



We know what you need to publ.sh next to
become even more relevant to your customers

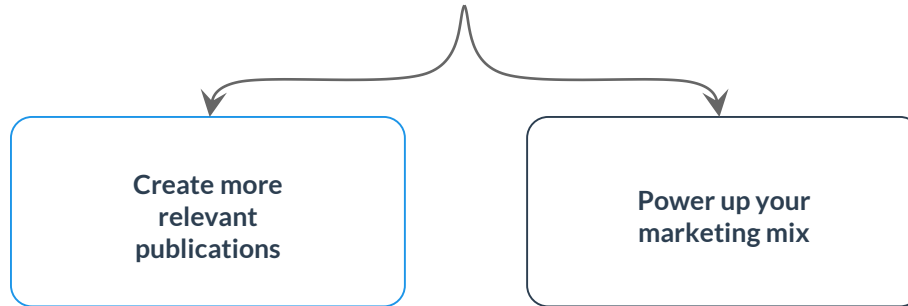
- Data Driven Publishing

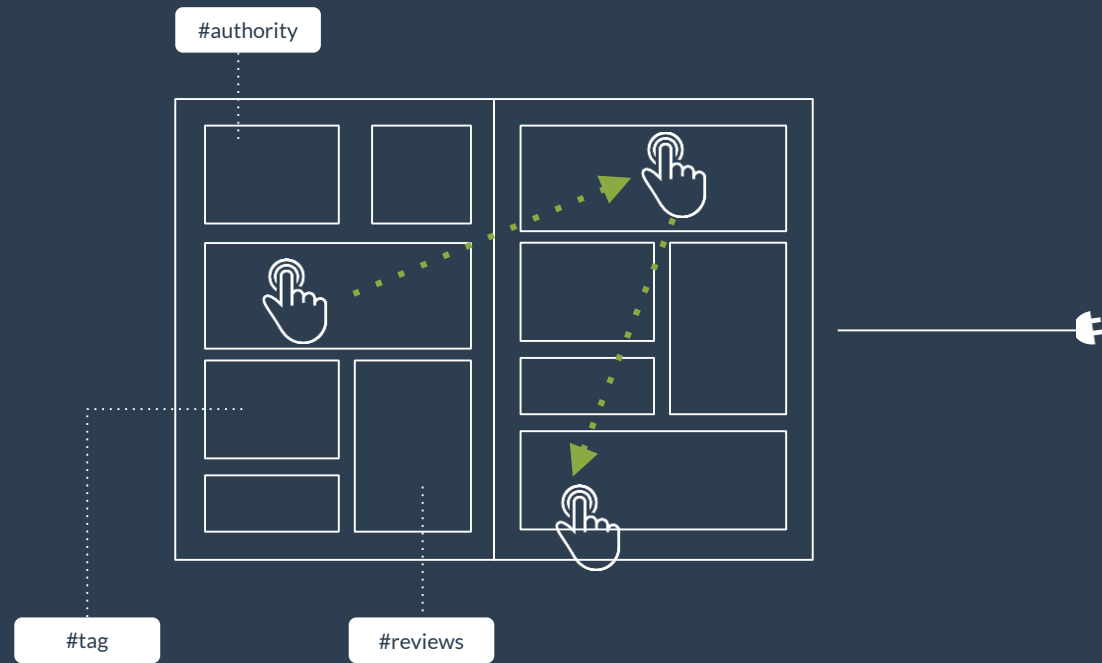
MEDIAPOST

GRUPE LA POSTE





There is great wisdom to be found in how people read your digital publication.
Use that wisdom to create relevant brochures, magazines or leaflets and to
power up your digital marketing mix.





Turning a black box into data

A user-friendly tool that lets you extract data from your publication. By using content classification and monitoring behaviour we turn a black box in a wealth of data.

 Tags	 Behaviour
# persuasion type	Time
# page type	Patterns
# content type	Referral
# product category	Entry & exit
# shopping basket	Share
# related content	Pop up

External data



Online publications



Customer Relationship



Google Analytics



Car dealer system



Location



Weather & season



Economy data



Traffic density



Content Classification

#persuasion #product

#content type #shopping

#page type #related

Behaviour

#Time #Pop up

#Patterns #Entry&Exit

#Referral #Share

Adding contextual data

External data can give great context under what circumstances people read your publication. By enriching behavior with internal and external data, you gain valuable insights and create relevance for your readers.



