iZooto
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."

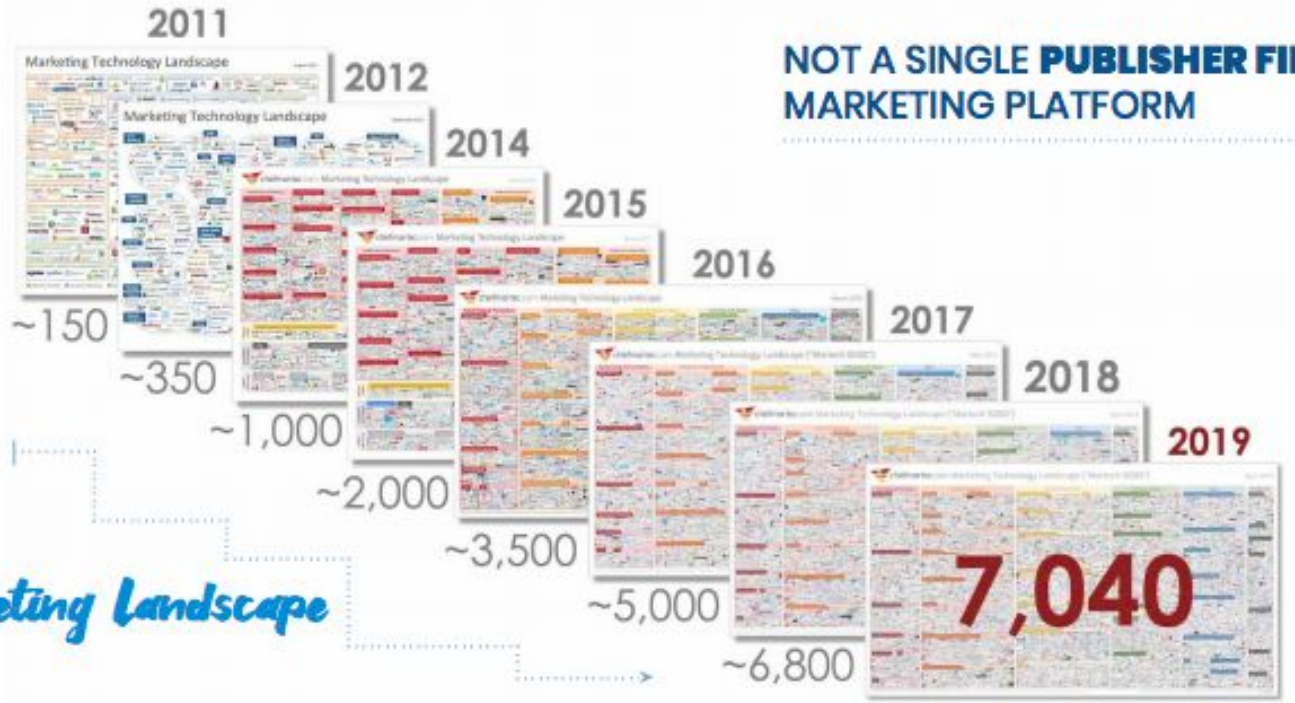
BUSINESS INSIDER

"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

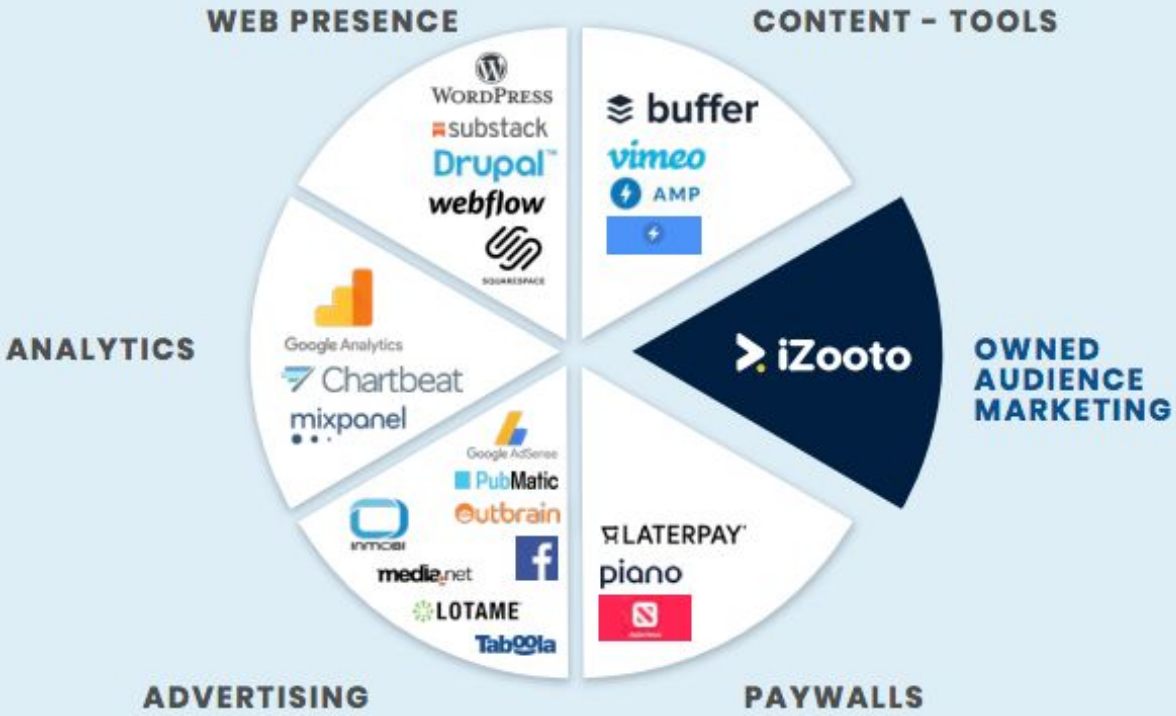


NOT A SINGLE **PUBLISHER FIRST** MARKETING PLATFORM

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

OUR MISSION @IZOOTO

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

iZooto

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.

SUPPORTS

AMP

WORKS ON

(EXCEPT iOS)

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.

SUPPORTS

AMP

WORKS ON

BROWSERS SUPPORTED

Easy Integration With Popular Platforms

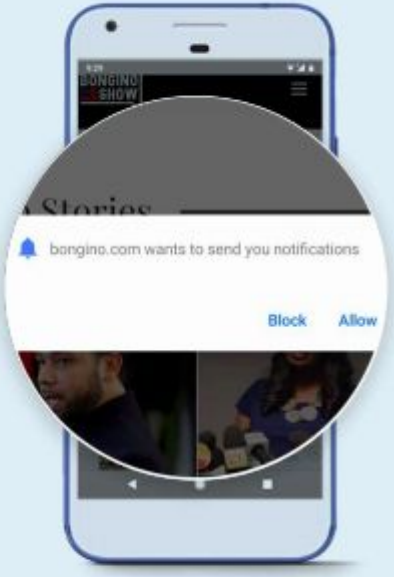
VIP | WordPress | Drupal™ | shopify | zapier

