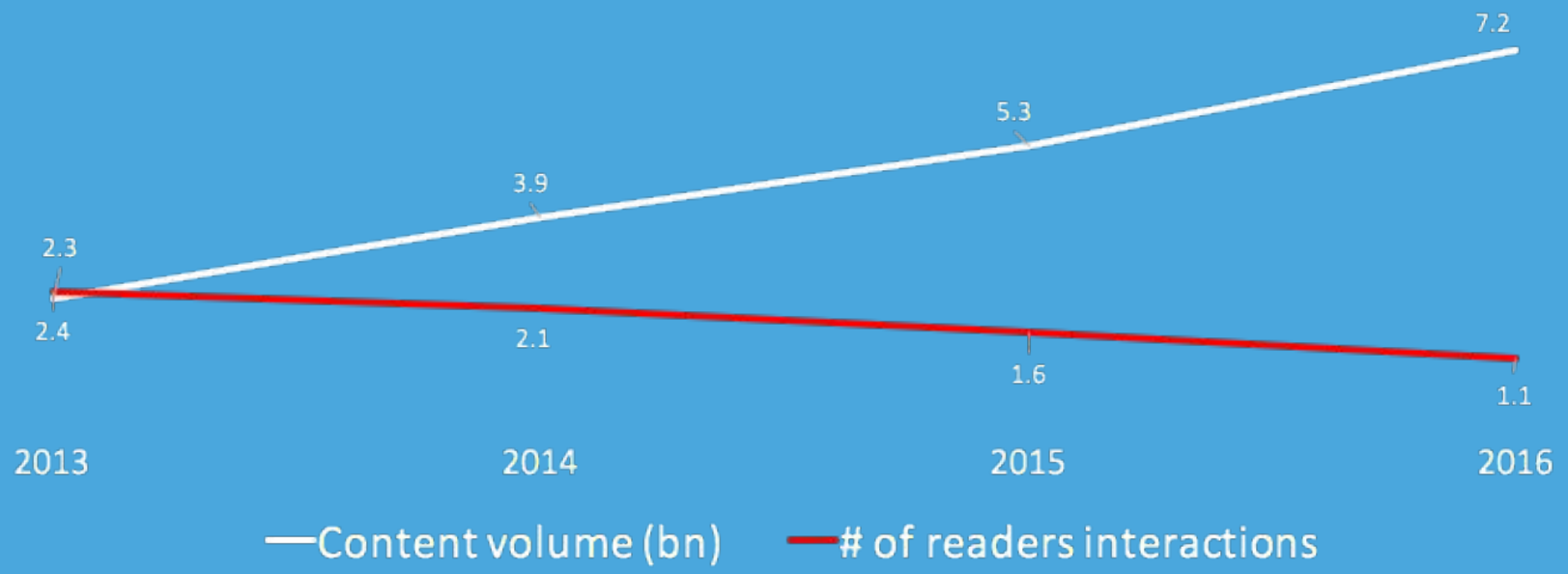
newzmate

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

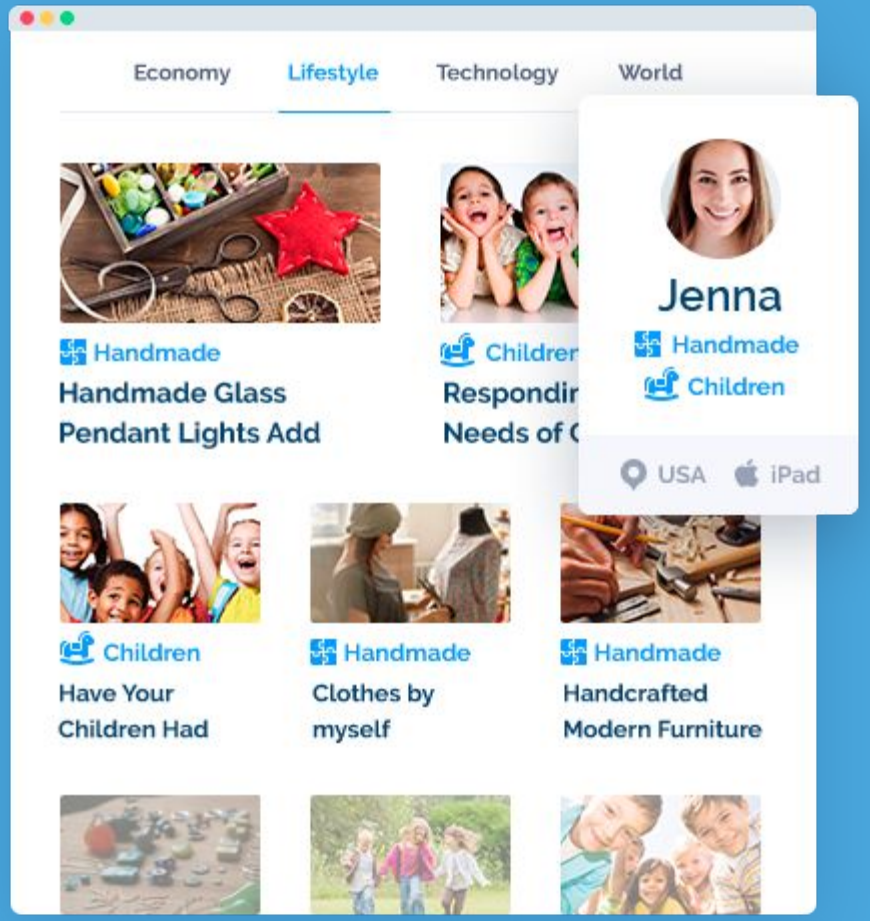
PERSONALIZATION

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



