



*Intelligent technologies for
optimized content delivery*

Introduction to the neodata platform

Index of links:

- [1. Neodata Services](#)
- [2. Actionable Audience Analysis](#)
- [3. Online Publishers' Solutions](#)
- [4. Online Marketers' Solutions](#)
- [5. About Neodata Group](#)

- Neodata offers online publishers a set of tools to help them capture the full value of their online real estate by optimizing the delivery of advertising and editorial content
- We provide:
 - a customizable service model tailored to publisher's needs
 - a unique approach to understanding your audience
 - continuing customer service and support
 - opportunities to integrate editorial & advertising campaigns
 - a proven experience with top online European publishers
 - a team consisting of PhDs and engineers active in scientific research with UCLA, University of Maryland, Imperial College in London and University of Catania



Neodata offers two software platforms driven by the same cutting-edge audience analytics engine

- Online Publishers' solution
 - Increase audience engagement and readership retention
 - Maximize advertising revenue
 - Improve visitors' experience
 - Add value to historical content
 - Optimize content via alerts of real-time sensitivity audience analysis
- Online Marketers' solution
 - Optimize ad campaigns
 - Target readers based on behavioral & demographic profiles
 - Serve video and mobile ads
 - Prioritize ads in real-time for optimum delivery
 - Forecast available inventory
- *Actionable real-time* audience analysis
 - Each visitor is tracked, analytics are not sampled
 - Registered users can be associated with profiles

actionable real-time audience analysis

- Targeting analysis for delivering any digital content or ad campaigns to specific users
- Track content categorization for user profiling & clustering
- Uncover insights from detailed users' activity (both anonymous and registered)
- Export data to a variety of formats (Excel, Qlik, BI tools, etc.)
- Integrate with legacy databases
- Built upon:
 - Eight years of learning and continuous innovation
 - Extensive expertise in data/text mining
- ***Audience analysis allows for actionable recommendations***
 - *Compare to standard (passive) real-time analytics platforms, Neodata allows you to spawn specific actions to selected/profiled groups of users*



Neodata provides a toolkit for editors to improve their readers' experience and engagement with:

- Layout optimization
- Intelligent article recommendation
- Personalized content curation

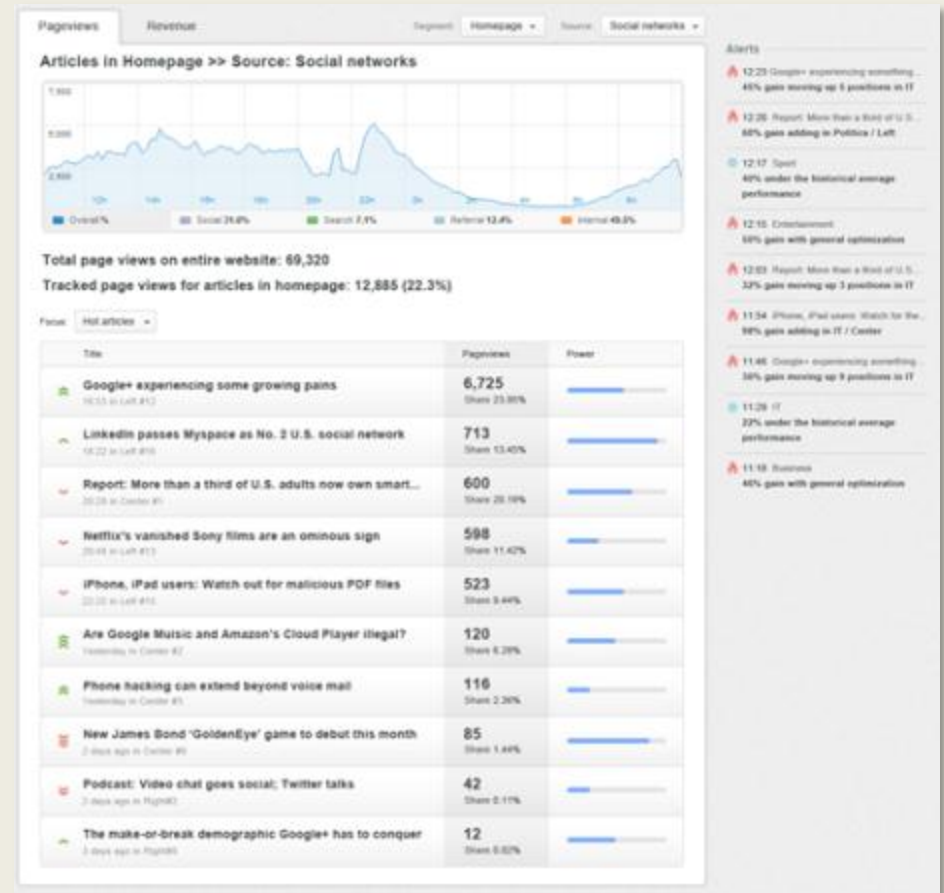


- Provides real-time recommendations for optimal placement of articles on a homepage or section page
- Improve users' engagement and retention by suggesting:
 - Which content to keep on the homepage
 - Which content to remove from the homepage
 - How to reposition content within the homepage
 - Where to place new content
- Maximize:
 - **Click-through rate**, generating traffic and engagement
 - **Advertising revenue**, favoring articles with more downstream profitability



layout optimization interface

- Easily readable and intuitive display of article performance and metrics
- Real-time reporting
- Receive alerts for the most potent layout improvements for your home or section pages
- Summarize readers' behavior for specific articles



intelligent article recommendation

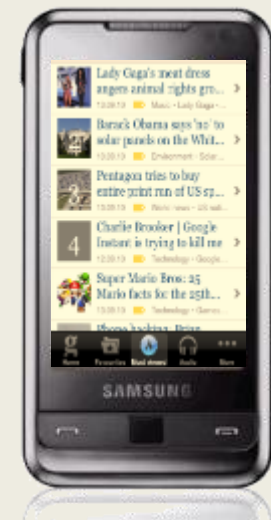
Customizable and innovative engine to recommend a personalized list of digital contents – articles, videos, etc., based on:

