



THE FUTURE OF CONTENT DISTRIBUTION

DECK

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*Confidential Material



THE PROBLEM

52% OF ADULT USERS USE SOCIAL MEDIA TO READ THE NEWS

PUBLISHERS ARE LOSING DIRECT CONTACT WITH THE READERS



THE REASONS

PULL MEDIA HAS BEEN REPLACED BY PUSH MEDIA

Users don't want to chase the news anymore. They want it to come to them. Personalized. Custom.

CONTENT DISCOVERY CHANNELS HAVE BEEN CHANGED

Users prefer to use social media as their content discovery platform rather than go to publisher homepages to search for relevant news.



THE RESULTS

PUBLISHERS ARE LOSING



TRAFFIC



USERS



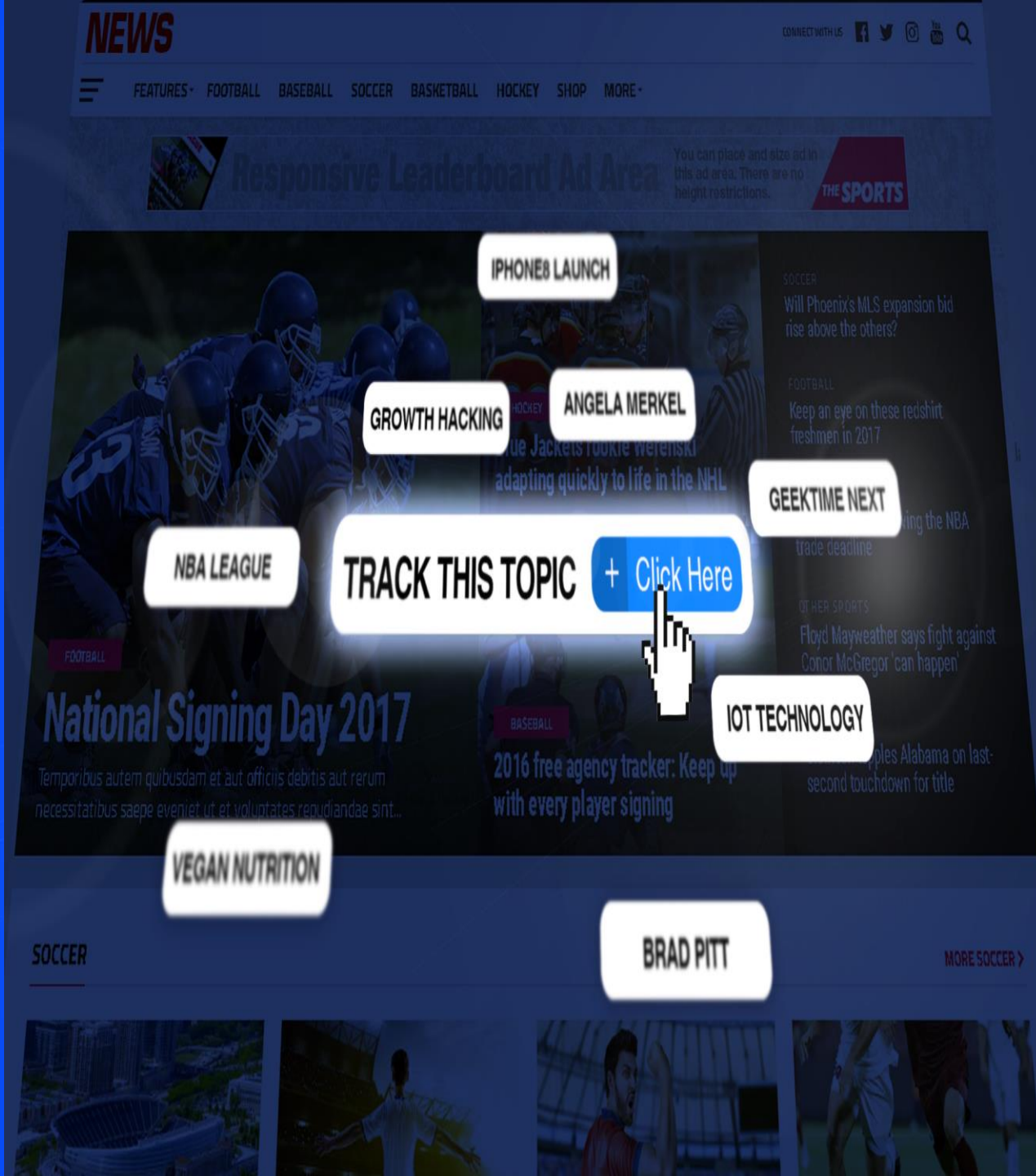
REVENUE



WHAT IS JEENG ?

