

# DIGITAL CONTENT MONETIZATION



## DCM

Content Optimization & Monetization for Media & Research, Publication, Fin Research

Research Content



Media Publishing



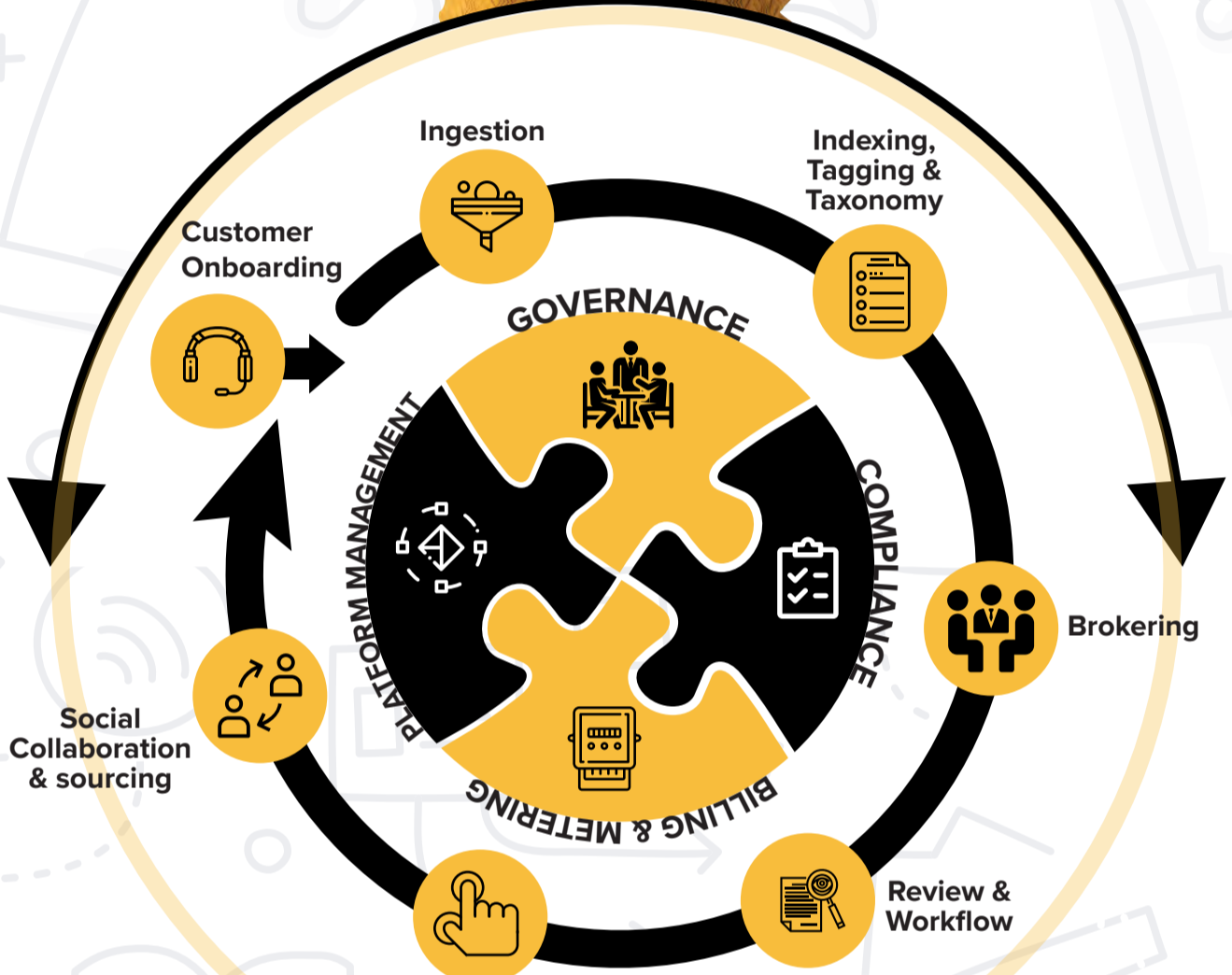
Enterprise Contract

Enriched Guided Sales Content



Knowledge Repository

Digital Assets



Guided Tour

User Interaction & Consumption

Content Orchestration & Enrichment

KEY FEATURES

Heat map to check Call to Action effectiveness

Content Segmentation & Differential Pricing

Highlights with in reports, navigation directly to focused areas

End User Interaction Insights & Securities

Automated Data Ingestion

BUSINESS BENEFITS & OUTCOME

Sell more premium content through enrichment

Sell to a wider base through content segmentation

Create more salable content using insights gained through user behavior/content consumption

Cross sell more by guiding users

No HW/SW investments

12% Increase in 12% New Subscriber

15% Increase in 15% Renewal

10-15% Average of 10-15% per annum increase in Sales

10-15% Average 20-25% per annum increase in Revenue

