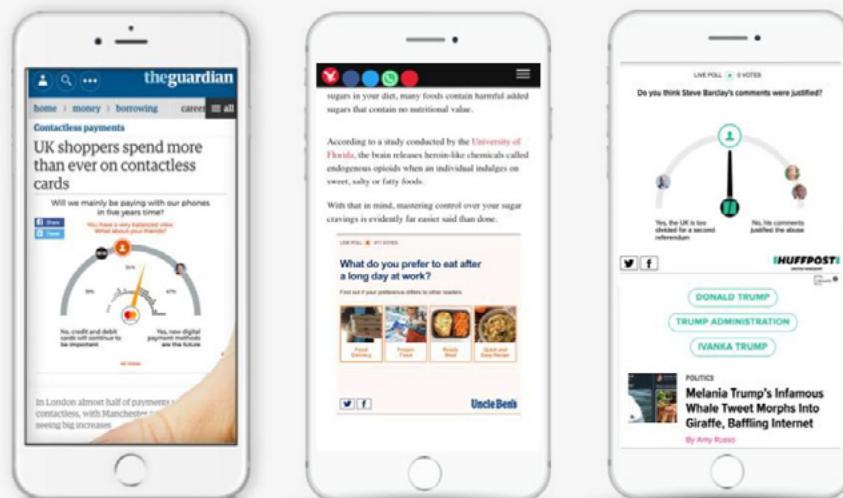## About Opinary

Opinary was started in a German newsroom and offers a technology that enables publishers and brands to interact with their audiences in meaningful and scalable ways. We help users to share their view in articles with one click and understand complex debates at a glance by aggregating, analyzing and visualizing users' opinions.

We believe that every relationship starts with a conversation and have created a technology that helps our partners to start those conversations and engage passive users at rates 150x higher than conventional products. Publishers around the world benefit from Opinary-driven engagement with increased content performance, higher conversion rates and user friendly revenue streams.

Scaling engagement, conversion and revenue with Opinary's Automated Matching System

Case Study: Huff Post

Like many publishers, HuffPost sees the value of an engaged, loyal audience. In working with Opinary, HuffPost reporters and editors are able to quickly create and embed polls enabling readers to weigh in on the topics they cover.

Opinary's polls quickly became a powerful source of increased revenue and conversions, creating record numbers of new podcast and email newsletter subscribers and app users. HuffPost's own A/B tests also found that

Opinary polls increased article sharing rates by 110% and time on site by 33%, while reducing bounce rates by 24%.

The challenge was scaling those benefits across the site. Polls took a mere 30 seconds to create and embedded as easily as a Tweet or YouTube video. But as anyone who works in a modern, fast-paced newsroom knows, sometimes finding an extra 30 seconds can be challenging.

Do you think most newsroom will be automated in the near future?

Yes, it's the only way to scale in this market

No, journalism will always require a human touch

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"Opinary have improved the direct interaction with our audiences and have driven loyalty and conversions for us in terms of newsletter and podcast subscriptions particulaly. The automatic matching system allows us to drive these benefits at scale without extra work for the newsroom"

Jack Riley
HuffPost International Strategy Director

HuffPost needed a way to make sure all the benefits of Opinary's polls could be delivered quickly and at scale, with full editorial control.