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

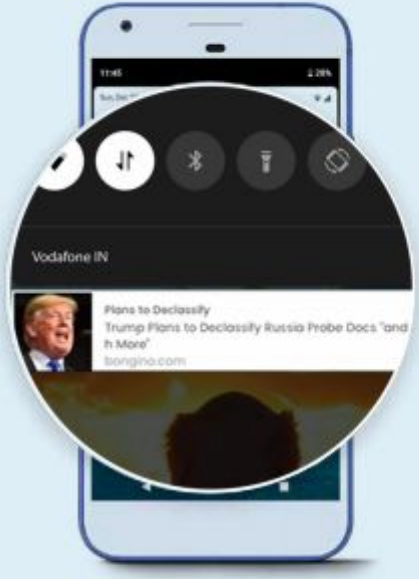
iZooto
Intelligence Layer

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

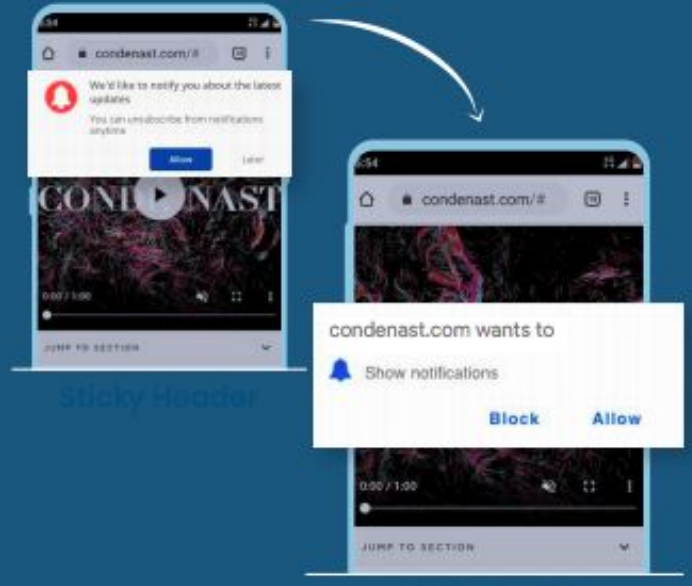
Show the permission prompt only when your readers have spent a certain time on the page

BUTTON CLICK

Show the permission prompt only when readers click on a button

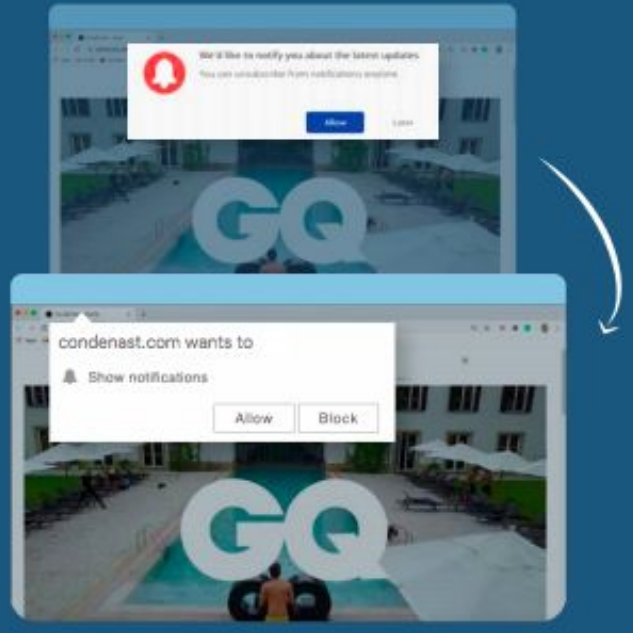
MULTIPLE TEMPLATES FOR DESKTOP AND MOBILE

