indigitall

Digital Solutions for **Media**

INDIGITALL.COM

Problems and challenges in the sector

→ Economic Factor

→ Reduced ad revenue
→ Slowing subscription growth

→ Social Factor

→ Crisis of confidence
→ Information fatigue

→ Technological Factor

→ **Sharp decline in traffic** from social platforms in 2023: Facebook (-48%), X (-27%) and Instagram (-10%).

→ Strengthening networks based on videos, **YouTube and TikTok**: the main way to access news for young audiences.

→ Another substantial reduction in referral traffic is anticipated as generative AI is integrated into search engines.

Trends

→ Boosting subscriptions as the main source of revenue, ahead of advertising

→ Grouping of informative and non-informative digital content to build customer loyalty

→ Media: Videos and podcasts

Source: Reuters Institute and University of Oxford

1. App Push & Web Push Notifications

Bad results and a lower position in Comscore? App Push and Web Push communications capture the attention of **unregistered users**, leading to **massive lead generation** with a **much higher CTR** compared to traditional channels.

Triple the CTR

→ Increase the data in **Comscore**

> More unique users

> Increased page views

→ Generate **more advertising revenue** by capitalizing on the rise in users and digital consumption

→ Tailor communications based **on user behavior and navigation patterns**
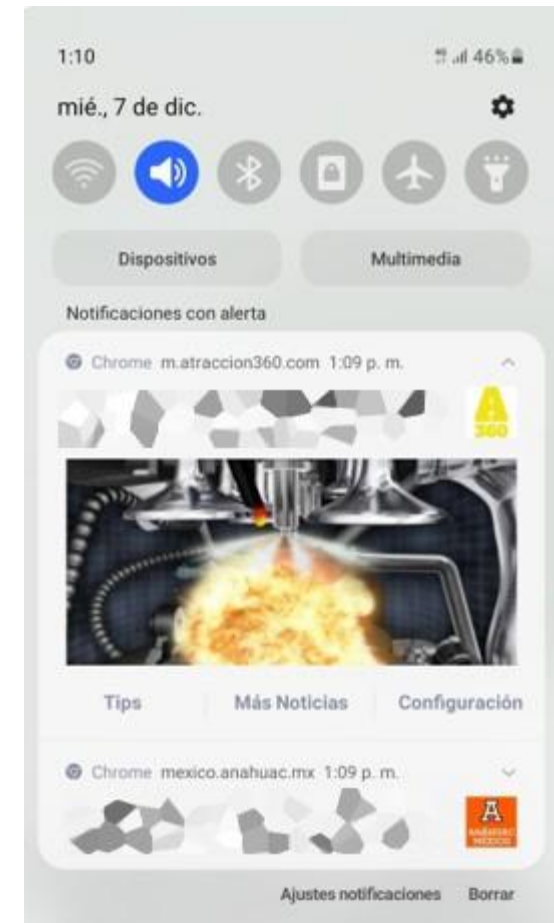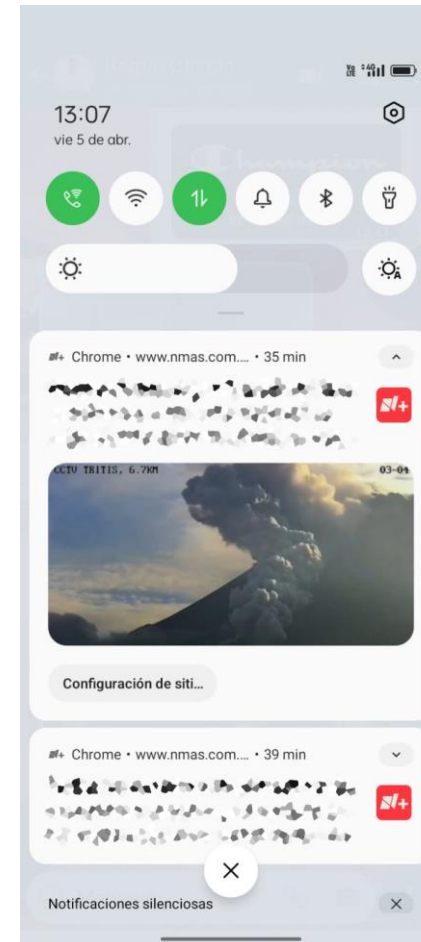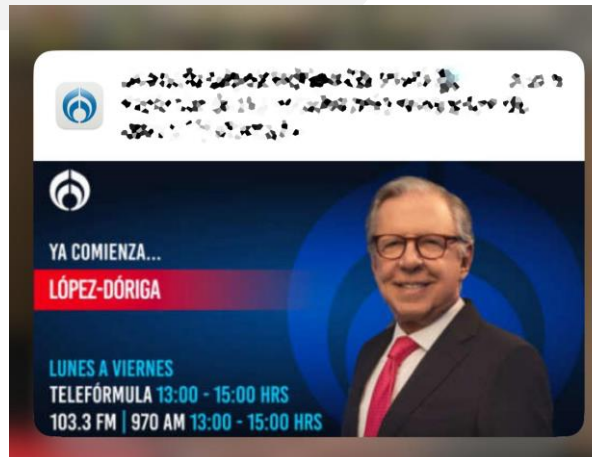
1.1 Top choice for App Push & Web Push services

