



Editor & Publisher Webinar May 2024

**Building Profit Centres
for successful Local & Regional Advertising
with the power of AI & Human Touch**

Monetizing the Loyal 10% - Winning Back the Other 90%

About Us

Creating new local advertising revenues for publishers of all sizes

500+

Publications

500k+

Local Ads
p.a.

10+

Years in
Business



somedia



axel springer_

Rölnr Stadt-Anzeiger



About Christian

Owner + CEO

Aviation Engineer

Local Sales Enthusiast

50+

People
Remote-First

20+

Years of
Experience

100+

Local Ad Sales
Profit Centres



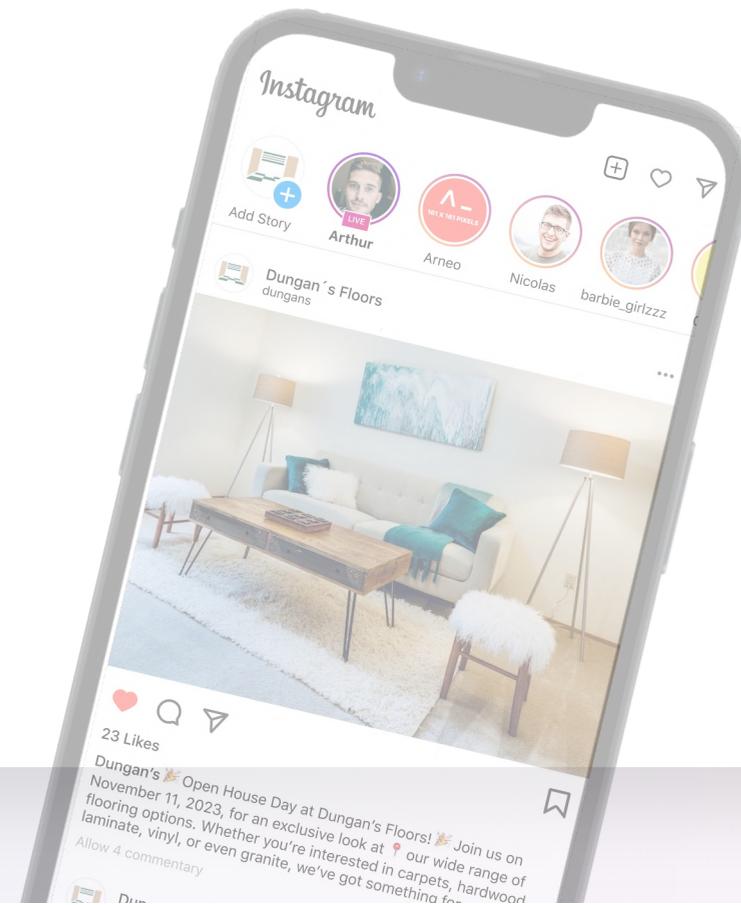
Solutions

Automatically upsell all print advertisers.

