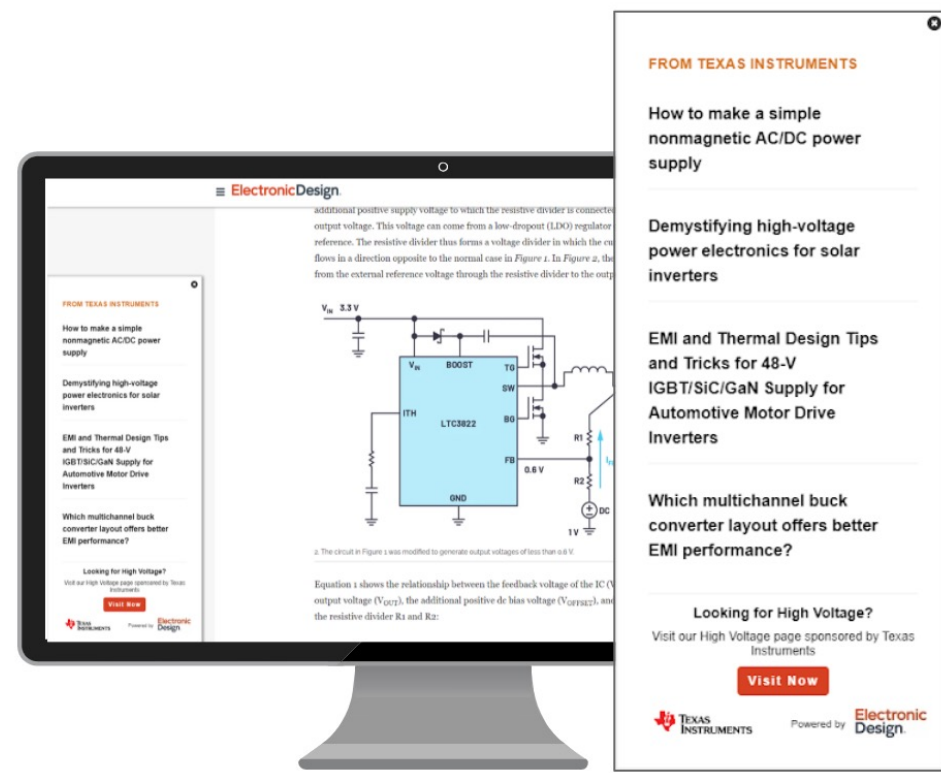


AUTOMATED CONTENT RECOMMENDATIONS

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