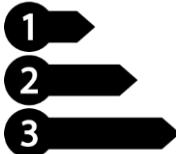
Insight A



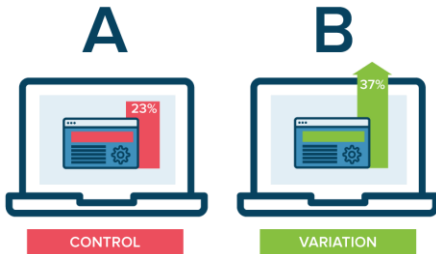
Insight B



Insight C



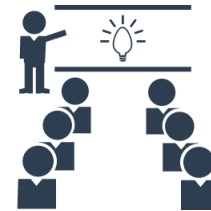
Insight D



Analyse and learn

Create valuable insight on how customers read your digital publication. Learn, adapt and become more relevant.

Keep optimizing through A/B tests and stay on top of the game.





Take your publication to the next level

By analyzing the data and turning them to insight you can start optimizing your publication. Optimizing can mean different content, content layout or even multiple publications based on for instance segments, location, time or target audience.



Optimization



Lease driver or private driver



Garden or Balcony



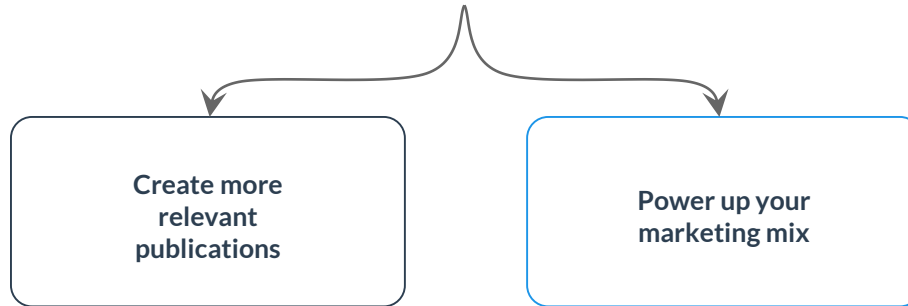
Familie man or single



Urban or rural



Price or scarcity



**Create more
relevant
publications**

**Power up your
marketing mix**



Plain PDF



WePublish
HTML5 Viewer



Reading behaviour
Track how customers are reading your brochure.

Content classification
Persuasion tags & types / page type / content type / productcategory / elements / customers / and more



Enrich profiles with data from your publications

A user-friendly tool that lets you create **relevant digital publications**. By enriching profiles with internal and external data, you gain valuable insights and create relevance for you readers.