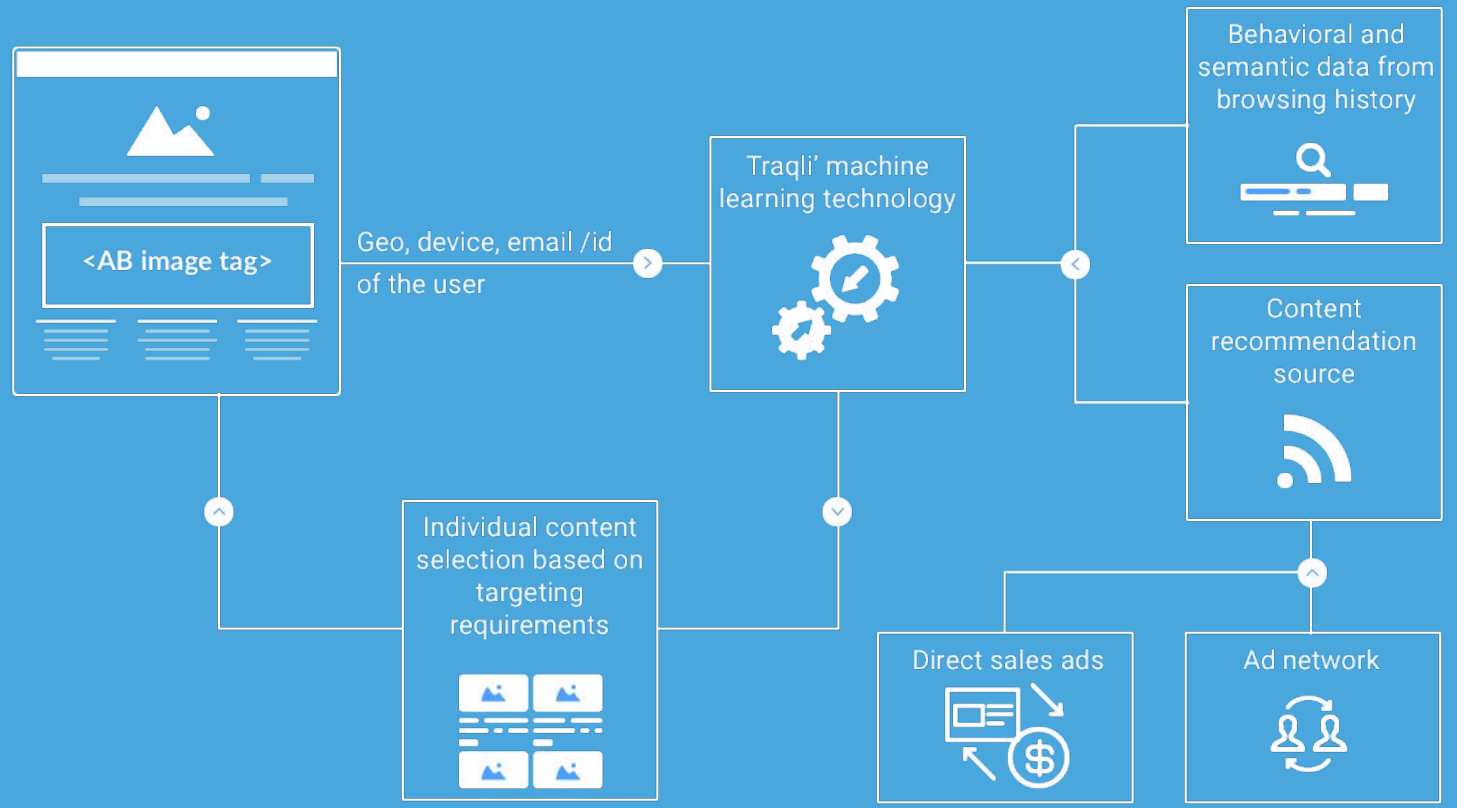
Newzmate's marketing automation workflow was built specifically for news organizations needs to help them focus on achieving the goals rather than adjusting the tools

