

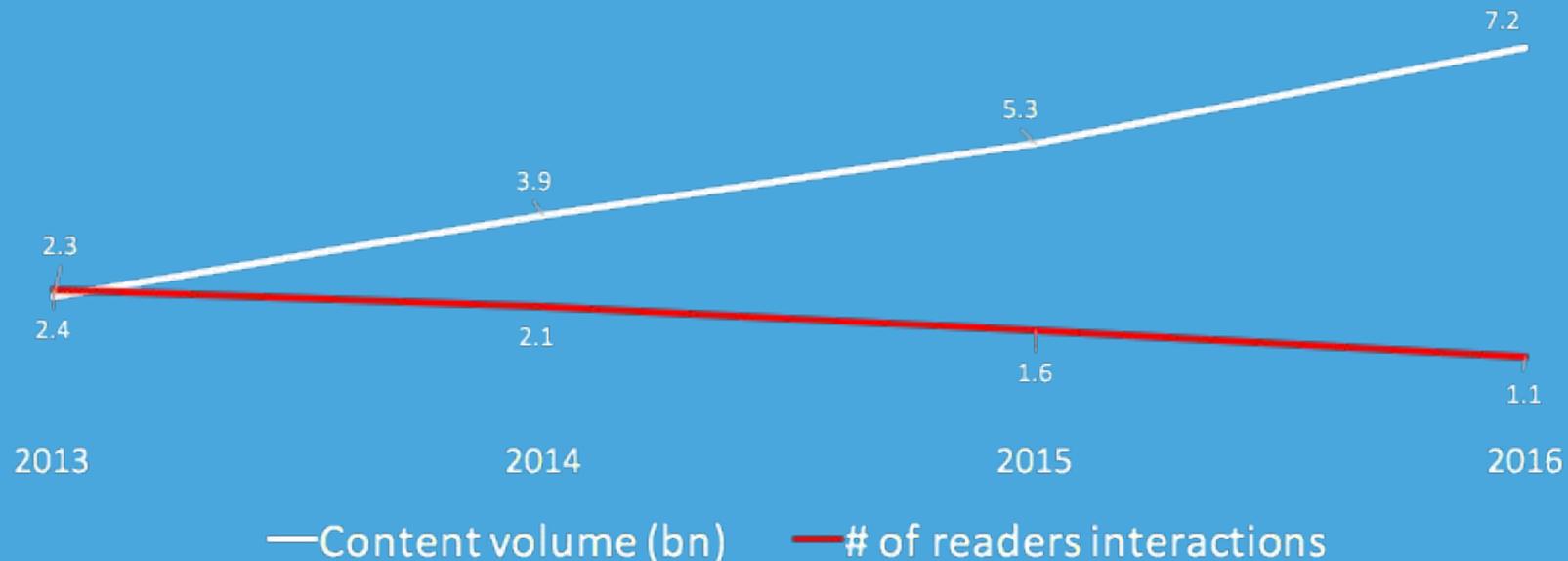


newzmate

THE INTERNET IS LOADED WITH TOO MUCH CONTENT

As a publisher, you're contributing to the 2.5 quintillion bytes of data that is made everyday!

The old method of publishing tons of content isn't as effective as it used to be. Many more are publishing great content nowadays to the point that it's becoming increasingly difficult to be heard over all that digital noise.



“Personalization is the most important capability to a company’s marketing”

— *Adobe Roadblock Digital Survey*

56% of consumers say they would be more inclined to use a service if it offers a personalized experience

— *Accenture study*

74% of online consumers get frustrated with websites when content is not personalized/related to their interests

— *Janrain & Harris Interactive*

40% of consumers buy more from those who personalize buying experience across channels.