We provide a **communication channel** that sends multimedia messages tailored to each user's profile and behavior.

The indigitall service can send over

1.5 billion
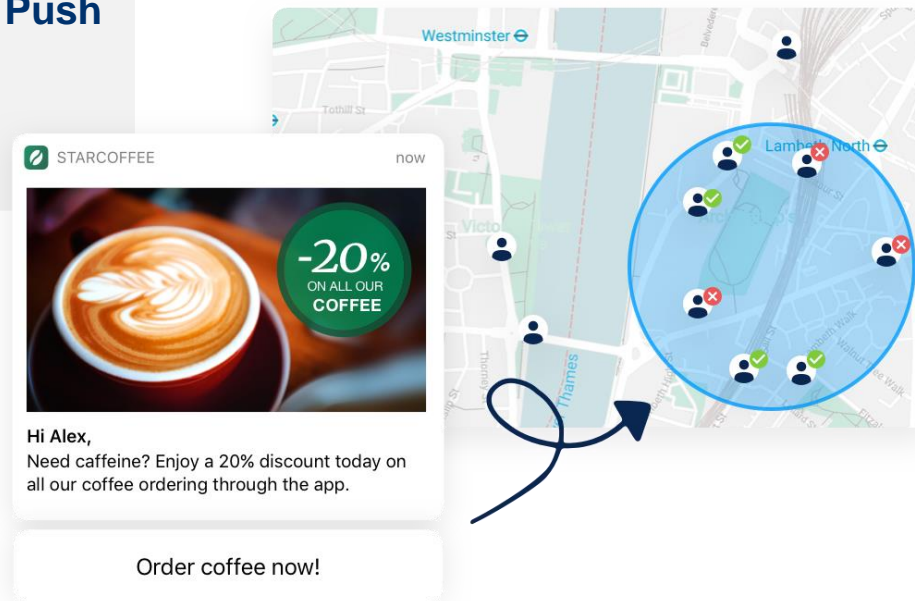
push notifications every day

2. Segmentation and Geolocation

Implement geolocation strategies—**local news** captures audience attention—and segmentation based on interests to send more relevant communications, resulting in **a 22% increase in CTR**