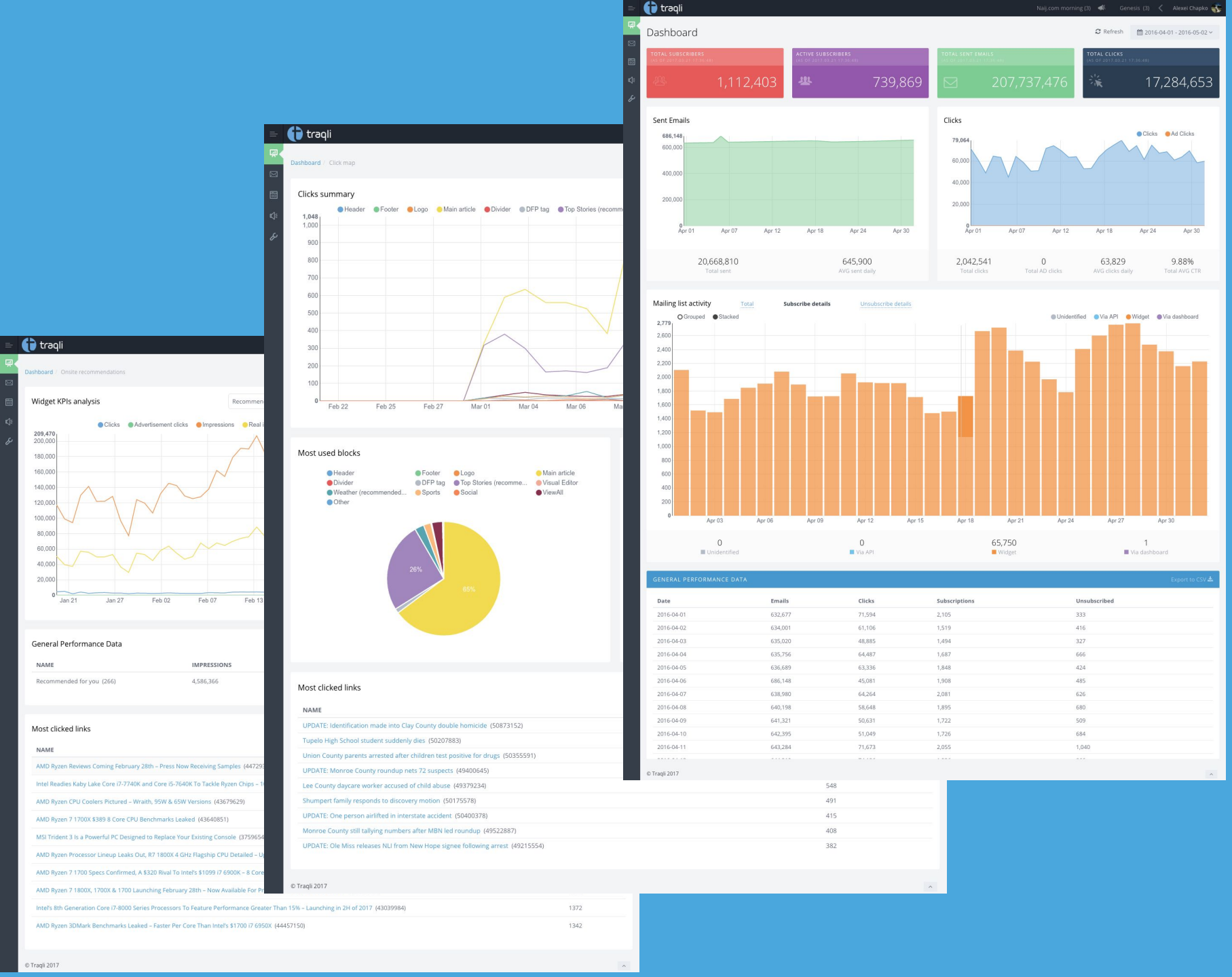
- Add sources of the content, specify the content selection rules and Newzmate will pick up only fresh, relevant stories and deliver them at the best moment
- Create fully dynamic templates, opt-in forms and on-site content recommendation widgets once and grow your marketing performance on a complete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