A profile enriched within HAL2L eCRM tool



Amsterdam, the Netherlands



More active during rainy days



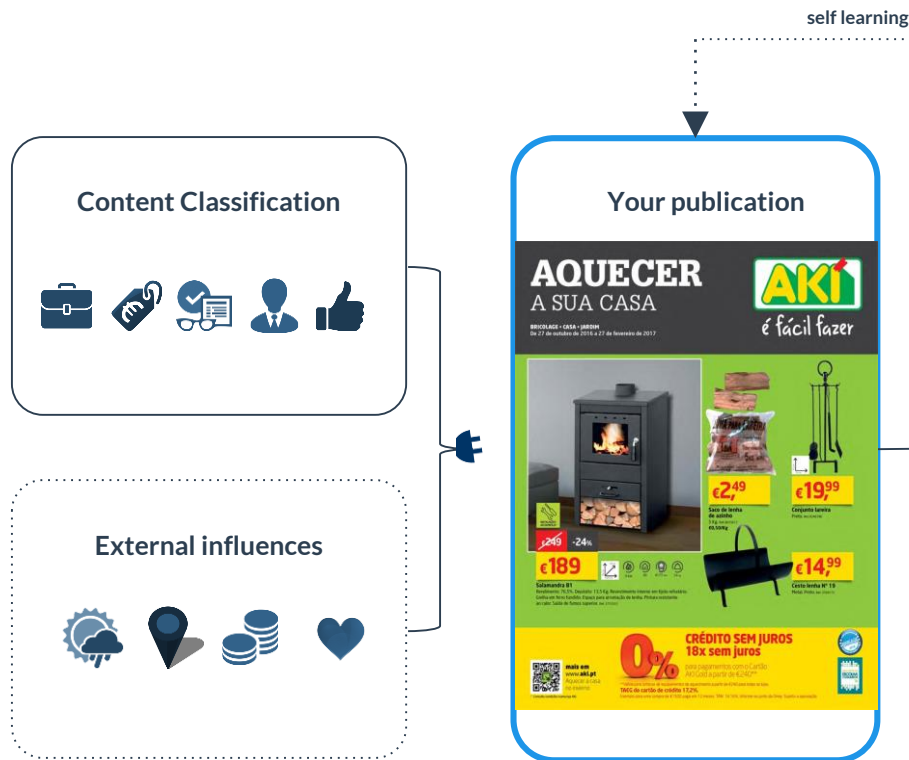
Persuade with social proof



Impulsive buyer



Business lease driver



Power up your digital marketing activities

Combine your publication with internal and external data to further enrich profiles. You don't have to be data scientist because our tool tells you exactly what to do.



Dynamic publications

Dynamic & personalized publications



E-mail

Profile enrichment & relevant content



Recommendations

Personalized content recommendations



Banners

Relevant content on banners



Influences



Influences



Make sure that your online publication is more relevant for your customers

Create powerful dynamic publications for Continate based on **customer behaviour** and **external influences** such as buyer history and geographic data. The technique makes sure that the **personalized dynamic content** will match the needs of your (potential) customers.

Example 1

(Example: man, Lisbon, 35 years old and persuasion tag "price")

Example 2

(Example: variation in product recommendation lay-out)

Example 2

(Example: variation in product based on behavior)





Influences



Influences



Make sure that your online publication is more relevant for your customers

Create powerful dynamic publications based on customer behaviour and external influences such as gender and weather. We'll make sure that the personalized dynamic content will match the needs of your (potential) customers

Example 1

(Example: Facebook)

Example 2

(Example: Newsletter)





Shopping cart

- Give your reader the unique opportunity to buy products in your online publication.
- We deliver the filled basket directly to your web stores doorstep

37%

more sales with our shopping cart

Example 1

(Example: Horesca)

