

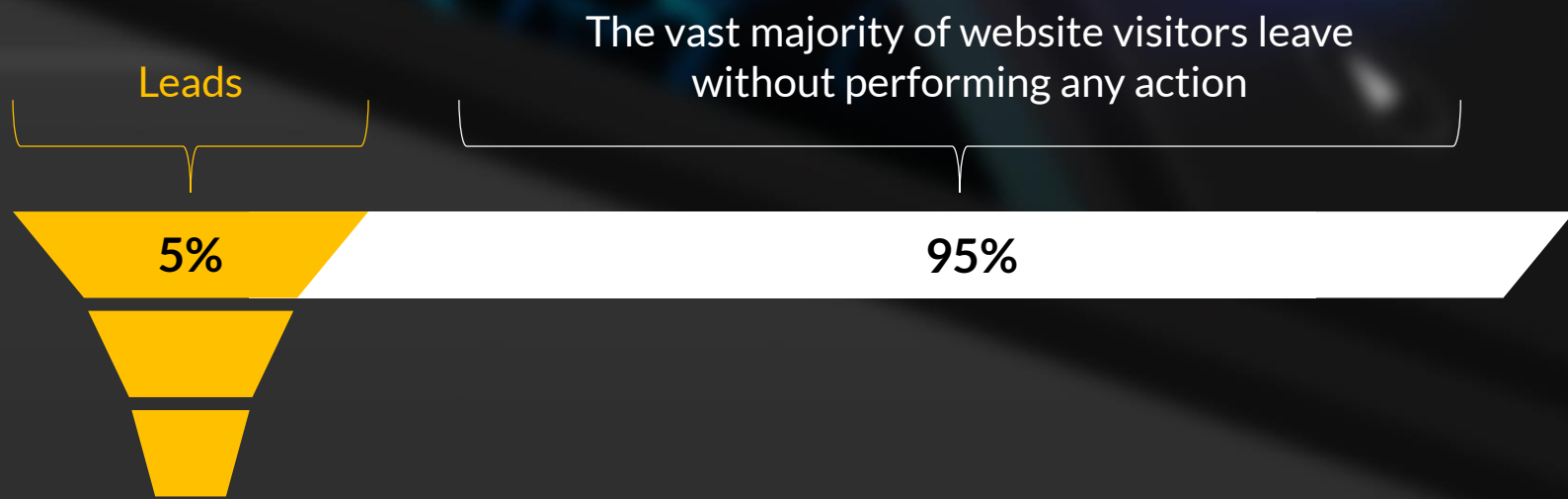
BrightInfo.

The **Algorithm** That Is Changing **Marketing**

How Quantcast, DemandGen and SimilarWeb increased
their website conversions by up to **230%**



The Challenge



Why?

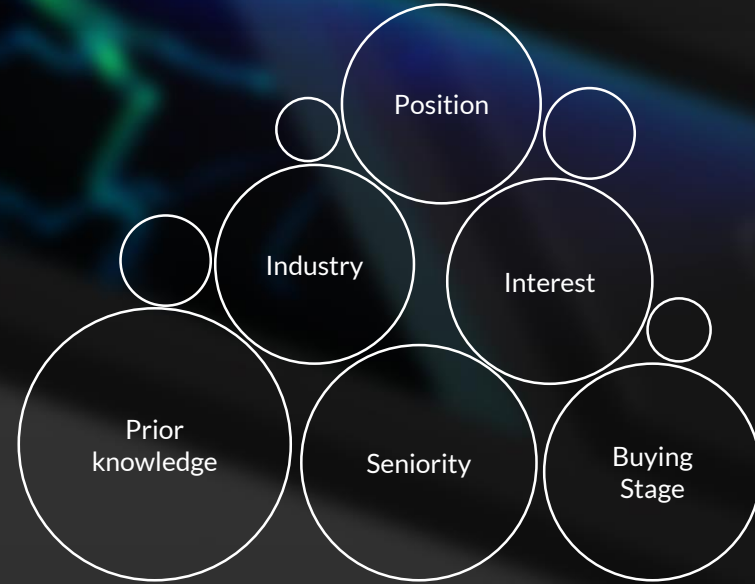


The Catch

The website is optimized only for one or two personas



5%



95%

Visitors come from different backgrounds and have different needs





The Solution

A self-learning **algorithm** that presents each visitor with the right content at the right time, as if it **reads their minds.**