MOBILE



- Choose from 8 different templates

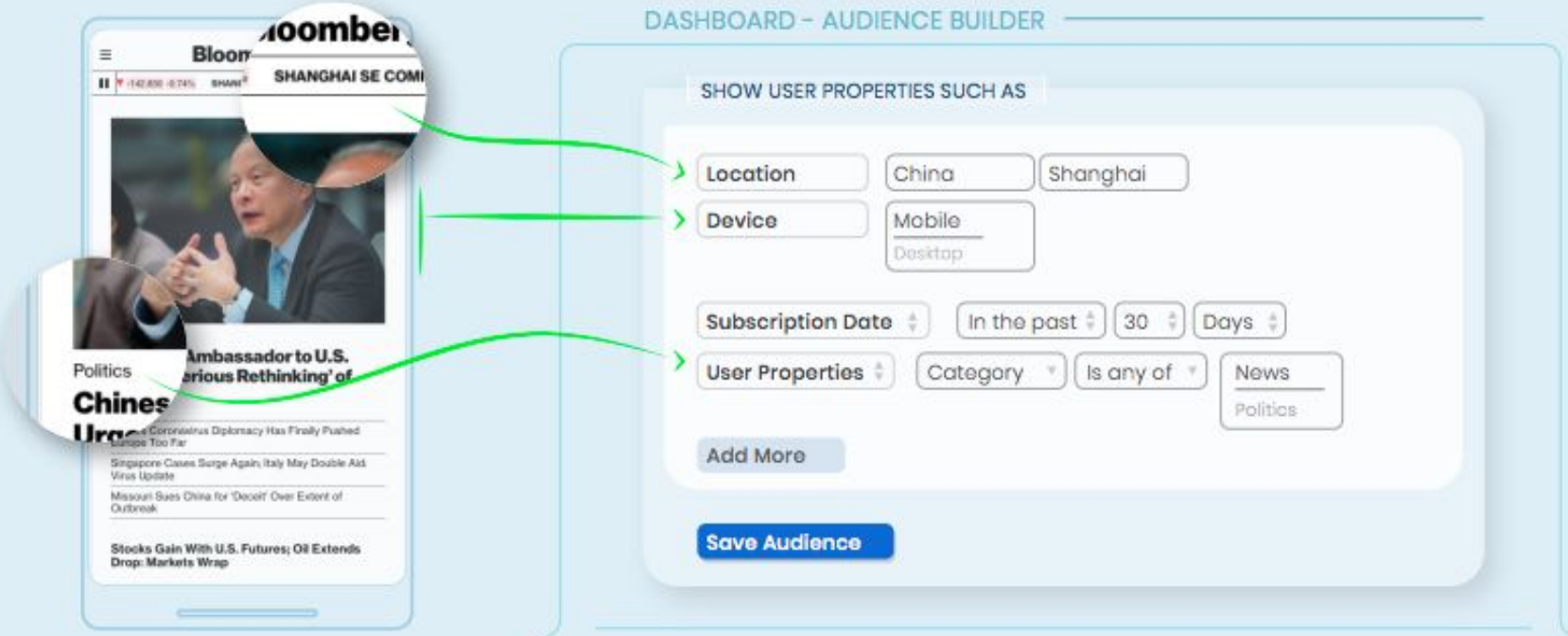
DESKTOP



- Choose from 9 different templates

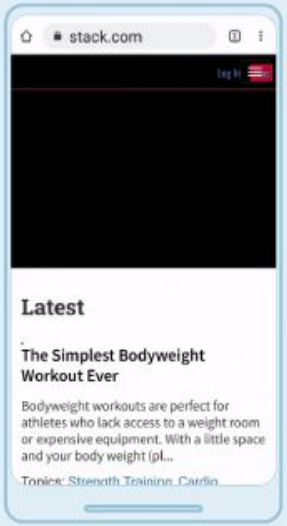
CREATING POWERFUL NOTIFICATIONS WITH
CUSTOMIZABLE ELEMENTS