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

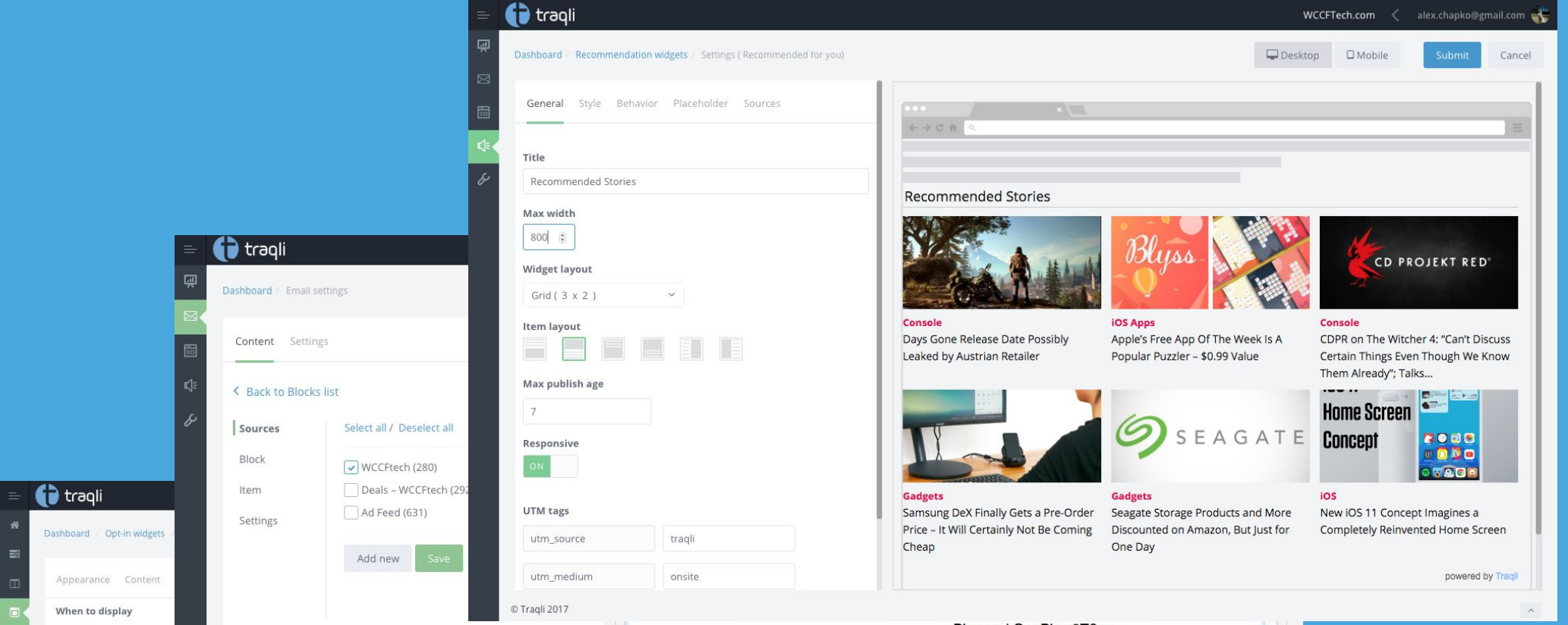
- Newzmate's intelligent ad targeting technology makes real time content selection decisions taking into account users location and type of device, as well as personal interests based on behavioral and semantic data gathered on the publisher's website.

