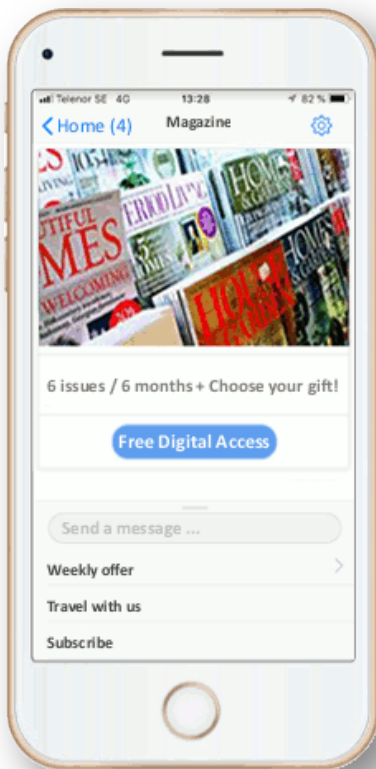


Monetize the true value of your content by increased reader engagement



Facebook Messenger is one of the most widely used apps in the world, with 1.3 billion people active each month.

To stay relevant, publishers must be **where their customers are having their conversations** - and people are talking using messaging apps.

The **great advantage of messaging marketing** compared to other means, such as email marketing, is that **users can easily be reached** wherever they are and at any time of the day.

Messenger for Publishing - The Zummy Solution

- Increase subscriber retention and drive your revenue
- Raise brand awareness by offering a leading technology
- Reward your subscribers' engagement with additional media for sharing
- Turnkey solution with easy integration
- Monitor engagement and gain valuable insights on reader interests



Great reader engagement

High Conversion Rate for Signups
5-10 times higher compared to e-mail

High Open Rate
4-5 times higher compared to e-mail

High Click Through Rate
3-5 times higher compared to e-mail

Increased traffic to site
Between 10%-20% more traffic

High Conversion Rate on Call To Actions
3-10% conversion

Our **Chatbot** solutions are using **self learning automated AI-based Personalization**. Connect with customers through social sign ups and engage with them in Messenger, via our machine learning personalization algorithms. Integrate data from your CRM, via our APIs, for deep and direct customer engagement.

Facebook Messenger – Engage with your customers where they are.