

Distribution FAQ

If a story falls on a website and no one is around to read it, does it make a sound? Contently's careful distribution strategy is built to make sure there is always a captive audience ready to read the stories that we produce.

Why use Contently's distribution service? There are five simple reasons to use Contently's distribution service.

1. Guaranteed engagement

Contently Distribution marries high-quality content with premium publisher sites and real-time analytics. This means we get your content in front of the right people, then tell you how well that content performs. The combination of premium publishers and analytics (as well as top-notch content) enables us to guarantee a minimum engagement rate of 50 percent—that is, 50 percent of all readers will spend more than 15 seconds on each story, thereby exceeding the web average for engagement.

2. Cost

Contently's expertise in managing distribution campaigns allows us to beat market average costs per click. The market average CPC for Outbrain is in the \$0.45–0.60 range, depending on the time of year, while ours is approximately \$0.25–0.28.

3. Economy of scale

Contently has arranged premium rates with several distribution platforms because we bring with us our many Fortune 500 companies. Outbrain, a Contently distribution partner, has exclusive relationships with premier international publications such as the *Guardian*, *Le Monde*, and CNN—sites across which your content is distributed. Because your content appears on these premier publications (and more), it will live alongside premier editorial content.

4. Contently's experts

An in-house distribution manager oversees the content placement process, creating variables for each link and optimizing each story for the best ROI. Our program and strategies build relationships with consumers and drive readers and engagement time, instead of relying on vanity metrics such as shares and pageviews.

5. Multi-channel strategy

Because we serve as a distribution "hub" across multiple platforms and numerous client publications, your content will reach our audience of over 200 million people in the U.S. and 553 million people worldwide. We also offer a unique view into best practices on headline optimization, placement, and spending strategy. Our distribution team crafts a unique plan; analyzes your performance quarterly, monthly, and weekly; and optimizes your program from overall spend down to image selection.

How does it play into a wider strategy?

Contently's distribution strategy is a smarter way for you to build high-value audiences without breaking the bank. Distribution is part of a larger content strategy that includes premium content creation, analytics, and optimization.

While our network is massive, we specialize in intelligent distribution through our large network of high-quality sites, where your ideal audience resides. The distribution algorithms we use optimize first toward contextual relevancy, meaning that JPMorgan's content will initially

appear on sites like CNN Finance. That said, you can target geographically (both by country and even by city and state) and by device.

Unlike other distribution services providers, we use end-to-end analytics on content creation, engagement, costs, and performance—all in one powerful dashboard.

How does Contently's content promotion work?

Contently's content promotion reaches over 200 million unique visitors monthly in the U.S. That's over 80 percent of the domestic online population.

The system is guided by a series of algorithms that help determine where to place content across premier publications. Context, general behavioral factors (determined by collaborative learning), and individual readers' actions on specific sites all influence content placement.

Technically speaking, our technology "scrapes" headlines from your site and feeds them into optimal networks. Your distribution manager then crafts several versions of each headline for every article you want to amplify. This automatically triples (or quintuples) your content volume. Headline variables work to increase clicks and draw in a wider audience. Once we craft the headlines, the variations go live across Outbrain's network.

How do I know if it's working?

Contently's distribution team tracks your campaign's performance throughout the course of the month. Results from this program are fed automatically into Contently Analytics, where we monitor your total impressions, clicks, CPC, and CTR.

(Note: Content sent to the Distribution team by the 20th of every month can be expected to see significant traffic by the end of the month.)

How much does it actually cost?

Contently offers several different tiers of distribution pricing, which range from \$50,000 to \$200,000 per quarter. We optimize this budget on a weekly, monthly, and quarterly basis.

On a more granular level, the cost is determined based on a CPC model. Beginning with a high CPC, we "optimize down" once your campaign begins to gain traction. We optimize your monthly and CPC budget on a quarterly, monthly, and weekly basis.

Due to our premier partnership, these rates get you a higher quality of service and a greater degree of responsiveness from a dedicated team at Contently and Outbrain.

May I distribute content sourced outside Contently?

Yes, but we don't recommend it. The single most significant factor in distribution performance is the quality of the content. Contently's end-to-end service and exclusive talent network ensure quality. Contently can not guarantee the performance of content sourced through other content providers.