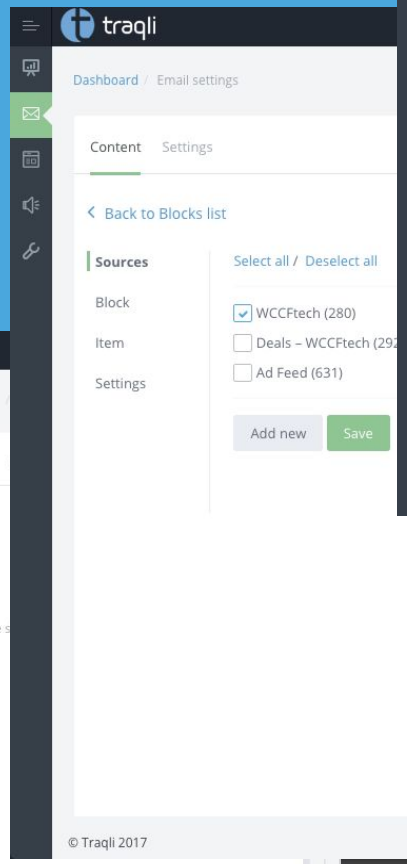
- Next, leveraging machine learning Newzmate applies this knowledge to make an individual ads selection

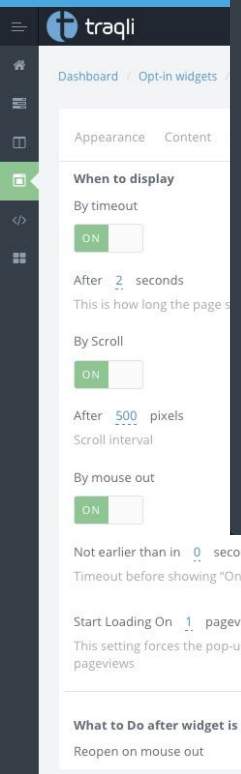


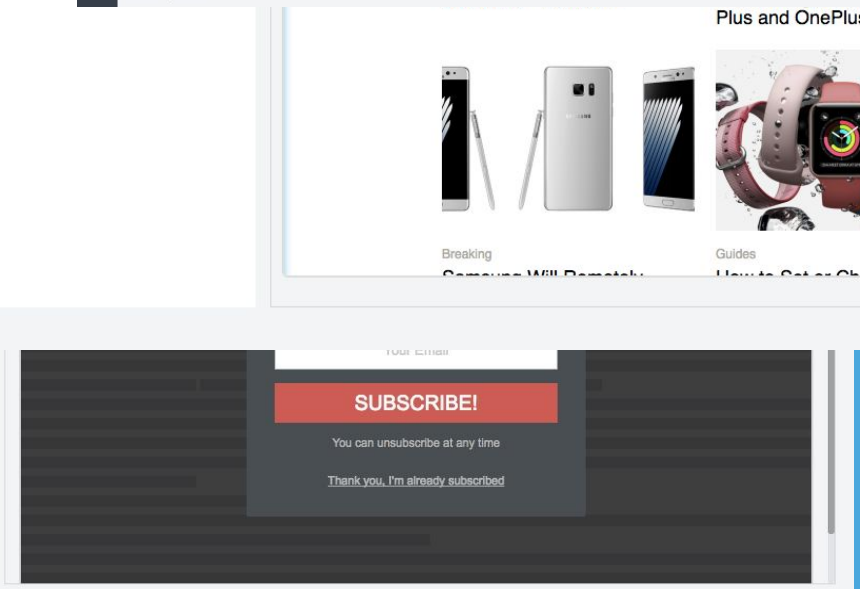


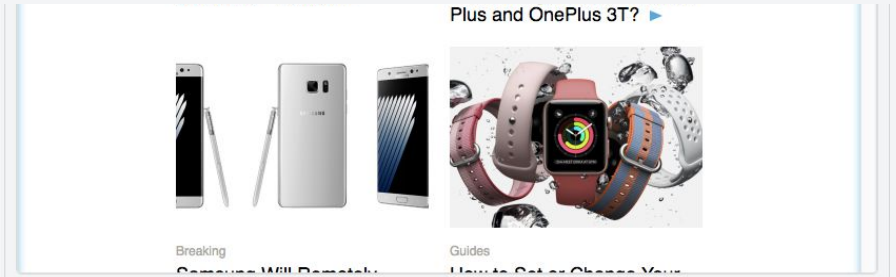
Deep analytics about email campaigns performance, mailing list activity, click map and most popular content in emails and on the website





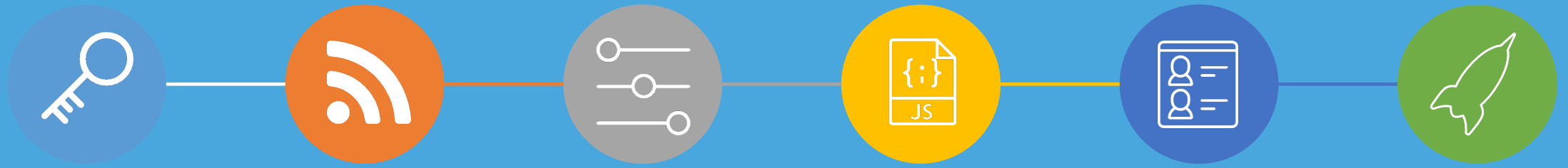






Newzmate provides a wide range of tools to setup email campaigns, on-site recommendations and opt-in forms

IMPLEMENTATION PROCESS



Register an account

Add sources of your content in Newzmate (RSS, JSON, API)

Adjust look & feel of emails, opt-in forms and on-site recommendation + specify the rules for automated workflow

Add one line of integration code on the website for behavioral analysis and widgets to display

Add your subscribers (manually, CSV file or API push)