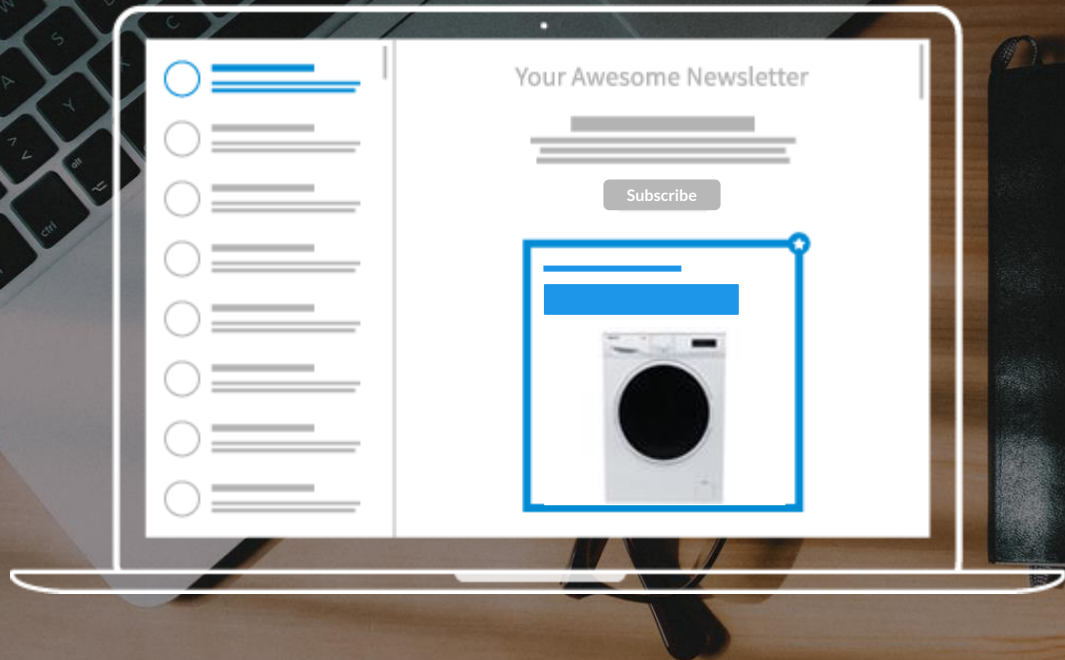
Real time content from your website

Titel	Aantal	Prijs	Totale prijs
Red Meat radijs per kilo	1	€ 3,95	€ 3,95
Truffel Aardappelen per kilo	1	€ 3,45	€ 3,45
			Totale prijs: € 7,40

Order directly



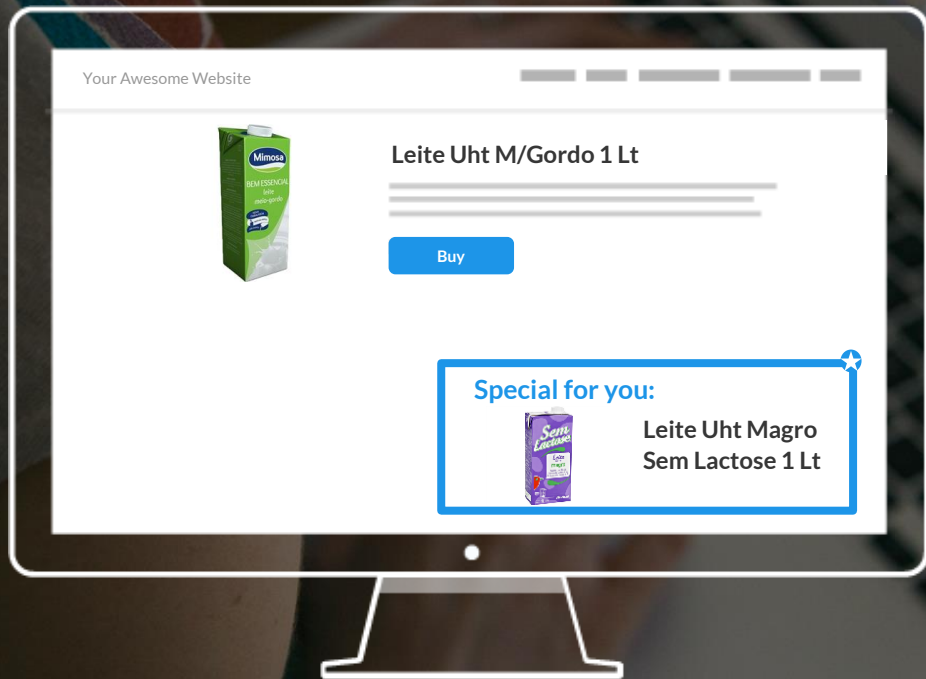
E-MAIL



We make the content of your newsletters more relevant

We enrich the profiles of your subscribers with information about their **potential**, **engagement**, **buying phase** and more, so you can target specific segments and deliver high quality and relevant content.





Use the right recommendation on your website thanks to your digital publication

You can place **dynamic web content** on your website. Thereby recommending your customers **relevant products** based on the data you gather from your online publication enriched with your eCRM data.



PDF



HTML5



RECOMMENDATION



Human touch

Like your own personal assistant

Powerful interaction

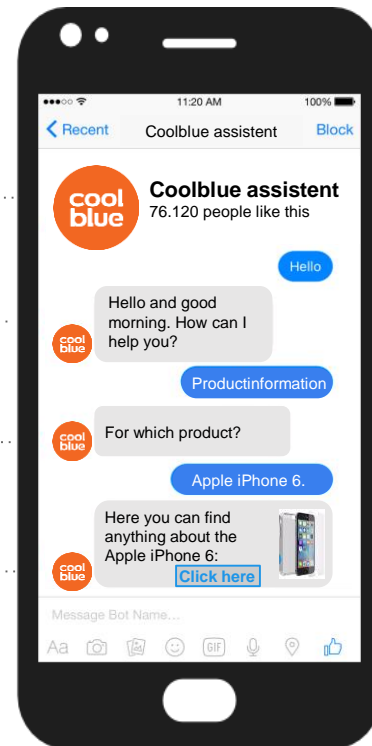
Just ask it the right question...