— *MyBuys*

19% uplift in sales, on average, is observed by organizations who are personalizing their web experiences

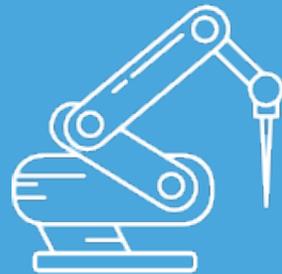
— *Monetate*

NEWZMATE

is a content marketing cloud that helps news companies to personalize audience experience, automate content delivery and increase revenue



PERSONALIZATION



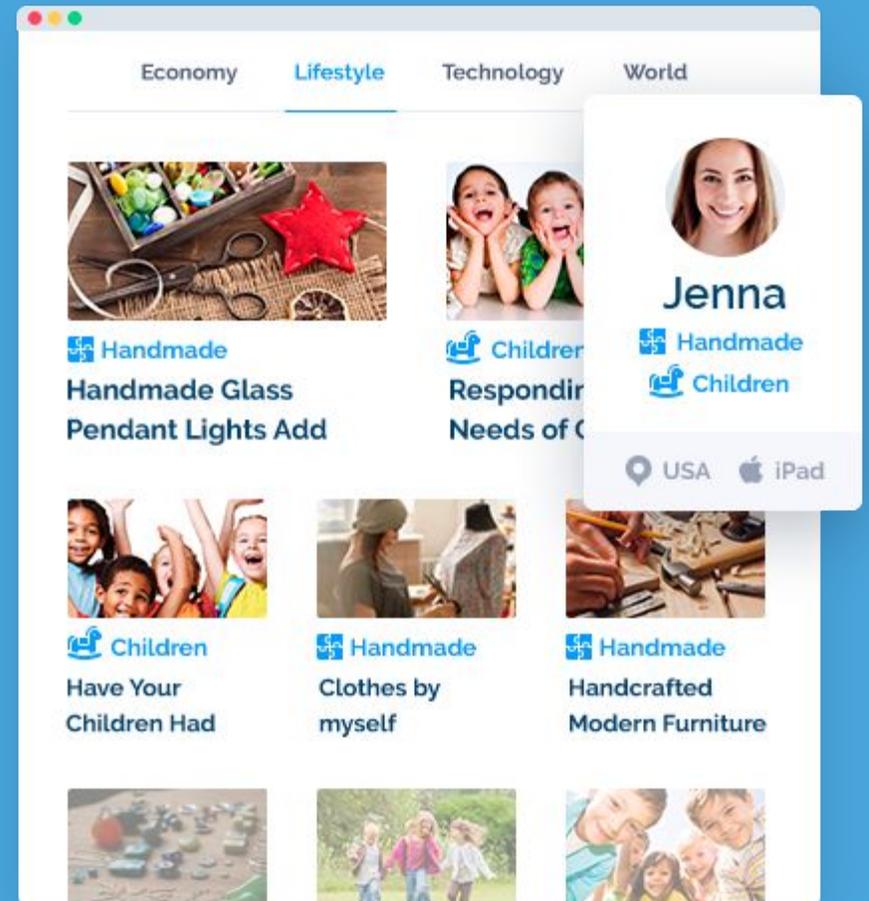
AUTOMATION



MONETIZATION

Newzmate is based on a machine learning technology that turns knowledge about users interests into personalized content recommendations

- It utilizes contextual targeting based on semantic data
- It monitors individual and groups behavioral data
- It takes into account geo and device data
- And connects this knowledge with editorial content to deliver the right content the right people