Channels

→ **App and Web Customization**

→ **App Push & Web Push**

→ **Email**

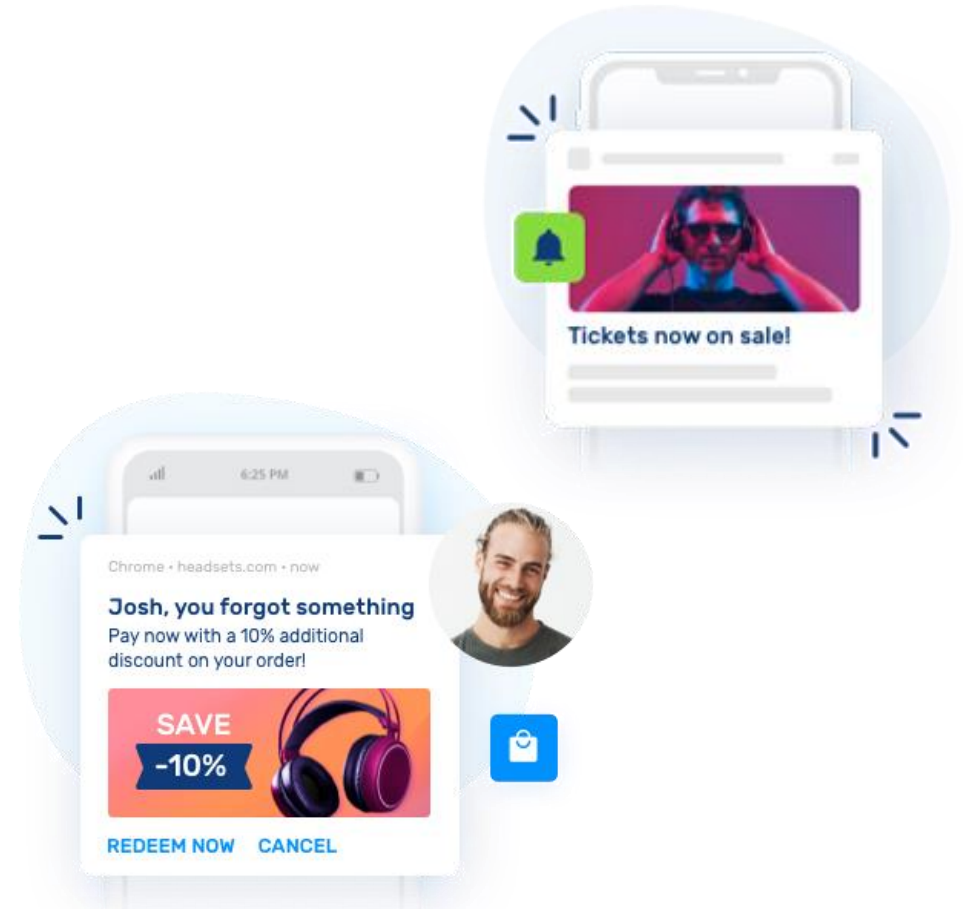→ **WhatsApp**

3. Content-Based Advertising

Improve advertisers' CTR with content-based advertising through better audience segmentation to send and display the most relevant advertising content. Additionally, detect trends and behavior predictions.

→ **Profile**

→ **Interests**

→ **Navigation**

→ **Comportamiento**

→ **Churn Rate**

→ **Geolocalization**

→ **WiFi network**

→ **Mobile/Browser types**

Channels

→ **App and Web Customization**

→ **App Push & Web Push**

→ **Email**

→ **WhatsApp**

Tickets now on sale!

Chrome • headsets.com • now

Josh, you forgot something
Pay now with a 10% additional discount on your order!
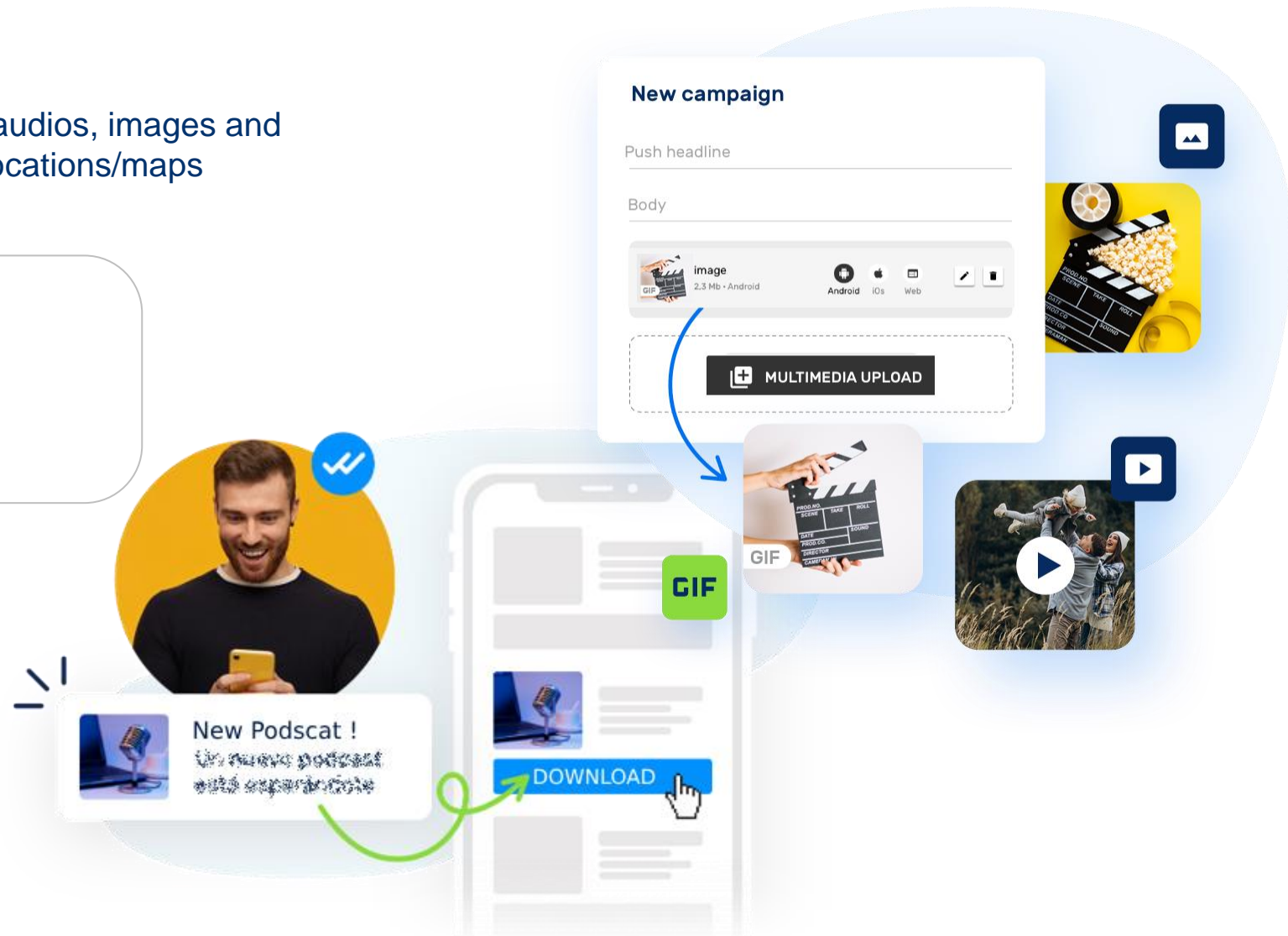
SAVE -10%

