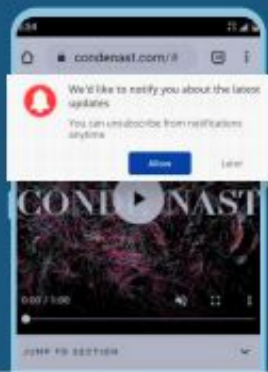
BUTTON CLICK



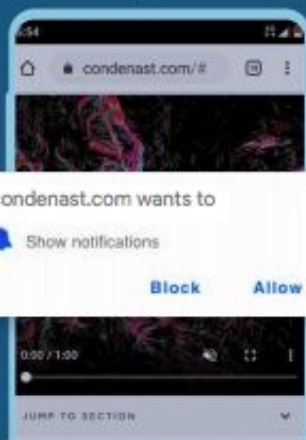
Show the permission prompt only when readers click on a button

MULTIPLE TEMPLATES FOR DESKTOP AND MOBILE

MOBILE



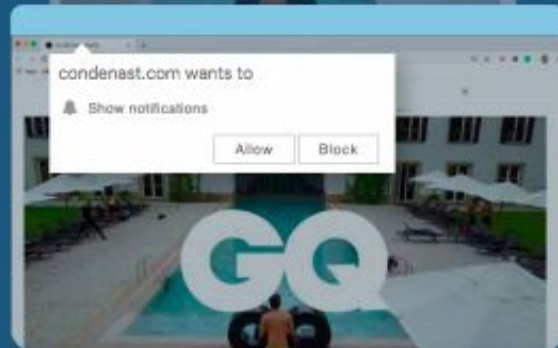
Sticky Header



Native Opt-in

- Choose from 8 different templates

DESKTOP



- Choose from 9 different templates

CREATING POWERFUL NOTIFICATIONS WITH CUSTOMIZABLE ELEMENTS

Notification Card Elements:

- mid-day logo
- 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
- Image of Donald Trump
- Read Now
- Other breaking news

CREATE Form Fields:

- Campaign Name***
COVID-19
- Landing Page URL* e**
www.mid-day.com
- Title***
Trump to send team of experts to China
- Message***
US to probe if China is knowingly responsible ...
- Banner Image e**
Trump Image or Upload
- Icon e**
Logo Reset
- CTAs e**
- Advanced** >
- AUDIENCE**
Select
ALL
- TIMING**
Send immediately
Schedule
- Send** Discard