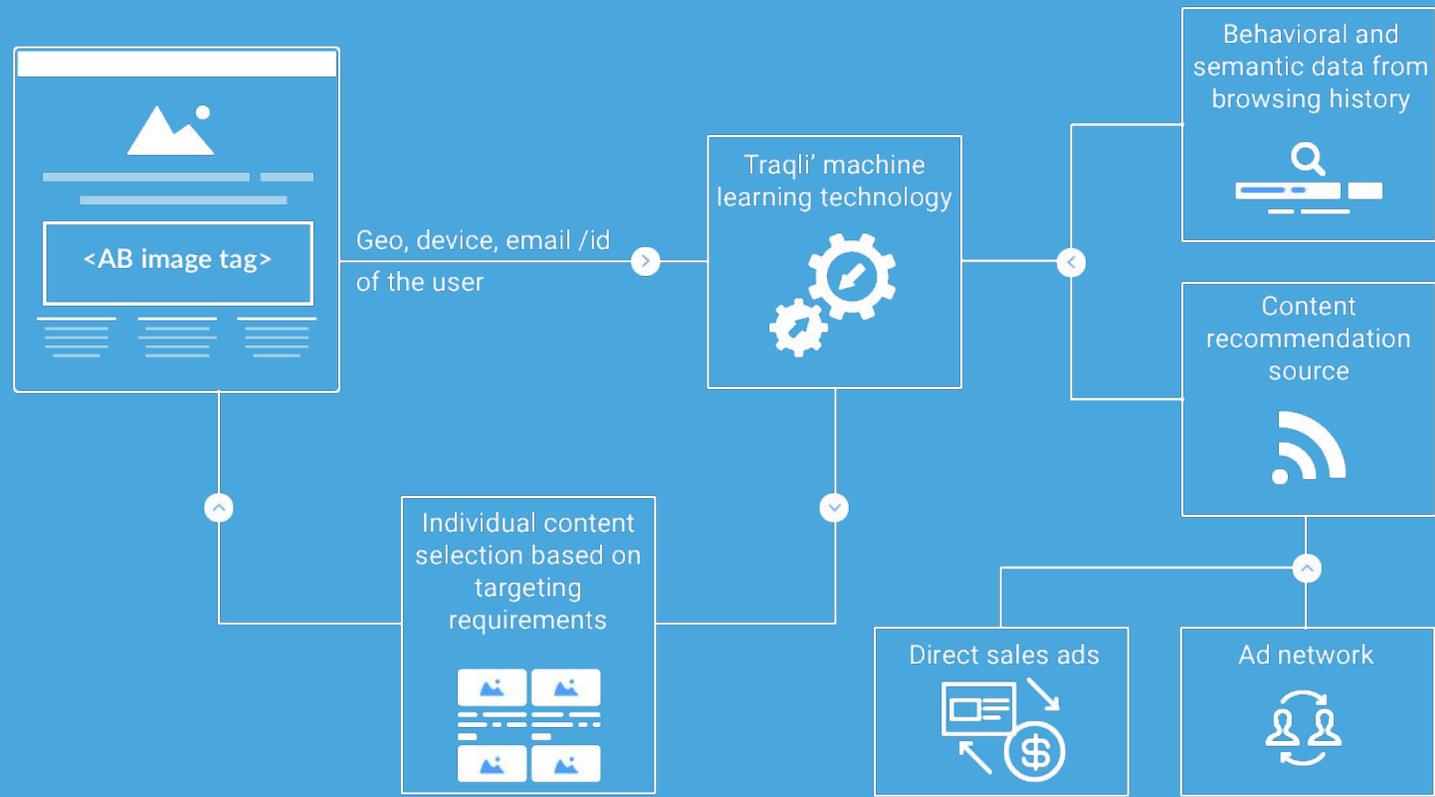
Newzmate's marketing automation workflow was built specifically for news organizations needs to help them focus on achieving the goals rather than adjusting the tools

- Add sources of the content, specify the content selection rules and Newzmate will pick up only fresh, relevant stories and deliver them at the best moment
- Create fully dynamic templates, opt-in forms and on-site content recommendation widgets once and grow your marketing performance on a complete autopilot



Monetize your emails with Newzmate's real-time targeting of advertising

- Newzmate's intelligent ad targeting technology makes real time content selection decisions taking into account users location and type of device, as well as personal interests based on behavioral and semantic data gathered on the publisher's website.
- Next, leveraging machine learning Newzmate applies this knowledge to make an individual ads selection



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Dashboard Click map

Widget KPIs analysis

209,470
200,000
180,000
160,000
140,000
120,000
100,000
80,000
60,000
40,000
20,000
0

Jan 21 Jan 27 Feb 02 Feb 07 Feb 13

Clicks Advertisement clicks Impressions Real...