- **Semantic correlation:** semantic distance between articles
- **Article popularity:** computed in real-time
- **Implicit ranking:** an editor's placement of content on the homepage
- **User relevance:** with respect to each individual user's history
- **Collaborative filtering:** associative rules computed over entire population
- **Unviewed content:** excludes previously viewed articles
- **User feedback:** ranks articles based on user response
- **Temporal reasoning:** an article's age

*Maximize either click-through rate or
advertising revenue*

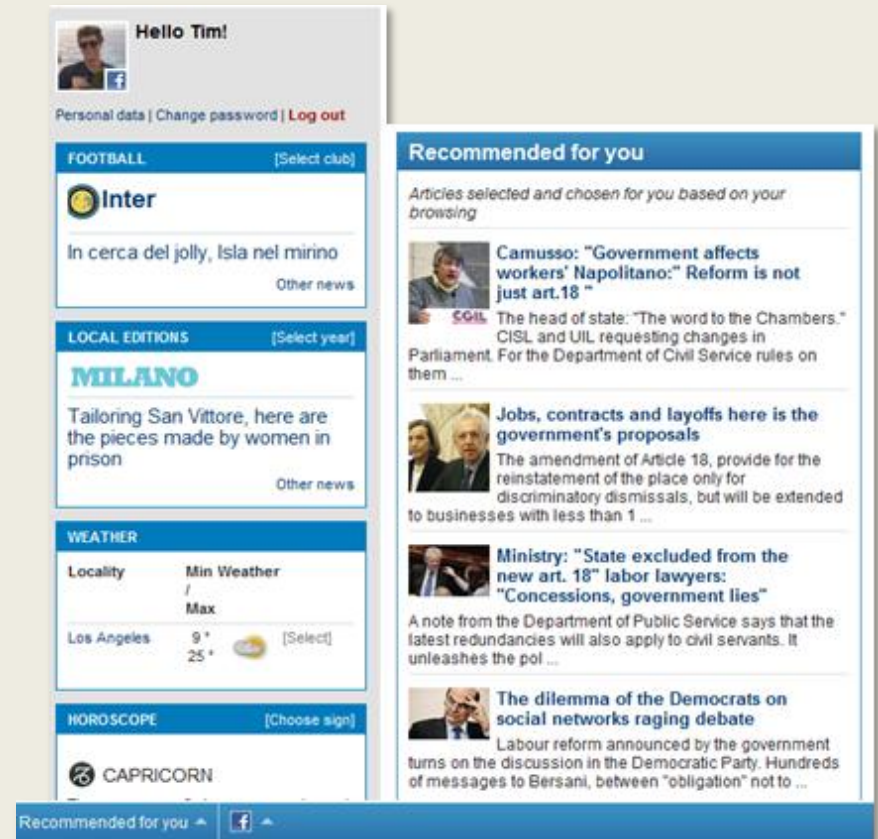
la Repubblica

Since June 2009, Repubblica.it has been using this article recommendation system. Click-through rates have been, on average, **300%** better than similar recommendation boxes created manually by the editors.



personalized content curation

- Content selection for registered users based on
 - user history and behavior
 - user interests
 - explicit user selections
- Improves reader experience and increases site loyalty



online marketers' solution

Neodata's [ad.agio] multichannel ad-server allows marketers to improve delivery of ad contents to readers with:

- Advanced Display Ads
- Video Ad-server
- Mobile and iApplications
- Optimization Techniques
- Behavioral Targeting
- Integration & Customization
- Real-Time Reporting
- Inventory Forecasting



[ad.agio] - video

- Delivers a variety of formats:
 - pre, mid & post roll
 - in-stream overlay
 - companion banners

- Supports integration with standard flash players (VAST, SMIL, etc.) and proprietary ones (Json, XML, etc.)

- Video spots are uploaded directly from the [ad.agio] user interface



[ad.agio] - mobile

- Delivers ad campaigns through browser or applications on mobile devices
- Offers intelligent targeting opportunities such as click-optimization, time of day, behaviour, geo-location and device type
- Allows booking of multi-format ads for each campaign, and selects in real-time the creative best suited for the user's mobile phone screen resolution, size, operating system, browser capabilities, and other factors



[ad.agio] - behavioral targeting & re-targeting

- Neodata's audience analysis builds detailed profiles of each individual user to *behaviorially* serve relevant ads to them
- Precise re-targeting based on user's browsing history



the neodata group

- Founded in 2004 with an emphasis on data-mining and ad-serving
 - 35 full-time employees in Catania, Milan & Los Angeles
 - Awarded FIT innovation fund prize (€ 450k) in April 2011
 - Closed €2.5M VC round to support worldwide expansion in Dec. 2011
- Serves ~20% of Italy's online advertising
- 100% customer retention



“Neodata is a partner, not a supplier”
- La Repubblica



number of impressions served





Catania - Italy
Milan - Italy
Los Angeles - USA

info@neodatagroup.com
tel 095 7226111

www.neodatagroup.com