We've put it to the test

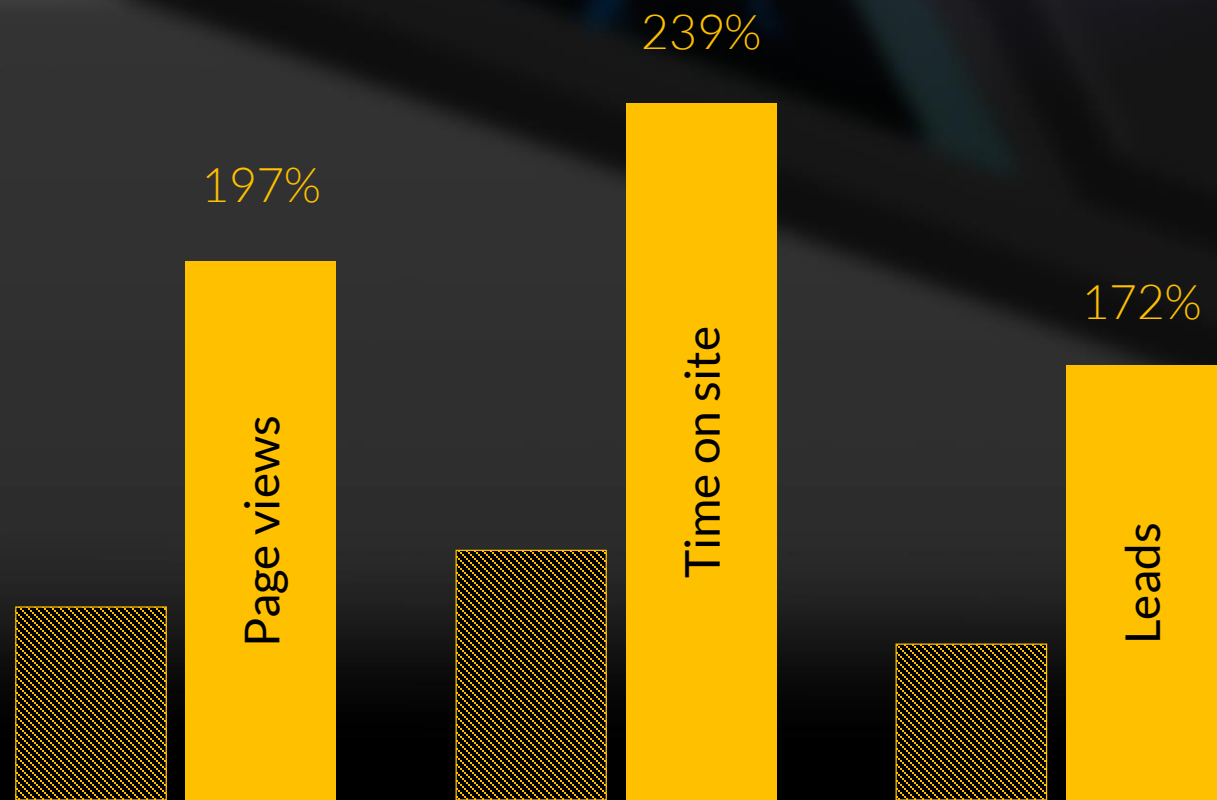
A/B



Does It Work?