General Performance Data

| NAME | IMPRESSIONS |
|---------------------------|-------------|
| Recommended for you (266) | 4,586,366 |

Clicks summary

1,048
1,000
900
800
700
600
500
400
300
200
100
0

Feb 22 Feb 25 Feb 27 Mar 01 Mar 04 Mar 06 Mar 08

Header Footer Logo Main article Divider DFP tag Top Stories (recomm...

Most used blocks

Header Footer Logo Main article
Divider DFP tag Top Stories (recomm... Visual Editor
Weather (recommended... Sports Social View All
Other

26% 65%

Most clicked links

| NAME | Clicks |
|---|--------|
| UPDATE: Identification made into Clay County double homicide (50873152) | 548 |
| Tupelo High School student suddenly dies (50207883) | 491 |
| Union County parents arrested after children test positive for drugs (50355591) | 415 |
| UPDATE: Monroe County roundup nets 72 suspects (49400645) | 408 |
| Lee County daycare worker accused of child abuse (49379234) | 382 |
| Shumpert family responds to discovery motion (50175578) | |
| UPDATE: One person airlifted in interstate accident (50400378) | |
| Monroe County still tallying numbers after MBN led roundup (49522887) | |
| UPDATE: Ole Miss releases NLI from New Hope signee following arrest (49215554) | |

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Dashboard Refresh 2016-04-01 - 2016-05-02

TOTAL SUBSCRIBERS 1,112,403
ACTIVE SUBSCRIBERS 739,869
TOTAL SENT EMAILS 207,737,476
TOTAL CLICKS 17,284,653

Sent Emails

686,148
600,000
400,000
200,000
0

Apr 01 Apr 07 Apr 12 Apr 18 Apr 24 Apr 30

20,668,810 Total sent 645,900 AVG sent daily

Clicks

79,064
60,000
40,000
20,000
0

Apr 01 Apr 07 Apr 12 Apr 18 Apr 24 Apr 30

2,042,541 Total clicks 0 Total AD clicks 63,829 AVG clicks daily 9.88% Total AVG CTR