CONTENT DISTRIBUTION PLATFORM

WE HELP PUBLISHERS DISTRIBUTE THEIR CONTENT WISELY AND
EFFICIENTLY AND RESTORE THEIR DIRECT LINK TO THEIR USERS.





OUR PRODUCT

A WIDGET THAT OFFERS TO
SUBSCRIBE TO TOPICS

AND TO BE NOTIFIED WHEN
NEW CONTENT IS PUBLISHED

FOOTBALL / 1 month ago

The best lineup of NFL players drafted in Round 6

Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non



Interested in NFL League? Get alerts on new articles and games [+ Click Here](#)

Powered by Jeeng



FOOTBALL / 1 month ago

With new perspective and no regrets, Charlie Strong forges ahead at USF

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo...



HOW DO WE DO IT?

WE ANALYZE THE



CONTENT



USERS' BEHAVIOR



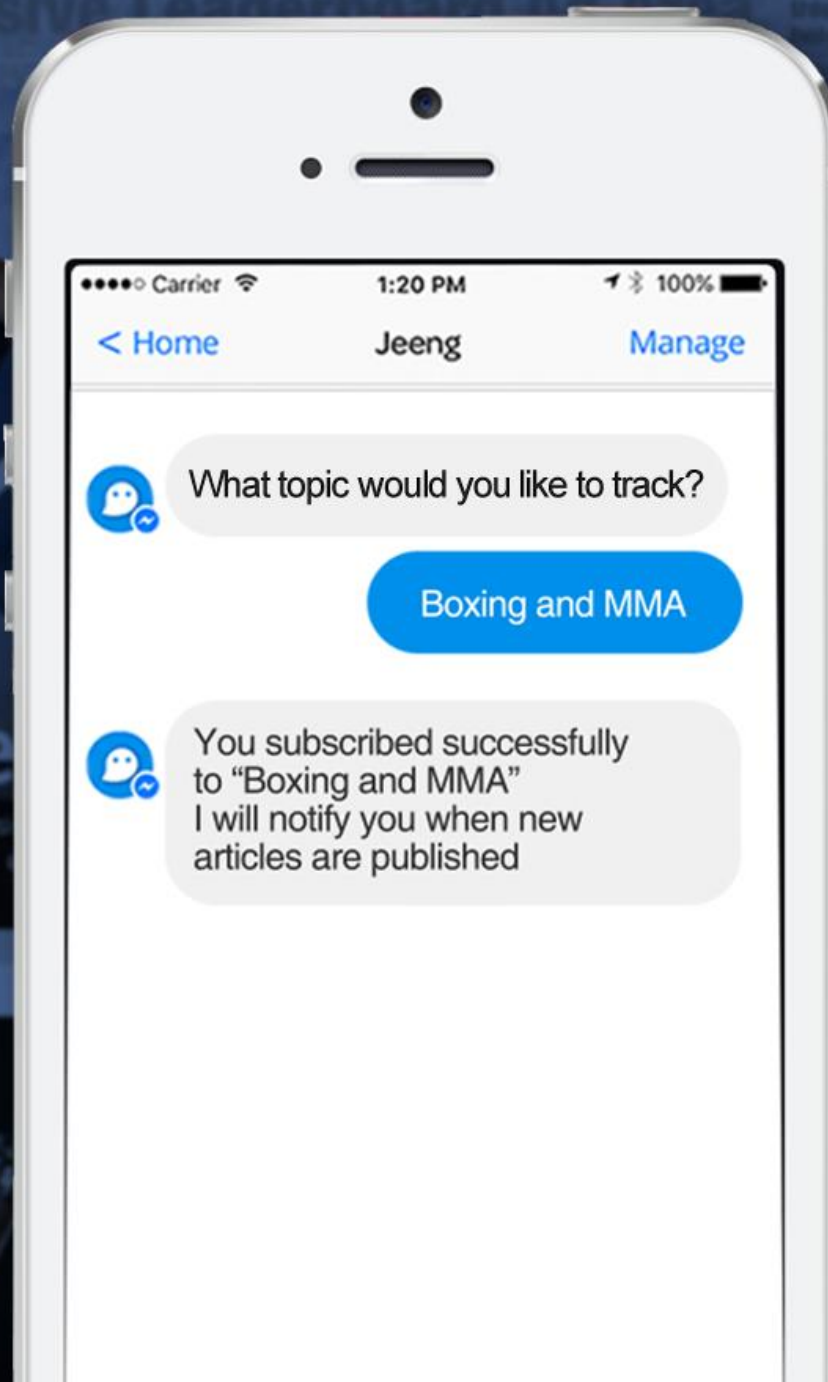
TRENDS

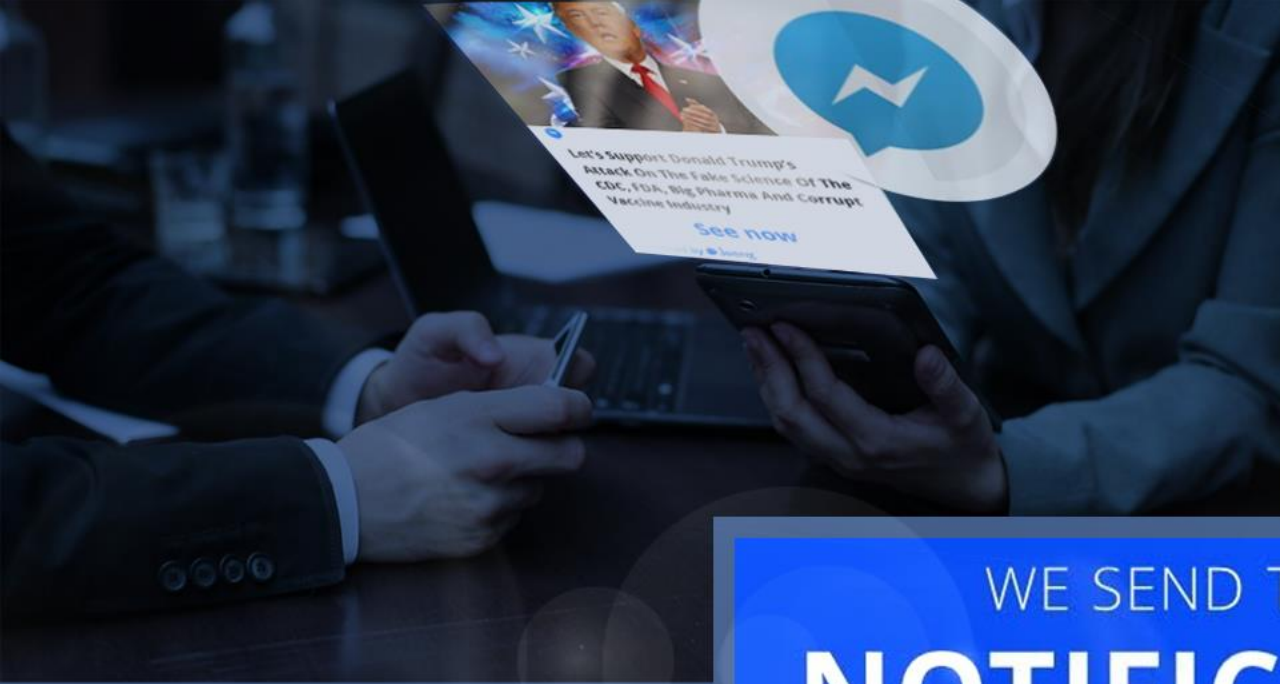
BASED ON THE ANALYSIS WE
OFFER THE BEST TOPICS