SEGMENT INTELLIGENTLY, TARGET SPECIFICALLY



CAPTURE THE RIGHT MARKETING MOMENT AND
RECOVER ABANDONED TAB

User browsing your website



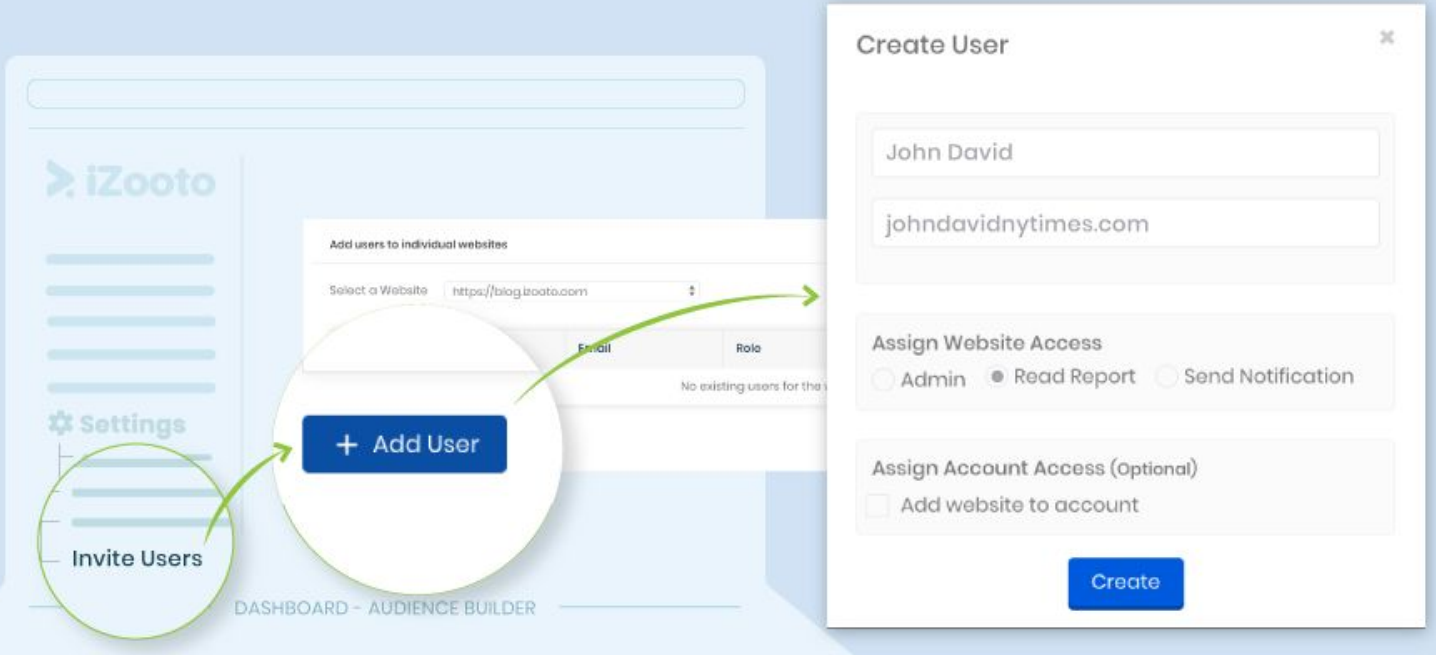
User abandons your tab and Is now on another website