REDEEM NOW   CANCEL

4. Multimedia

indigitall's channels allow the addition of videos, audios, images and
animated .gifs, .pdf documents, QR codes, and locations/maps

→ Attractive and impactful design

→ Detailing complex matters

→ More constructive narrative approaches

→ More inspiring human stories

Channels

→ **App and Web Customization**

→ **Gen AI Chatbots**

→ **App Push & Web Push**

→ **Email**

→ **WhatsApp**

New campaign

Push headline

Body

image
2,3 Mb · Android

Android   iOs   Web

GIF

MULTIMEDIA UPLOAD

GIF

New Podscat !

DOWNLOAD

"Trend in the media towards promoting videos, newsletters, and podcasts". Source: Reuters Institute and University of Oxford

5. WhatsApp

indigitall specializes in WhatsApp solutions to enhance subscriber loyalty and increase consumption among **paid subscribers**. Whether through a bot, Contact Center (agents), or both, subscribers can easily resolve their queries.

Meta
Business Partner

→ Marketing campaigns
→ User authentication
→ Process tracking (subscriptions)
→ Customer support

Campaign
- ✅ Result
- ⬜ New signings
- ⬜ Tickets

- ❌ Liverpool Football Channel
- ✅ Live in Liverpool

- ✅ Liverpool Football Channel
- ✅ Live in Liverpool

Messages
- ⬜ Daily
- ✅ Match day
- ✅ Weekly

Messages
- ✅ Daily
- ✅ Match day
- ⬜ Weekly

Liverpool Football Channel 16:45

Tell us the result of the next match on the WhatsApp channel and you will enter **the draw for a football shirt.**

"The advantage of WhatsApp is that people use it massively and there is trust in this network". Source: Reuters Institute and University of Oxford

6. AI Content Recommendations

Enhance **user experience and boost subscriptions** through personalized news and other entertainment content recommendations powered by artificial intelligence.

