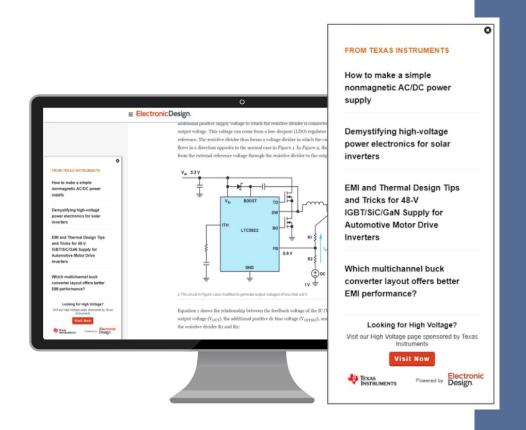
# **AUTOMATED CONTENT RECOMMENDATIONS**

### **Across Multiple Channels**

Stay in front of the target audience by serving them timely recommendations they are *actually* interested in.

- On-site recommendations run parallel to content
- Served in prominent areas of the site that have been highly tested for click performance
- Content displayed to the audience is automatically adjusted, based on user interests and engagements (unique to each Engineer)
- Real-Time optimization always surfaces your best performing content/products across our entire site
- No advertisement creative is needed, as all recommendations are built by us to look native to Electronic Design & Machine Design





# **MARKETING AUTOMATION**

### **Timely & Relevant Follow Up**

We also extend your reach beyond ElectronicDesign.com directly into the Engineers email inbox.

- After Engineers visit content related to yours, they will receive automated email follow ups that include additional content/products from you
- Amazon style: "We noticed that you recently read X, we think you may also be interested in Y"
- Email #1 Delivered within 48 hours of Electronic
  Design / Machine Design visit and Email #2 delivered
  1 week after
- Due to high relevance, email metrics are incredibly high (76% open rate, 16% CTR)

#### Email 1



### Email 2





## **INSIGHTFUL REPORTS**

## **Monthly Performance Reviews**

Monthly reports that include insights, commentary and tips from our optimization team that are specific to your campaign's performance.

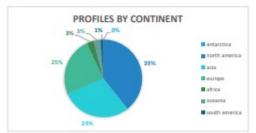
- Monthly performance overview
- On site content view & click performance
- Automated email view & click performance
- Engaged audience analysis (device, location, demographics)
- Content view overlap (content journey intelligence)
- Keyword trends that relate to your content
- Trending topics related to your content
- Next steps & recommendations for future months





#### PROFILE GEOGRAPHIC ORIGIN

We have seen Europe increase in percentage of audience representation during this past quarter. Currently the audience for Europe and Asia are nearly equal while North America still represents the highest percentage of content viewers.



#### CONTENT VIEWED OVERLAP

During Q2, we adjusted email journeys to be a two-part journey. This has increase content performance while also getting more users to complete the furnel. We are still seeing more users interacting with top and bottom of furnel content.

We are seeing a large amount of overlap between funnels for known visitors, but not as much for unknown visitors. We are still investigating why this is occurring, but at first glance we believe the known overlap is because we are better able to target these users and get content in front of them across multiple channels including email. Unknown users are only able to be targeted on-site with fewer interest inventories, in addition to a larger number of first-line visitors versus return visitors. We will modify current tests to account for this theory and test to confirm.

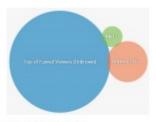




Figure 1 Unknown Viewers Overbap

Figure 2 Known Viewers Overlap