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

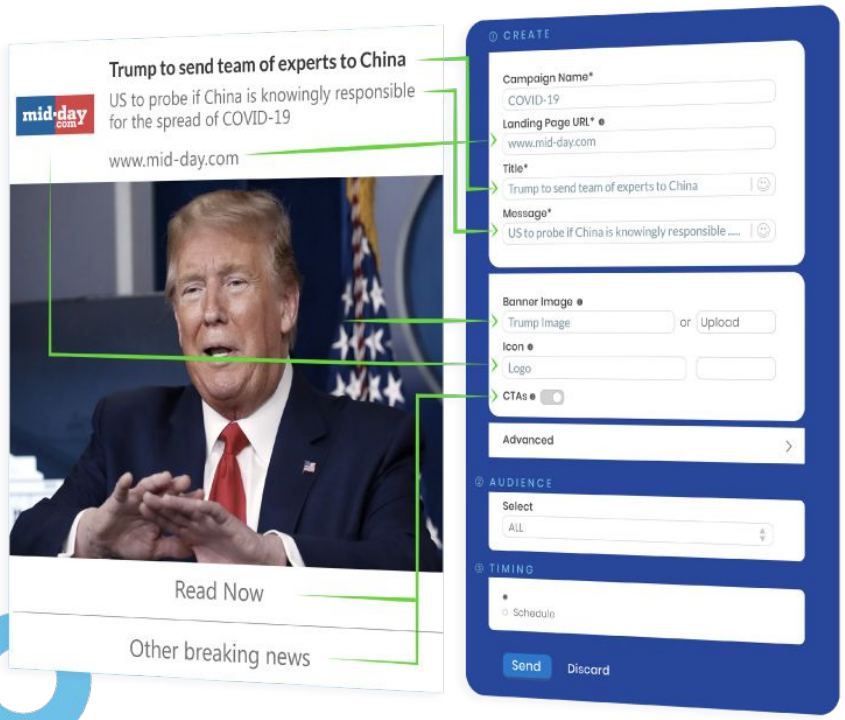
And A Wide Variety Of Playbooks You Can Try Out