HuffPost needed to know they could keep shooting for their engagement targets even if a reporter or editor didn't have the chance to embed a poll. This is where Opinary's Automated Matching System (AMS) comes in.
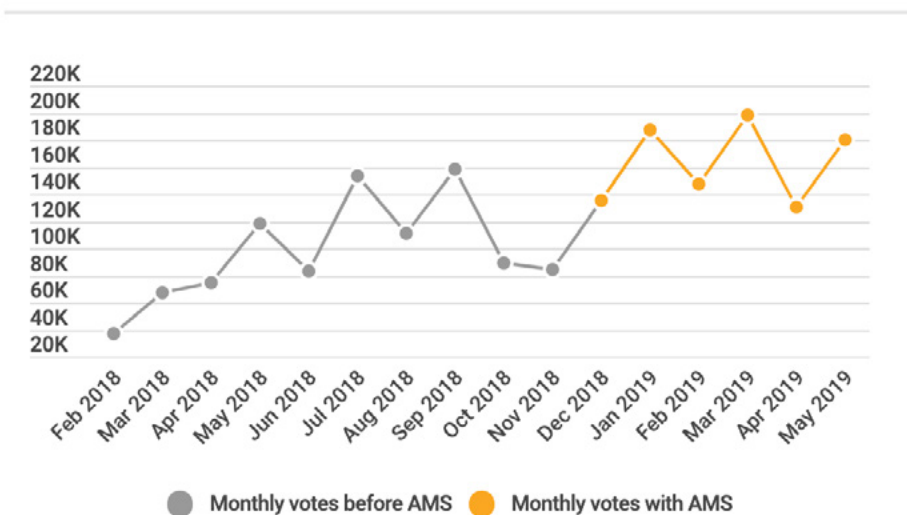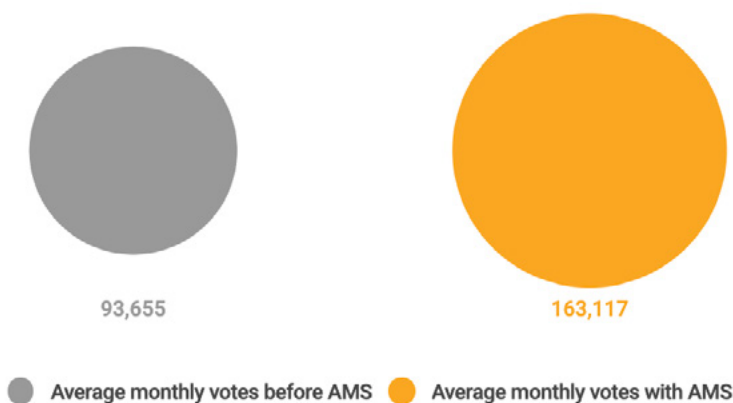
Developed in collaboration with Opinary's global newsroom partners to fulfil their demands to scale and stabilize their on-site engagement, conversion and revenue impact, Opinary's matching system automatically places relevant polls in new articles, with no work required from anyone in their newsroom or product team. Editors retain full control of the matching system, with the ability to choose and edit which polls are played out and a host of other controls.

Polls for matching are created and updated by Opinary's editorial team, masters in crafting questions that maximize engagement. In collaboration with our publisher partners, our experienced editorial team creates dedicated libraries of polls on the biggest sto-

ries in news, politics, sport, lifestyle, culture, business and technology. They constantly maintain the library, ensuring that only fresh, timely and engaging polls are available for matching.

We understand that each publisher has a unique voice and cares deeply about the content that is displayed on their pages. Each organisation's brand, voice and values are taken into account. After a library has been created, publishers have complete control and are able to edit, add and delete polls as they see fit. If there is a particular article they don't want to be matched, they can easily blacklist it, and our tragedy detection system ensures articles on sensitive topics will never be matched with a poll.

Like so many other newsrooms that use Opinary's matching system, HuffPost learned that enabling the matching technology was the key to taking its engagement, conversion and revenue to new levels. Before the AMS, HuffPost received an average of 3,343 votes per day with a lot of hard work from the newsroom. After turning on the AMS, they were able to engage an average of 5,344 users per day.

93,655   163,117

● Average monthly votes before AMS   ● Average monthly votes with AMS

● Monthly votes before AMS   ● Monthly votes with AMS

Case Study: Burda

The AMS helped one of Germany's largest publishing groups to grow its Opinary revenue by up to 60x for its most important brands. As a leading news and lifestyle publisher in Germany, Burda is constantly looking for innovative new ways to engage its users and grow its revenue. That need fit very well with Opinary's unique ability to engage users by expressing their opinion in articles. Early results were excellent, with Opinary unlocking a new source of revenue and engagement for titles such as Focus Online, a well-known news publisher, and Chip, a popular technology site.

Burda has highly efficient newsroom structures and is always eager to save editors' resources. When publishers implement Opinary tools only manually, the revenue they make depends on their employees doing this consistently, even when the newsroom is busy or limited in resources. By allowing our matching system to do the work for them, it means editorial and monetizable interactions with readers can be scaled to their maximum potential. When Chip rolled out AMS across their site, they started generating 60x more monthly revenue through Opinary's tools than they had been previously. Focus is now making 47x more revenue than they were when they first started monetising their polls.

> "With Opinary's matching system, we not only engage our users at scale, but also generate significantly more revenue through Opinary's sponsored polls, without any increased workload for our staff"

Jürgen Schlott
Managing Director of FOCUS Online Group

These are just two examples of the strong results Opinary's matching system can deliver for publishers. Our technology is proven across a wide variety of publishers around the world, allowing them to engage their readers, understand their needs and convert them into loyal visitors and subscribers, all while generating a new stream of revenue.

To learn more about how Opinary can help you improve your engagement, conversion and revenue, get in contact with us at info@opinary.com and we will be more than happy to set up a demo.