Mailing list activity

2,779
2,600
2,400
2,200
2,000
1,800
1,600
1,400
1,200
1,000
800
600
400
200
0

Apr 03 Apr 06 Apr 09 Apr 12 Apr 15 Apr 18 Apr 21 Apr 24 Apr 27 Apr 30

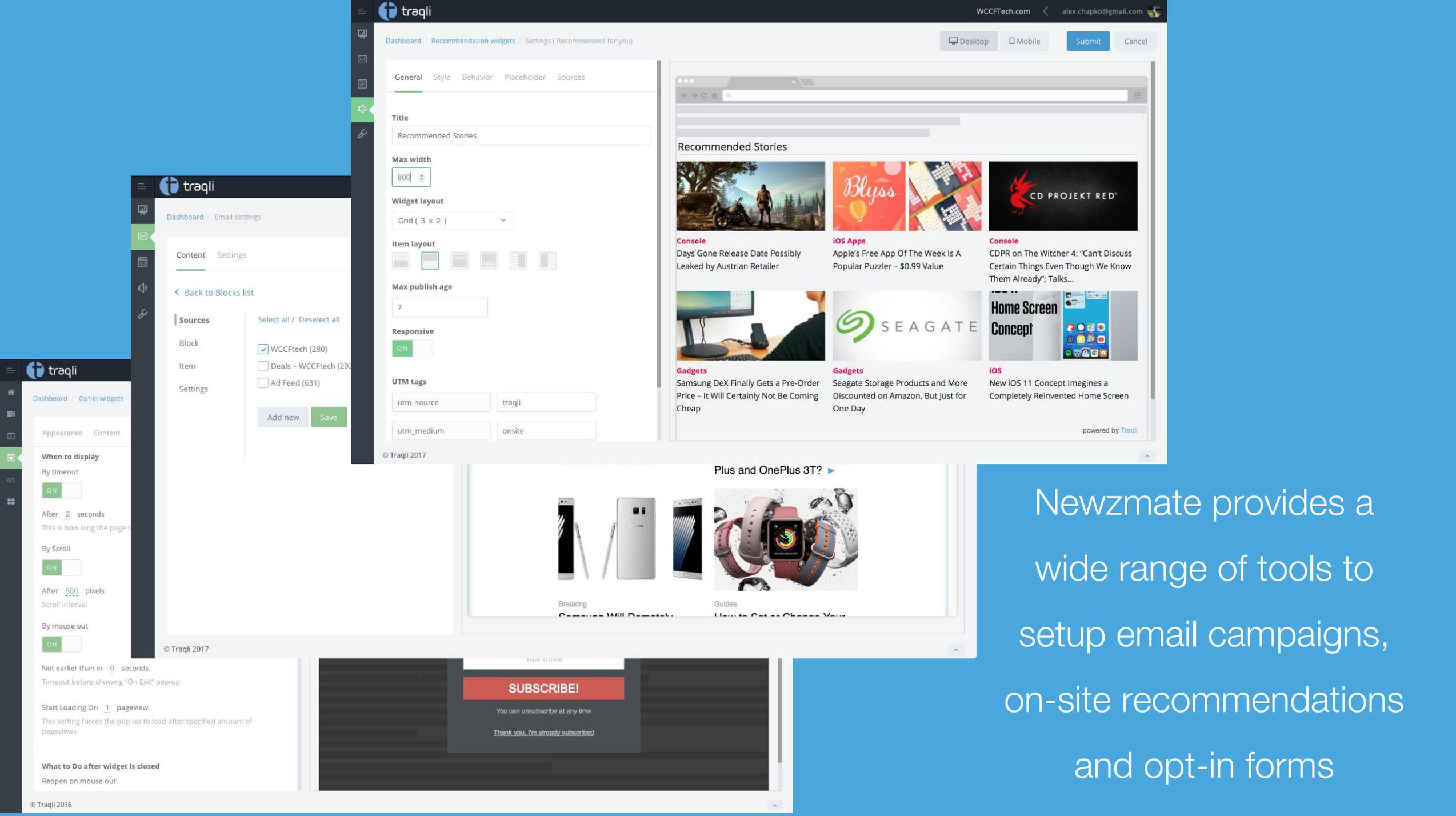
0 Unidentified 0 Via API 65,750 Widget 1 Via dashboard

GENERAL PERFORMANCE DATA Export to CSV

| Date | Emails | Clicks | Subscriptions | Unsubscribed |
|------------|---------|--------|---------------|--------------|
| 2016-04-01 | 632,677 | 71,594 | 2,105 | 333 |
| 2016-04-02 | 634,001 | 61,106 | 1,519 | 416 |
| 2016-04-03 | 635,020 | 48,885 | 1,494 | 327 |
| 2016-04-04 | 635,756 | 64,487 | 1,687 | 666 |
| 2016-04-05 | 636,689 | 63,336 | 1,848 | 424 |
| 2016-04-06 | 686,148 | 45,081 | 1,908 | 485 |
| 2016-04-07 | 638,980 | 64,264 | 2,081 | 626 |
| 2016-04-08 | 640,198 | 58,648 | 1,895 | 680 |
| 2016-04-09 | 641,321 | 50,631 | 1,722 | 509 |
| 2016-04-10 | 642,395 | 51,049 | 1,726 | 684 |
| 2016-04-11 | 643,284 | 71,673 | 2,055 | 1,040 |