CHAT BOT

WE PROVIDE **A CHAT BOT** THAT
ENABLES THE USERS TO
SEARCH CUSTOM TOPICS





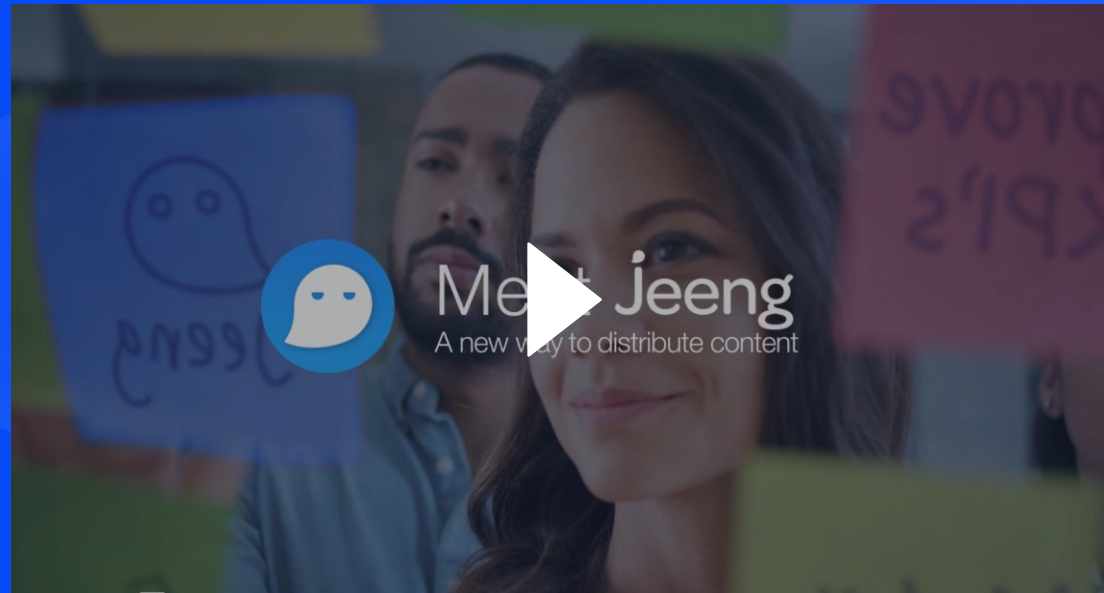
WE SEND THE USER

NOTIFICATIONS

WHEN NEW CONTENT IS PUBLISHED



WATCH OUR VIDEO



<https://vimeo.com/210124297>



ANALYTICS

WE PROVIDE THE PUBLISHERS WITH AN
ANALYTICS DASHBOARD
TO BETTER UNDERSTAND THEIR
USERS' BEHAVIOR AND TO KNOW
WHAT CONTENT TO PUBLISH



COMPETITORS

IF WE COMPARE JEENG TO OTHER CONTENT DISTRIBUTION SOLUTIONS WE CAN SEE THAT JEENG IS MUCH MORE ADVANCED:



AUTOMATED SERVICE



BASED ON NLP



CUSTOMIZED TO THE USER



MULTI CHANNEL



KPIs

500%
MORE PAGEVIEWS
PER PIXEL

300%
MORE ENGAGEMENT

200%
MORE REVENUE PER PIXEL



*BASED ON REAL NUMBERS

CASE STUDIES



The biggest publisher in Israel with 50M monthly pageviews



A leading economic publisher in Israel



The biggest sport portal in Israel



"We have been using Jeeng's products for about a year and are very happy with how effective & user friendly it is. It was obvious after rather a short period of time that our users adopt it and that we enjoy better CTR and additional traffic to our web site. Jeeng's people are delightful to work with, professional and dedicated, success driven and very attentive to our needs. I would gladly recommend every publisher to team up with Jeeng and assimilate it's products."



Gilad Globen
VP Technology
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WIDGET CTR

0.20%- 0.65%

Measures how often people click the widget after it's shown

NOTIFICATION CTR

15%-35%

Measures how often people click the on the email/FB notification sent to them and redirect to the site

INCREASING PAGE VIEWS

5%

Measures how many additional pageviews those users will generate annually.