Utilize indigitall's customized modules to create configurable forms and surveys.
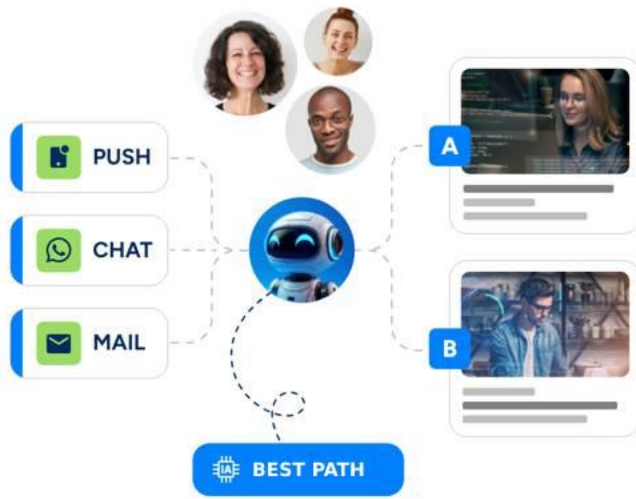
Channels

→ **App and Web Customization**

→ **Gen AI Chatbots**

→ **App Push & Web Push**

→ **Email**

→ **WhatsApp**

PurePath Wellness

7. AI Optimization Modules

Our artificial intelligence developments enable optimizing the channel, message content, and timing of delivery for each **unique user**, also allowing comparison through intelligent A/B testing.
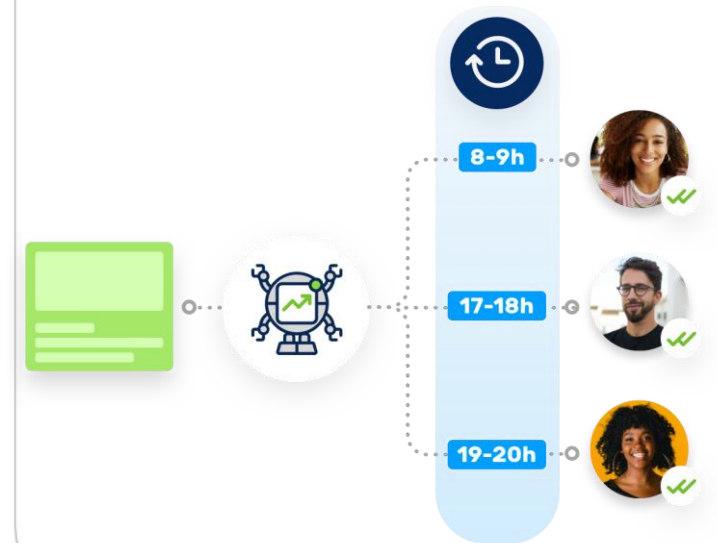
OPTIMUM CHANNEL

INTELLIGENT KEYWORDS

BEST MOMENT

8. Generative AI Chatbots

Creation of personalized news and entertainment channels branded with the media or the use of a celebrity's image.

→ Conversation automation

→ Streamlining information search

→ Enhancing user experience

→ Secure, controlled, and learning environment

→ 24/7 multilingual support

Benefits

→ Increases web traffic / app usage

→ Added value for *premium services*

"The media have already been experimenting with news bots based on personalized data, so adding the face and personality of a reliable journalist could be the next step." Source: Reuters Institute and University of Oxford

9. Contents: Generative AI

indigitall has integrated GPT into its push, email and SMS channels to automate **the creation, correction and translation** of the messages.