SEGMENT INTELLIGENTLY, TARGET SPECIFICALLY



DASHBOARD - AUDIENCE BUILDER

SHOW USER PROPERTIES SUCH AS

Location

China

Shanghai

Device

Mobile

Desktop

Subscription Date

In the past

30

Days

User Properties

Category

Is any of

News

Politics

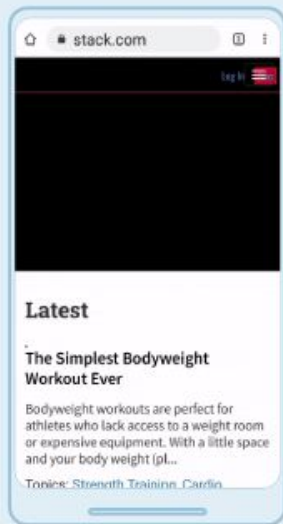
Add More

Save Audience

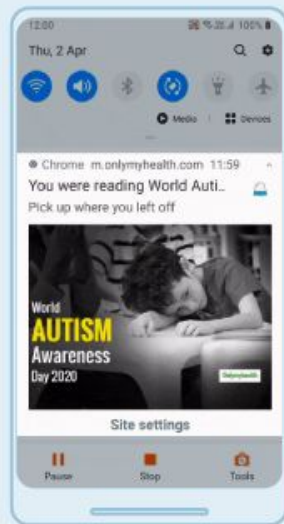
CAPTURE THE RIGHT MARKETING MOMENT AND RECOVER ABANDONED TAB



User browsing
your website



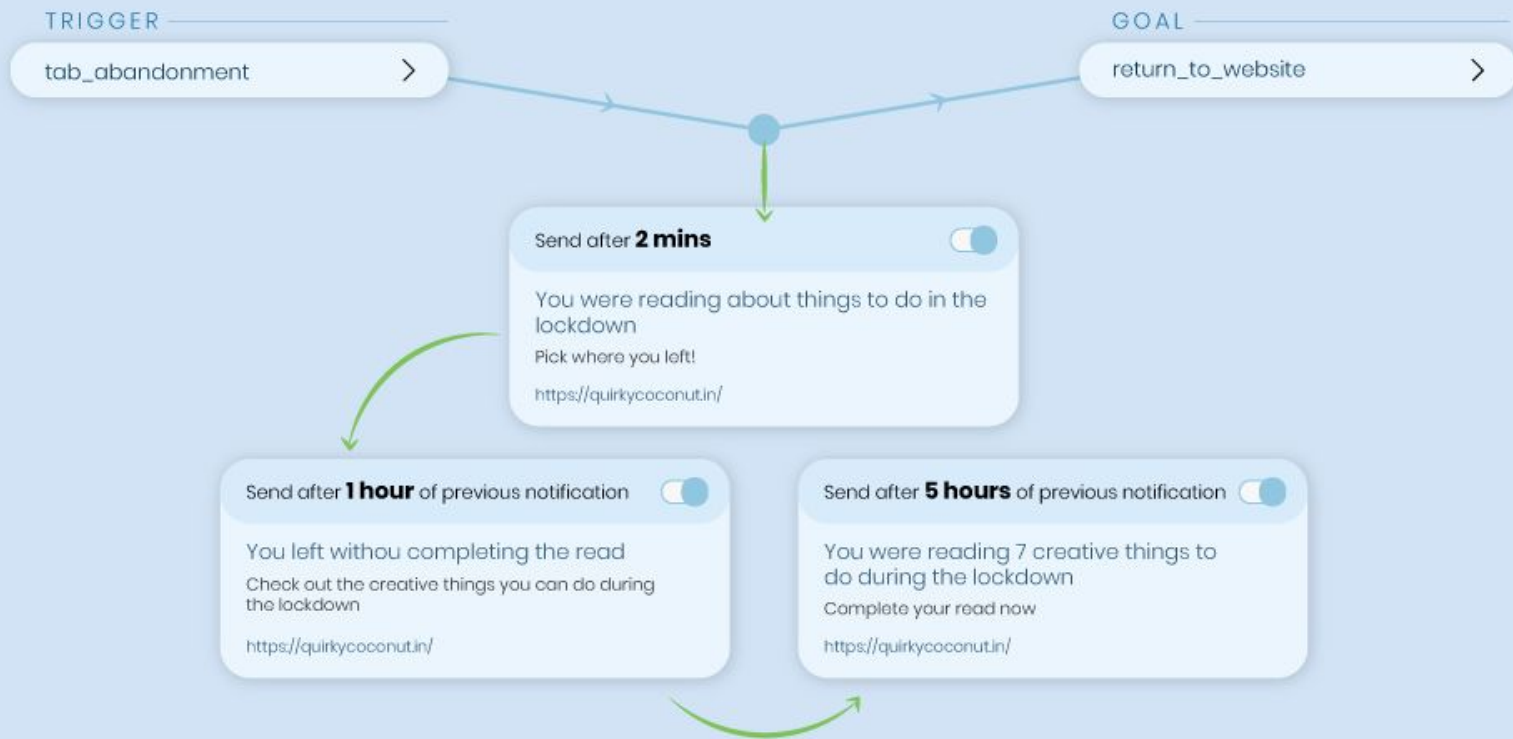
User abandons
your tab and is now
on another website



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



Collaborate With Your Entire Team

And Make Work Easier

The image illustrates the process of adding a user to the iZooto platform. It shows a dashboard with a sidebar containing 'Settings' and 'Invite Users'. A green circle highlights the 'Invite Users' link, with an arrow pointing to a '+ Add User' button. A second arrow points from this button to a 'Create User' modal window.

Dashboard - Audience Builder

Invite Users

+ Add User

Create User

Select a Website:

Email	Role
No existing users for the	

Assign Website Access

Admin Read Report Send Notification

Assign Account Access (optional)

Add website to account

Create

Track Audience Engagement Directly In Google Analytics

mid-day.com
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

CREATE

Campaign Name*
COVID-19

Landing Page URL*
www.mid-day.com

Title*
Trump to send team of experts to China

Message*
US to probe if China is knowingly responsible....