Realtime insights

Connect to all available reports

Feedback loop

It will never stop learning



What makes us different



Dynamic content

Personalize your content by displaying different kind of content and call-to-actions for different types of visitors. Give your readers a reason to return to your publications.



Detailed & unique insights

Our unique data platform will provide you with detailed and unique insights in the reading behavior within your publications. Thanks to our advanced content classification skills you're able to power up your digital marketing mix.



Relevance

Use your customer data to only show relevant content to your readers. You can segment your content based on profiles, persuasion, interests, location or other factors.

Some of our amazing clients



SIEMENS



McGREGOR®
NEW YORK 1921





Online publications



Customer Relationship



Google Analytics



Car dealer system



Location



Weather & season



Economy data



Traffic density

Trends Analytics

Reading Behaviour

Analysis

Smart Publishing with

dynamic content

Weather Influence

Traffic Influence

Insights have been used to **optimize publications**, improve the customer journey by offering more relevant content for business and private lease, which led to an

Online Leads Increase of

12%

Increase of Car Configurator tool with

8%





Online publications



Customer relationship



Flight data



Traffic



Weather



In-Store activity

Trends Analytics

Smart Publishing with

dynamic content

Cohort Analysis

Weather Influence

Traffic Influence

Insights have been used to **optimize publications** and offer more relevant content, which led to an

Online Leads Increase of

18%



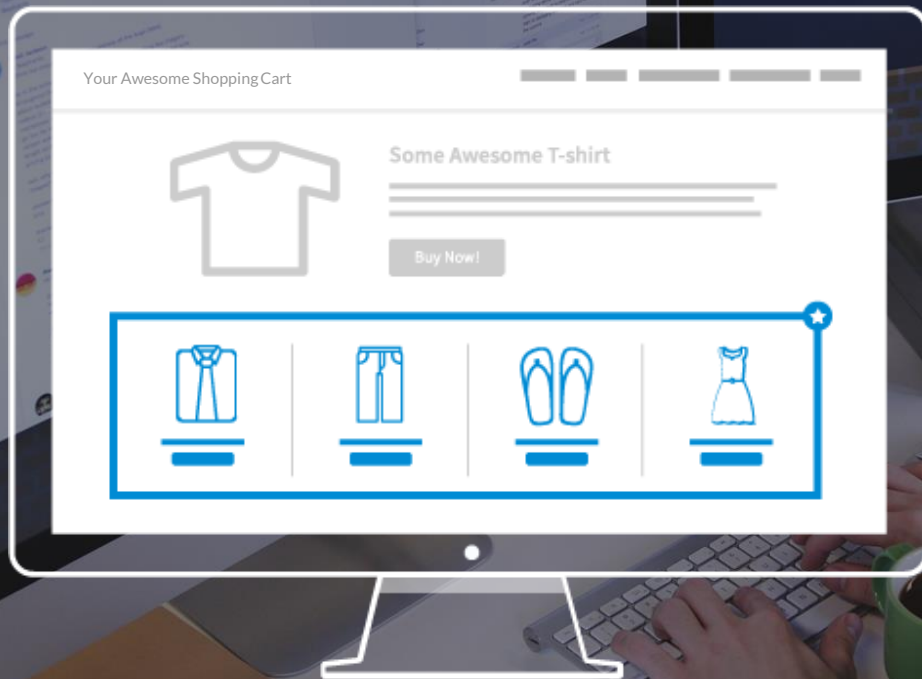
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Backslides!