→ News Automation: Transcription and proofreading
→ Content creation with human supervision
→ Help with information gathering and research
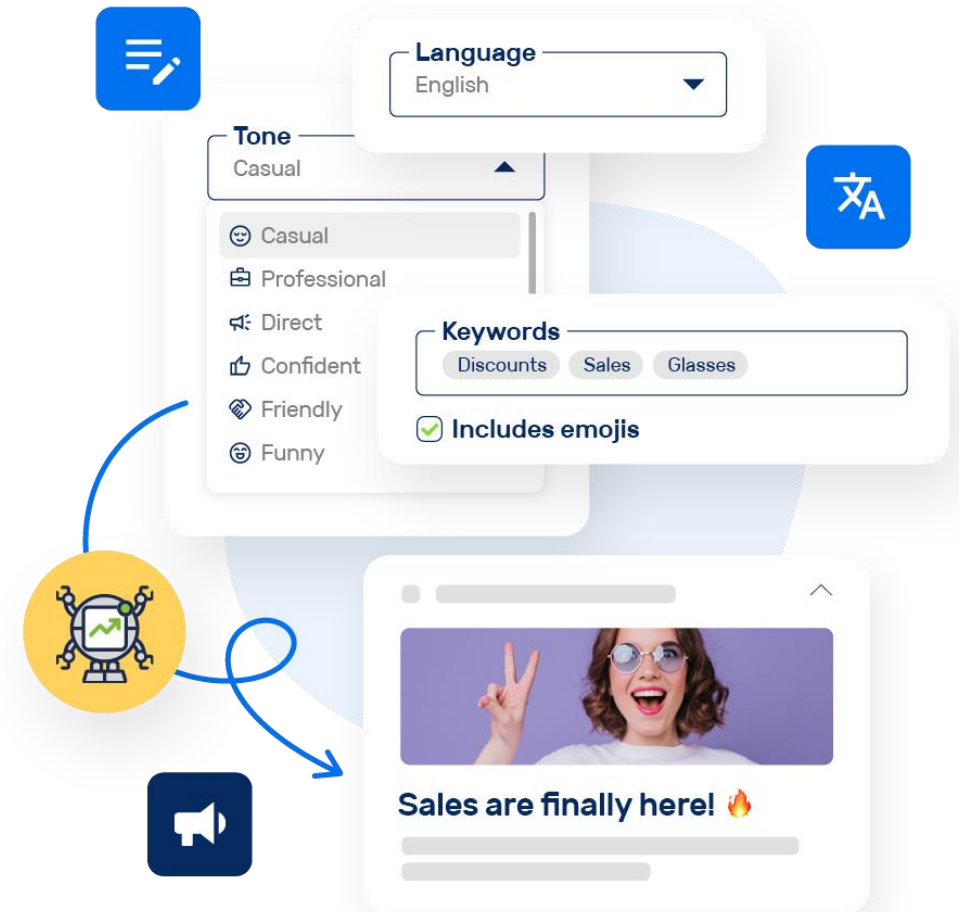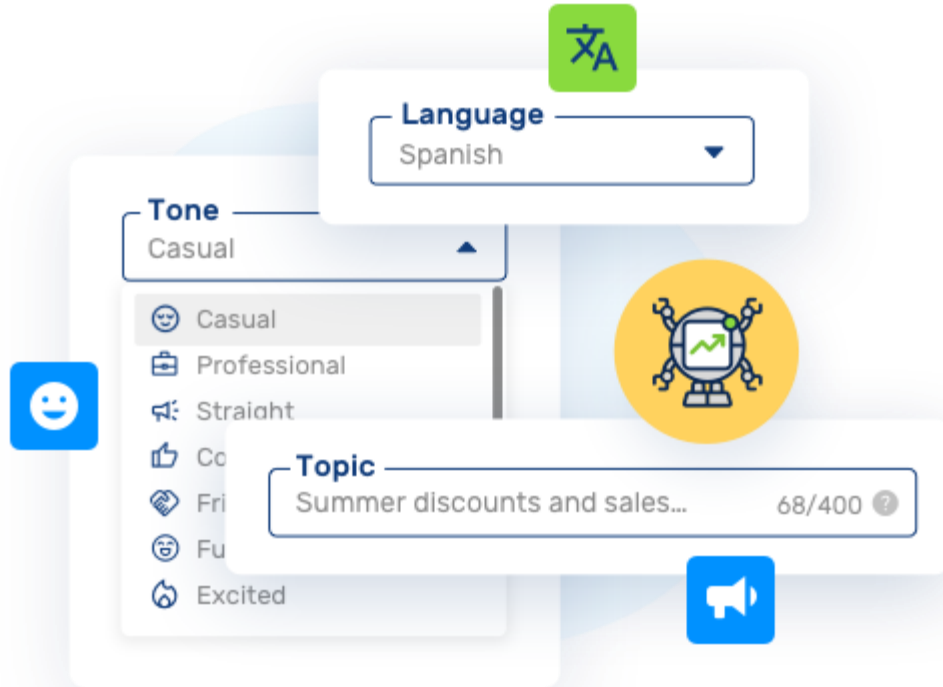
10. AI Customer Journey

