iMatrics

Protect your editorial resources - they are key to the business

- Journalists and the editorial teams are a key resource and their expertise lies within creating content. Working with manual additions is tiresome and time-consuming. If your article production is for instance 3k-4k articles a month, an automated service will reduce time spent on manual tagging by up to 100 hours per month, which is more than a half-time editorial resource - time that is better spent on content production.
- Consistent metadata is the foundation of many future digital applications. Consistency can not be achieved without automation, simply because human nature makes all of us different.

Increase readership - reach new readers and provide a better reader experience

- Increased digital reach thanks to better SEO and topic pages.
- Modern site/content navigation allows you to provide access to material in new ways. This is most certainly a requirement to attract a younger audience. (metadata, topic pages, notifications, personalization recommendations, and related content all support this)
- If you make it easier for readers to find and to consume material of their interests, you can:
  - Prolong time spent on the website (good for advertising)
  - Provide more value to each reader, giving them a better experience

Business development - Pursuing new revenue streams

- Creating new products of existing content and selling them as separate packages. Some ideas to exemplify:
  - Individually adapted content packages
  - Celebrity spotting
  - Sport packages - containing only selected sports articles
  - Investment support - package of articles that cater to investor needs
  - Stock market - packages aimed at stock market speculators
  - Historical stories - bring history forth by featuring parts of your archive in a creative way
  - Personalized newsletter
- IAB can support an improved advertising business