

# Access actionable insights to deliver content that connects.

Process. Analyse. Personalise.



## Process



Connect huge data sets, media formats and staging repositories



Easy and flexible 3rd party integrations



Address storage, security, scalability challenges



Ensure local & industry compliance e.g. COPPA

## Analyse



Accurate audience insights dashboard



Access reader engagement reports



Real-time audience consumption analytics



Media & revenue performance and insights

## Personalise



Deliver personalised and contextual media



AI-driven personalisation to increase engagement



Increase revenue through targeted ad ops



Model personas through predictive audience and media intelligence

Delivering customer success

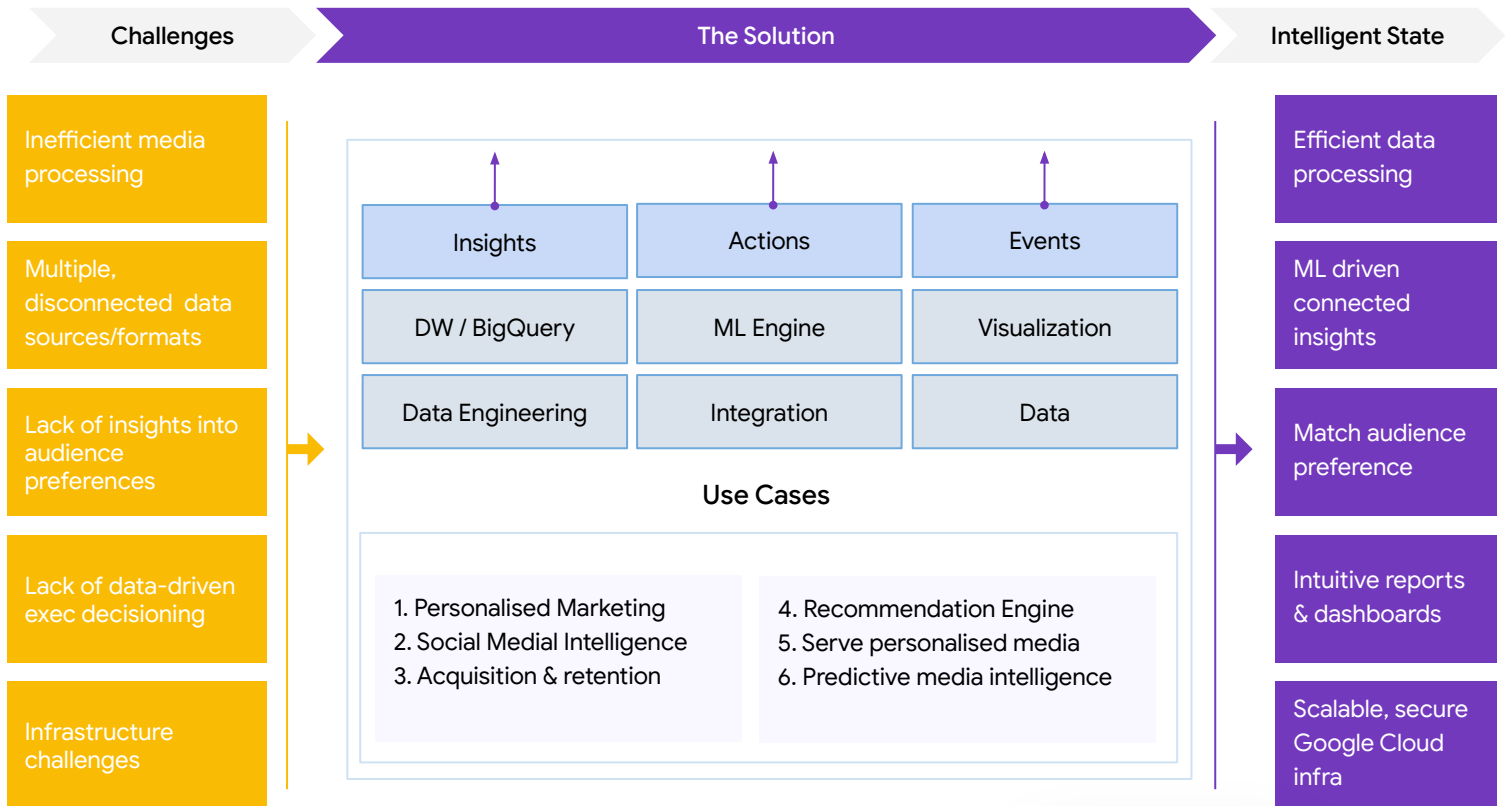


SPECIALIZATION  
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Marketing Analytics

2019

# An intelligent way to serve what your audience prefer.



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