Banner Image
Trump Image or Upload

Icon
Logo

CTAs

Advanced >

AUDIENCE
Select
ALL

TIMING
Schedule

Send Discard

SOURCE: izooto X

Overview

Right now
545
active users on site

MOBILE TABLET [2%]
98%

Pageviews

Per minute Per second

Top Referrals:

Source	Active Users
1. izooto	122

Top Social Traffic:

There is no data for this view.

Top Keywords:

There is no data for this view.

Top Active Pages:

Active Page	Active Users
1. /articles/rana-daggubati-...-tart-for-the-duo/22798214	83 64.84%
2. /articles/mumbai-is-this-...-employees-family/22797200	5 3.91%
3. /photos/covid-19-bmc-cond-...-work-begins-at-bkc/84684	5 3.91%
4. /photos/remember-aditi-go-...-odel-tumed-actress/16826	4 3.13%
5. /photos/serena-williams-c-...-ughter-you-must-see/62664	2 1.56%
6. /articles/covid19-tribals-...-nutrition-on-rise/22796243	1 0.78%
7. /articles/lisa-ray-on-her-...-from-my-husband/22725239	1 0.78%
8. /articles/lockdown-now-ll-...-g-from-nscl-club/22794221	1 0.78%
9. /articles/monsoon-allment-...-covid-situation/22780231	1 0.78%

iZooto Directly Impacts Publisher Topline Revenue

Over 35B+ Notifications
Processed Every month

850+ Publishers

IZOOTO'S REVENUE CONTRIBUTION

malaymail

Malaysia's 2nd Largest English Daily

15%


Matchon Online
www.matchon.co.th

Thailand's 2nd largest News Daily

18%


Sara A. Carter
TAKING BACK THE STORY

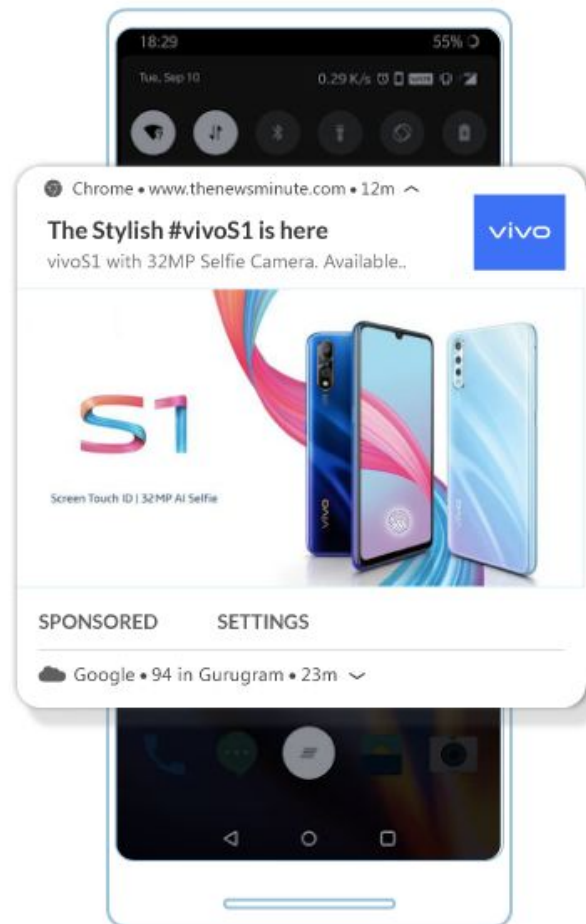
Leading TV Anchor Blog

11%

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.



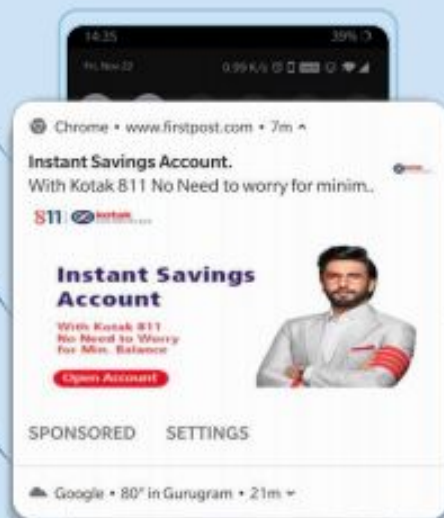
For Enterprise Only

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

CUSTOMERS



INQUIRER.NET



PARTNERS



Jeff Misenti
Founder, The Publisher Desk

“ iZooto is undoubtedly the best audience development and engagement platform out there. ”



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

PRICING

Thank You