The Customer Journey establishes an integrated communication through **all digital channels** based on any interaction – **digital, telephone or physical** – of the user. The platform offers **real-time data** and optimizes campaign results thanks to artificial intelligence modules.
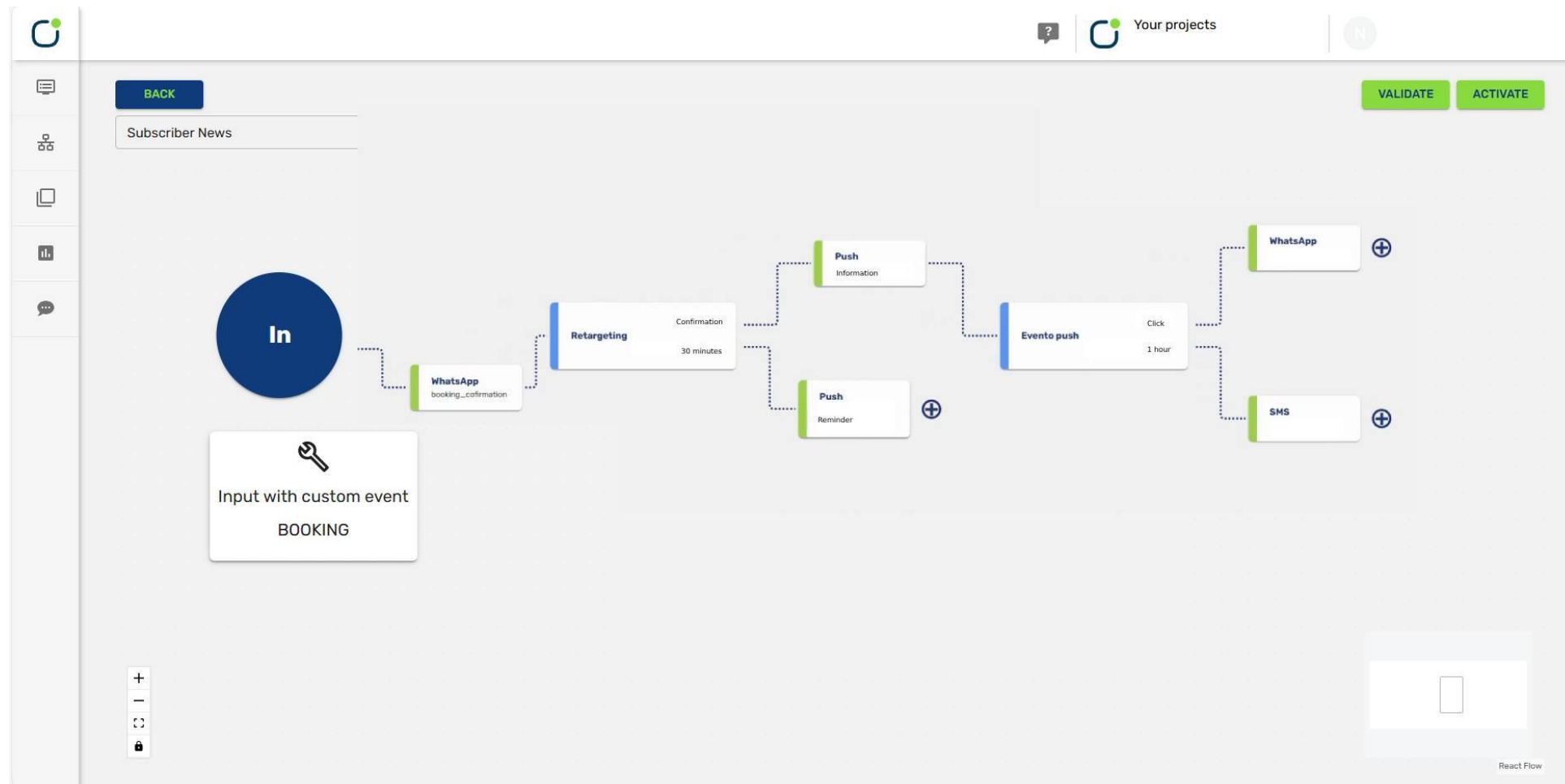
Our clients

→ *Atresmedia*
→ *Debate media*
→ *El comercio de Perú*
→ *El Español*
→ *El Mira*
→ *Excélsior*
→ *Grupo Fórmula*
→ *Grupo Imagen*
→ *Grupo Joly*
→ *Grupo Vocento*
→ *Medios Masivos*
→ *La Grada Online*
→ *Mediaset España*
→ *OK Diario*
→ *Prensa Ibérica*
→ *Radiopolis*
→ *RBA Revistas*
→ *Televisa*
→ *The Happening*
→ *TUDN*
→ *Tododisca*
→ *Unión Rayo*

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Contact →   Schedule a demo →

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