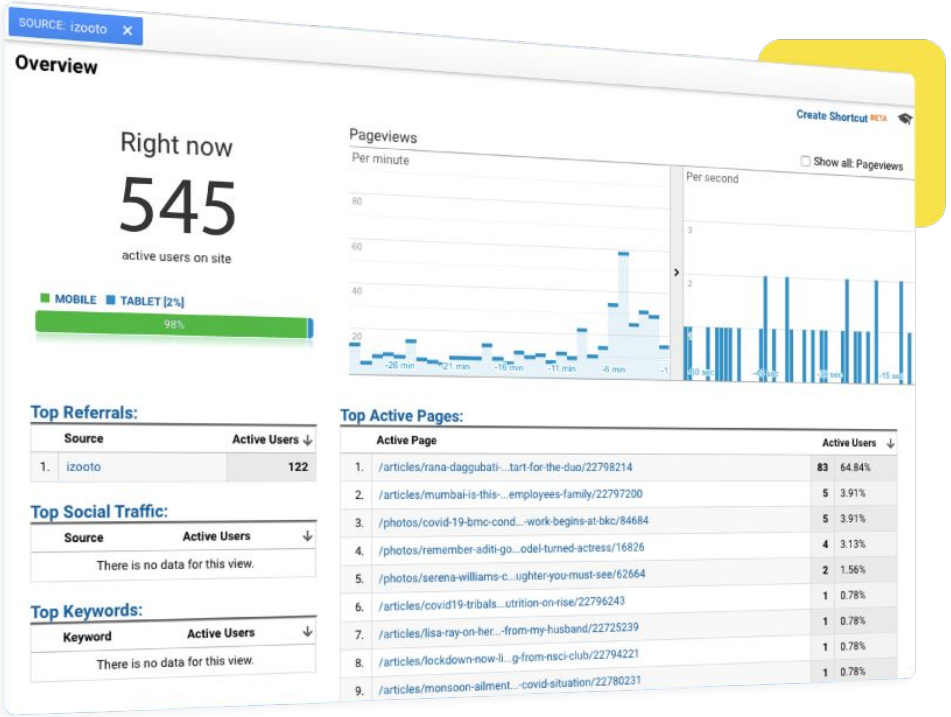
Capture Your Audience In Their Marketing Moment **with Playbooks**

Collaborate With Your Entire Team
And Make Work Easier



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

Malaysia's 2nd Largest English Daily **15%**

Matichon Online www.matichon.co.th

Thailand's 2nd largest News Daily **18%**

Sara A. Carter

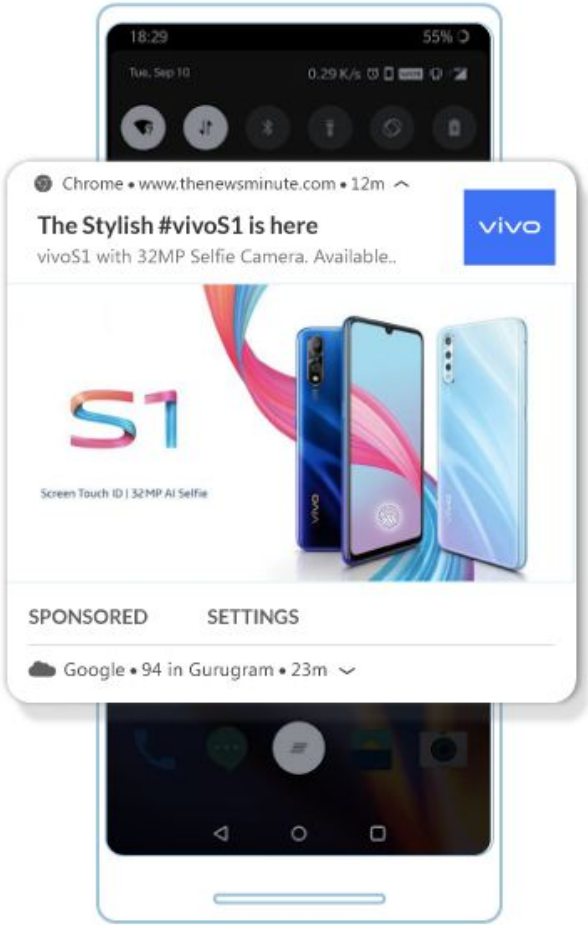
TAKING BACK THE STORY

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

Jagran

Network 18

अमर उजाला
amarujala.com

THE TIMES OF INDIA

News Corp

The Manila Times

The Indian EXPRESS

CCM Benchmark

INQUIRER.NET

Asianet

falabella.

malaymail

PARTNERS

Jeff Misenti
Founder, The Publisher Desk

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

adpushup

WordPress

AMP for WP

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