Launch the campaign and watch how your performance skyrockets

3x

TEAM PRODUCTIVITY GROWTH

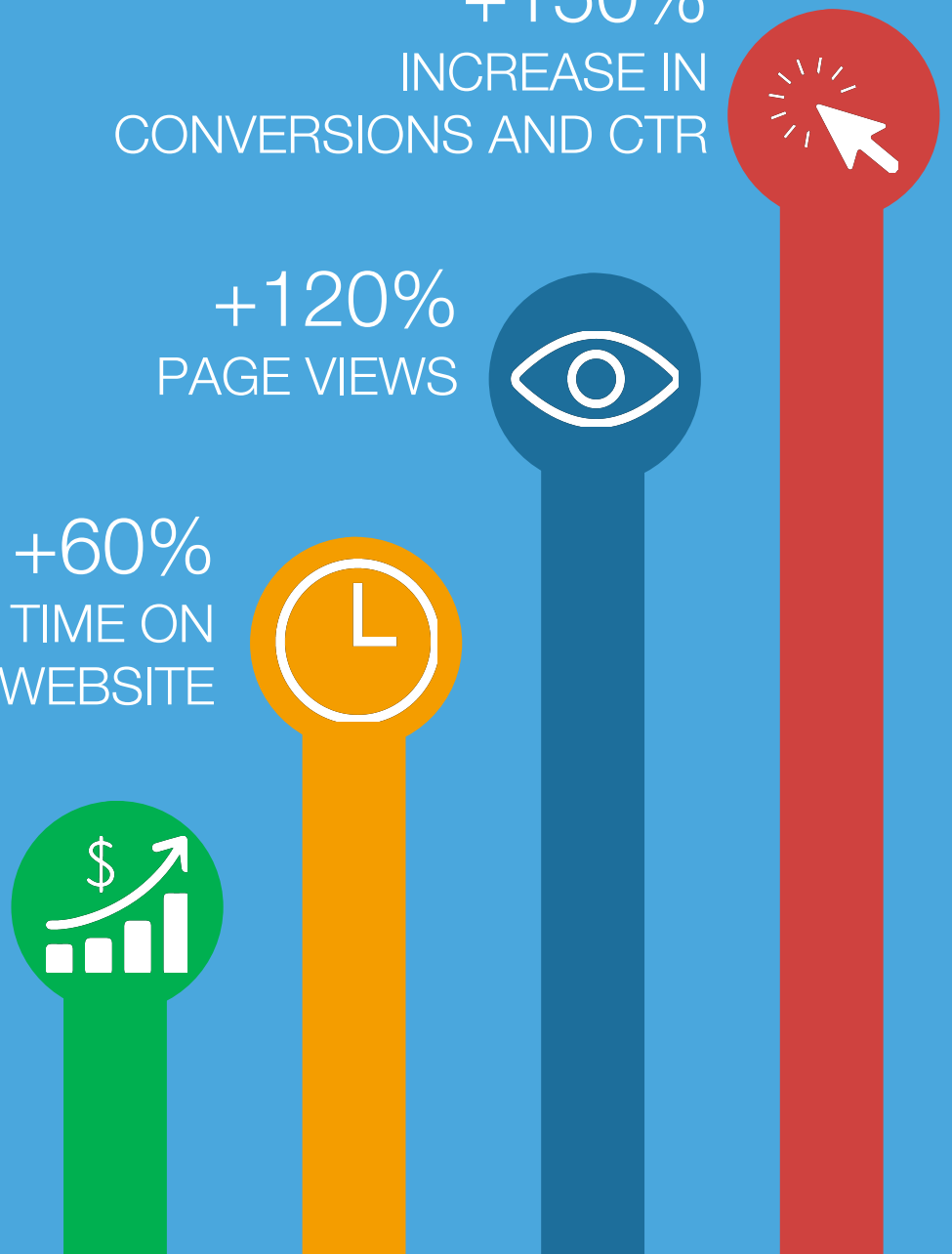
NEWZMATE helped over 50 publishers to build personal connection with the audience and increase revenue on a complete autopilot without any hassle

+150%
INCREASE IN CONVERSIONS AND CTR

+120%
PAGE VIEWS

+60%
MORE TIME ON THE WEBSITE

+80%
REVENUE GROWTH



SAMPLE CLIENTS

Hubert Burda Media

EDIPRESSE GROUP

Nexstar MEDIA GROUP, INC.

grupa zpr media

STAR LIGHT MEDIA

HeartlandMedia

NEWS & MEDIA holding

CNC

ZEE ENTERTAINMENT

TUT.BY БЕЛОРУССКИЙ ПОРТАЛ

VLTAVA LABE MEDIA

GRUPA WYDAWNICZA polskapresse

OSCHADBANK MY BANK. MY COUNTRY

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