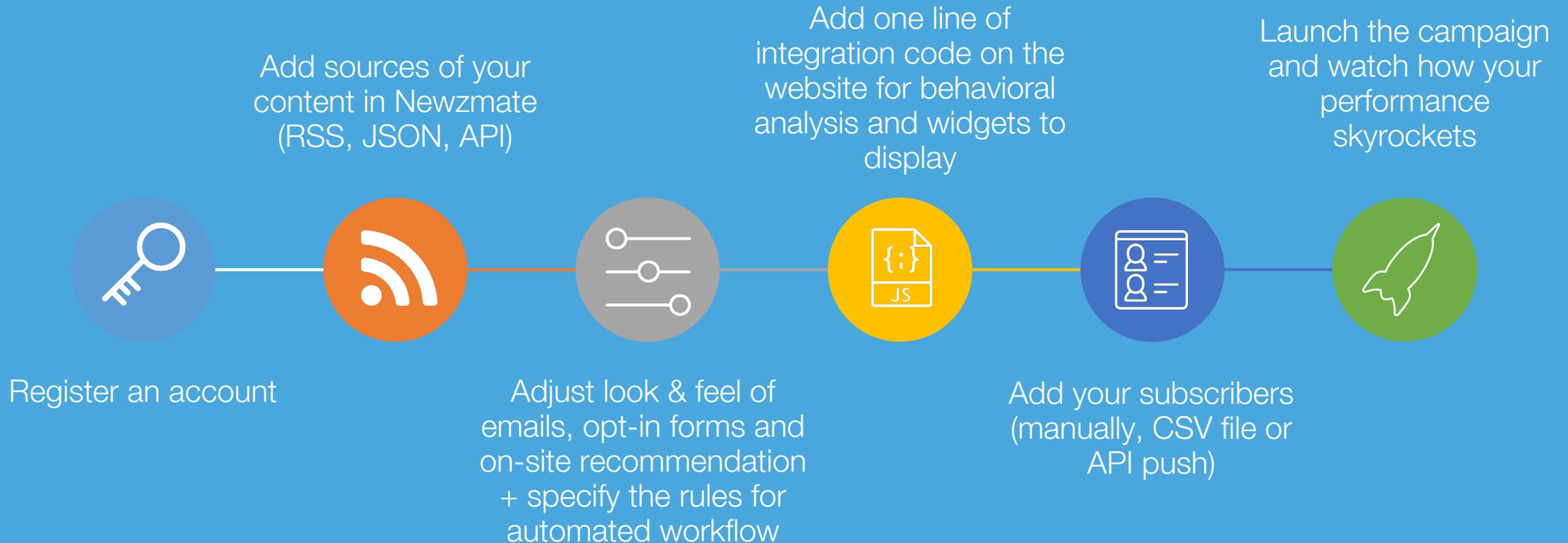
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Deep analytics about email campaigns performance, mailing list activity, click map and most popular content in emails and on the website



Newzmate provides a wide range of tools to setup email campaigns, on-site recommendations and opt-in forms

IMPLEMENTATION PROCESS



3x

TEAM PRODUCTIVITY GROWTH

NEWZMATE helped over 50 publishers to build personal connection with the audience and increase revenue on a complete autopilot without any hassle

+80%
REVENUE GROWTH



+60%
MORE TIME ON
THE WEBSITE



+120%
PAGE VIEWS

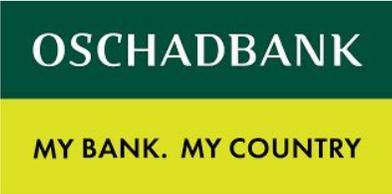


+150%
INCREASE IN
CONVERSIONS AND CTR



SAMPLE CLIENTS

Hubert Burda Media



200 million
user profiles



10 billion
personalized recommendations

WHAT'S NEXT?

Learn more about services at <https://newzmate.com>

Find additional information about workflow and integration at:
<https://help.newzmate.com>

Request a demo call and get a free trial

Alex Chapko

Email: alex@newzmate.com