OUR PUBLISHERS



IN PROGRESS



PARTNERS



THE MARKET

NORTH AMERICA

5,200

PUBLISHERS

PAGE VIEWS

30B

MONTHLY



OUR POTENTIAL

700M

USERS

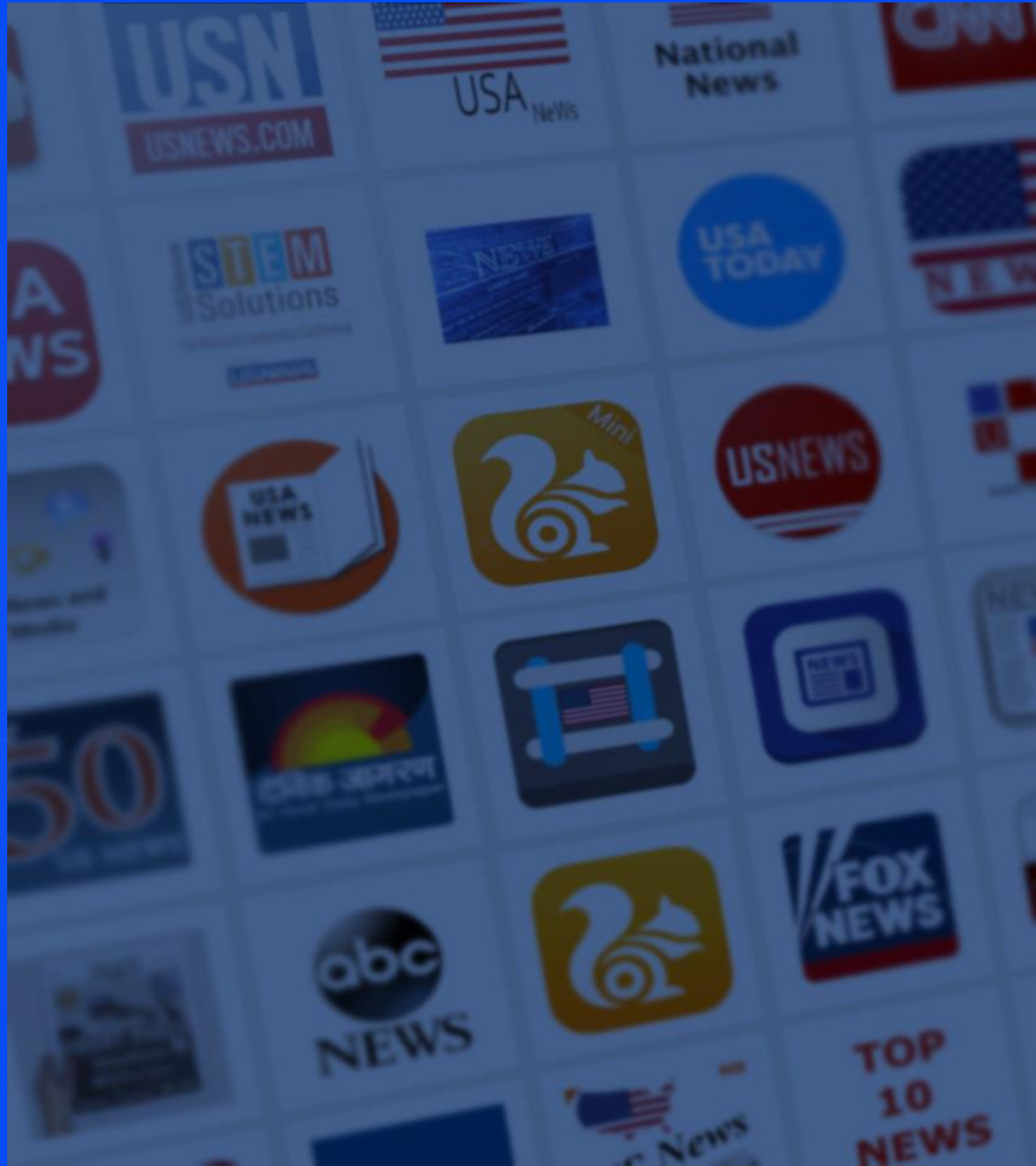
4.5B

MONTHLY NOTIFICATIONS



* WITHOUT TRAVEL & ECOMMERCE

[VIEW SOURCE](#)



BUSINESS MODEL

WE MONETIZE

NOTIFICATIONS

SUBSCRIPTIONS

TRAFFIC

OUR BUSINESS MODEL IS TO SEND NATIVE ADS AND PREMIUM CONTENT WITHIN THE NOTIFICATIONS.



REVENUE FORECAST

WE EXPECT TO START GENERATING REVENUE IN Q1 2018

	1st Year	2nd Year	3rd Year
Pageviews	4B	20B	100B
Users	1M	5M	25M
Notifications	180M	780M	2B
CTR	1%	1%	1%
Income	\$450,000	1.9M\$	\$6.2M

* Annually

* CPC= \$0.25



FOUNDERS

SHLOMI HAYBI



CEO

17 years' experience
as an entrepreneur & CEO.

ROMA BRONSTEIN



CTO

9 years' experience as a
tech leader at
8200 intelligence Unit, IDF.

ABOUT JEENG

FOUNDED
2016

SEED ROUND
\$400K

INVESTORS



Krypton
VC



Gigi
Levy



500
Startups



Aryeh
Mergi



TA
Ventures



A NEW WAY TO DISTRIBUTE CONTENT

THANK YOU

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