- **With** the algorithm*
- ▨ **Without** the algorithm



* Actual A/B test results



Yes, It Works

"We grew our premium content revenue by 292%"

Brian Rice, Co-founder & President, Business2Community

"Our lead generation grew by 95%"

Cynthia Stephens, VP Global Marketing, Profitero

"I recommend BrightInfo for every content marketing organization"

Nimmy Reichenberg, VP Marketing and Strategy, AlgoSec

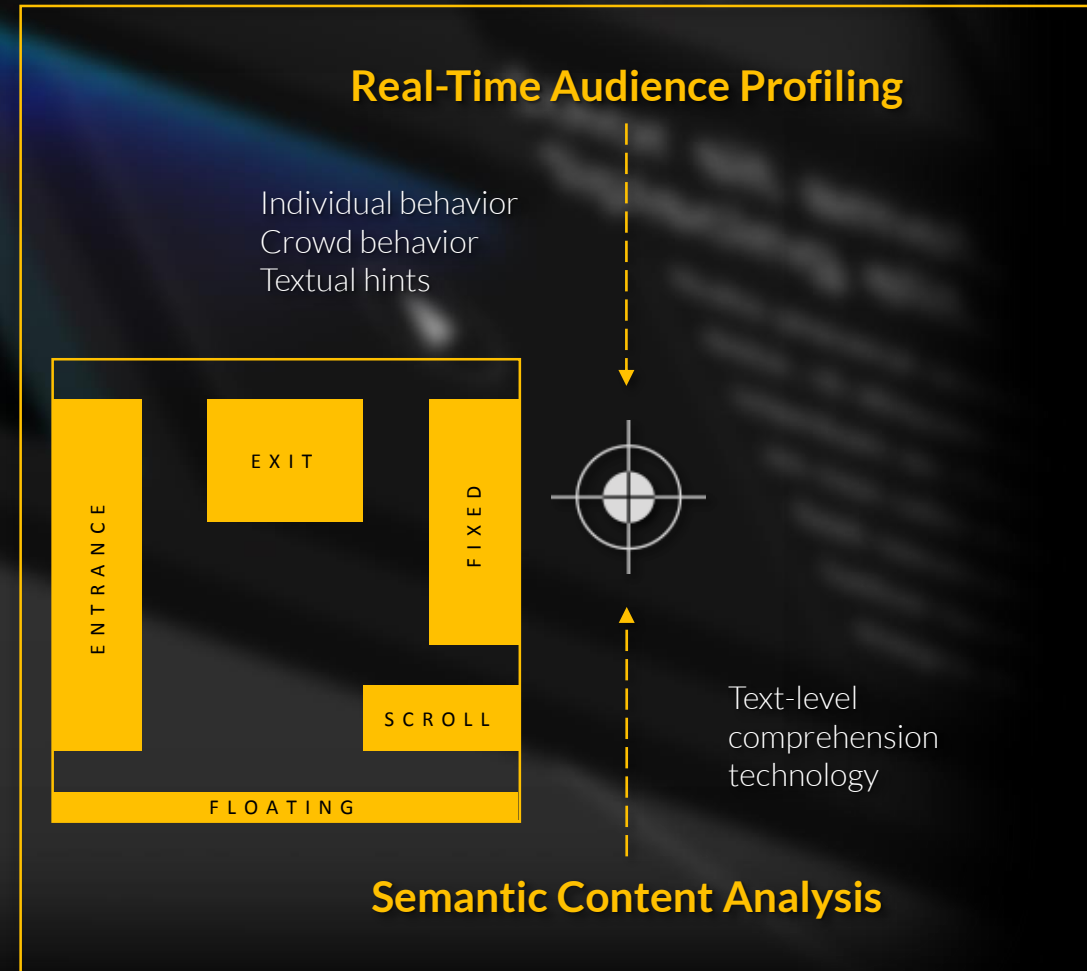


How Does It Work?

The Algorithm:

- ✓ Understands Your Content
- ✓ Profiles Your Audience
- ✓ Matches Them In Real-Time

The most relevant content for each visitor is considered in real time and recommended along the visitor's natural navigation path.



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