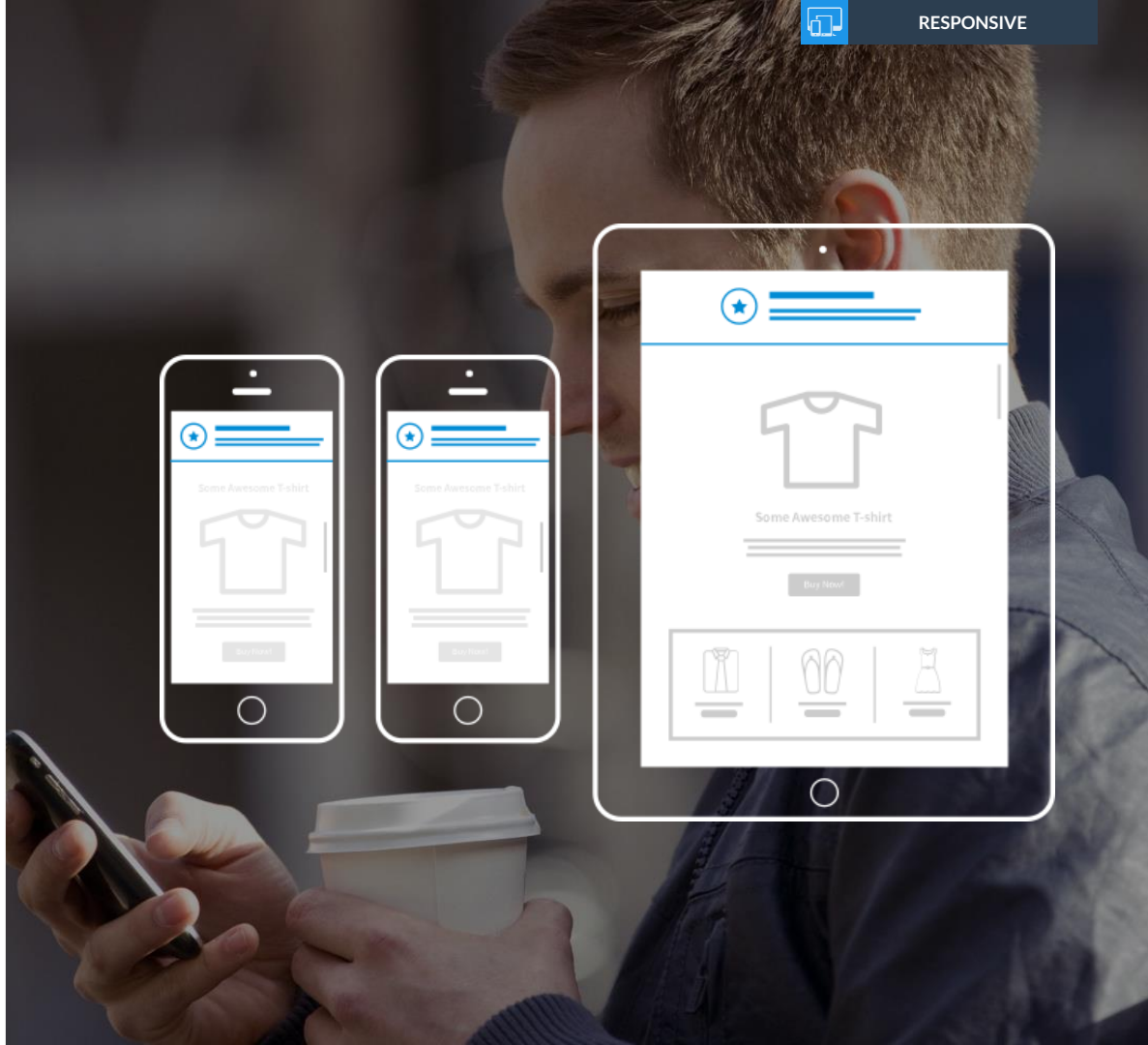
Give customers the opportunity to buy your products in your online publication.

No need to send your customers anywhere else. Our clients achieve up to 37% more turnover with our shopping cart. Our powerful “related articles” and “others bought this” feature increases the average basket size value up to 24%. A strong ecommerce feature for your digital publications.



Don't worry! We'll make sure that your publication will work on any device

Being relevant is on everyone's agenda. Give your audience the ability to continue reading wherever they left off, on whatever device they pick up next. Be relevant!





Share content with WhatsApp, Pinterest and e-mail

Fully integrated with the most popular social networks and messengers. Your content will spread like wildfire.