Monetizing the loyal 10%



Winning back the missing 90%



1



**Print Ads as template
for the banner and
like "mini briefing"**

2



**Additional images
and texts from ...**

Homepage

Google Places

Social Media

3



**Native speaking
media designers to
build the perfect ad in
time (24h) and at scale**

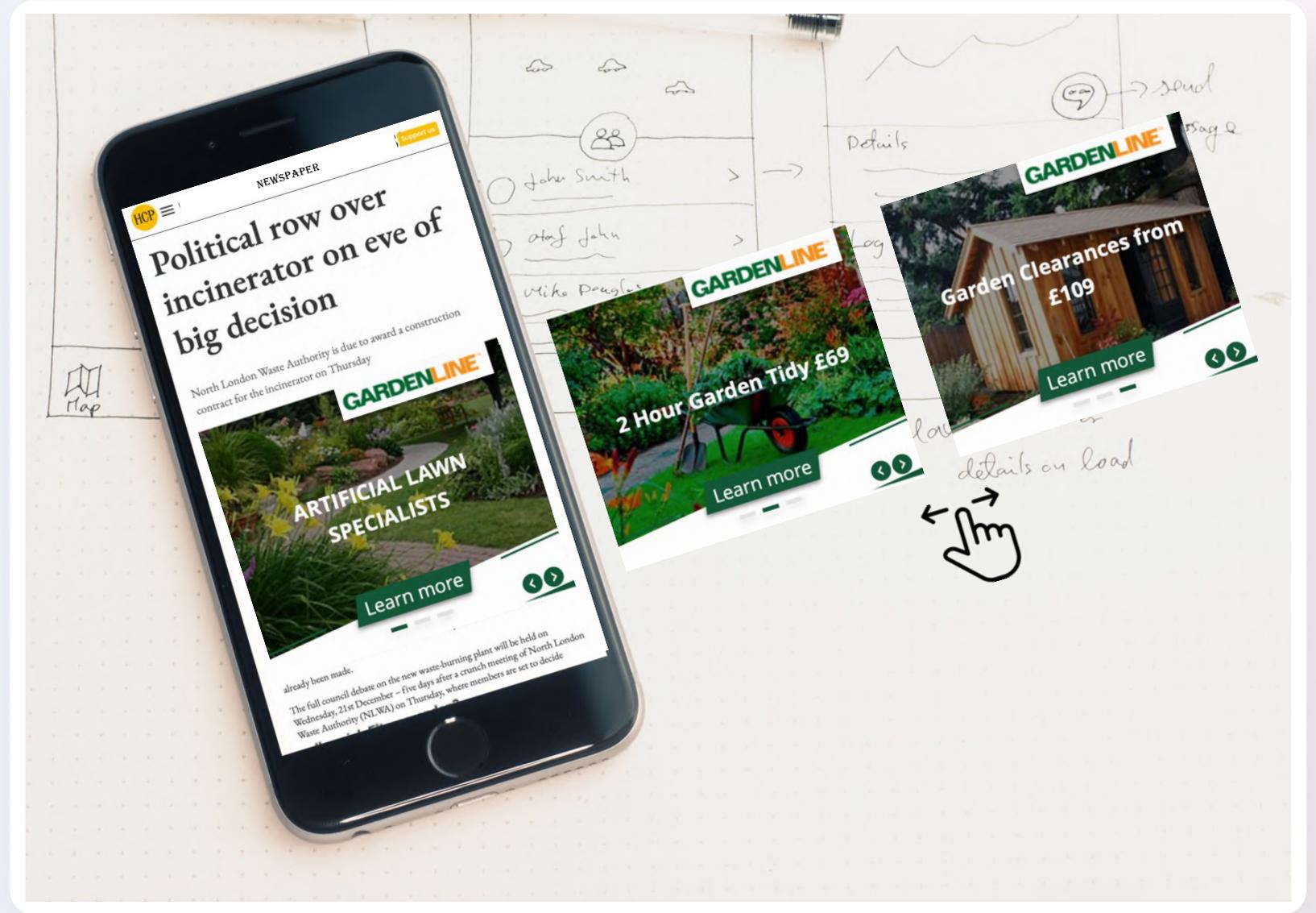
4



**Technology to increase
speed of creation and
optimise ads through
A/B test, better
templates, etc.**

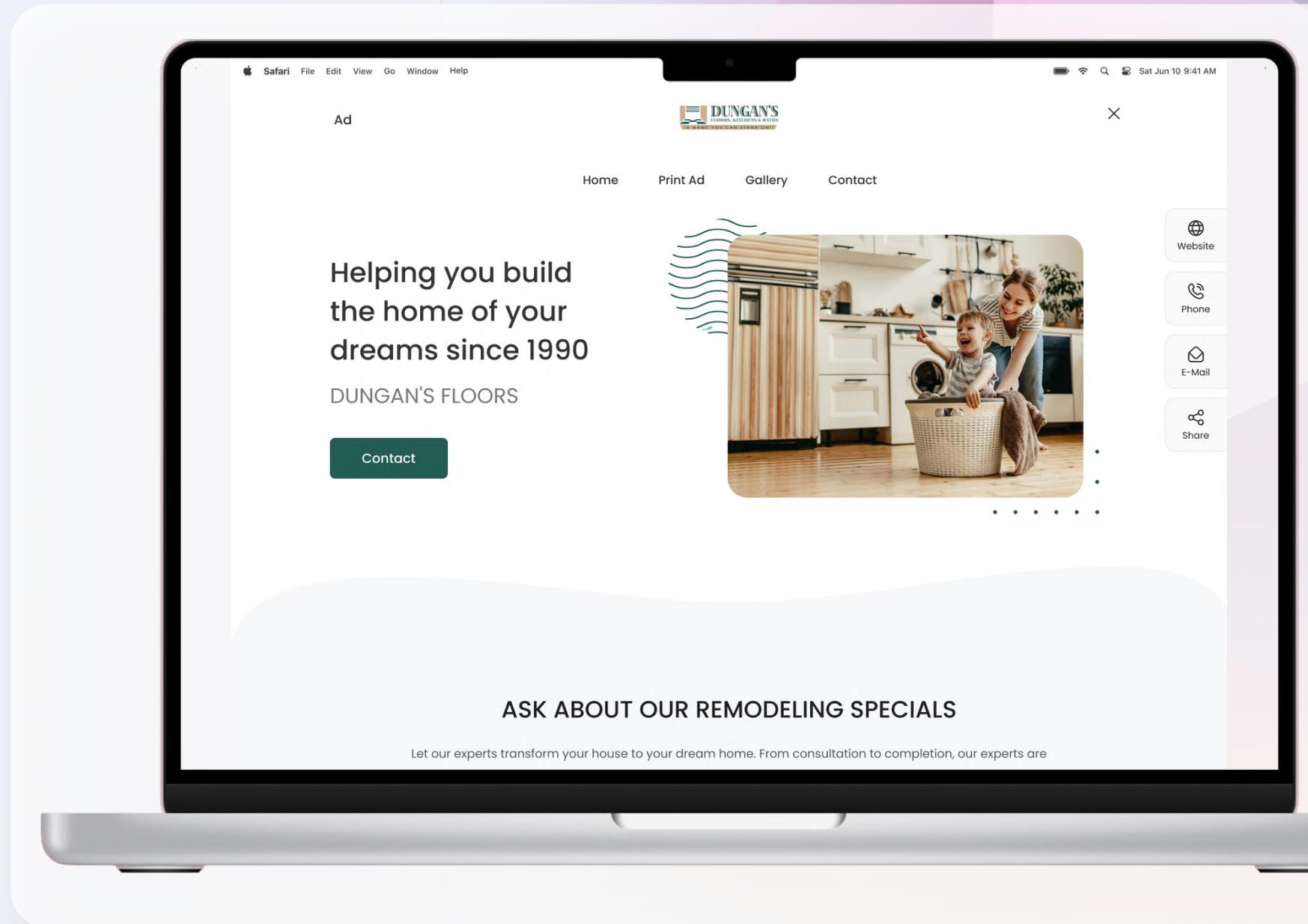
Great banners

that focus on attention times
(and not only clicks) and are
relevant community information.



Instant Landing pages

Focused and condensed
destination pages at
high page speed



Instant Landing pages

Focused and condensed
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high page speed

Kitchen Remodel

You're looking to renovate your kitchen and you want it to be breathtaking and modern, you need to hire a granite countertop installer in McKinney.

Granite

Granite is natural and luxurious. It's an incredibly durable surface and it adds an instant sense of class and sophistication to your home.

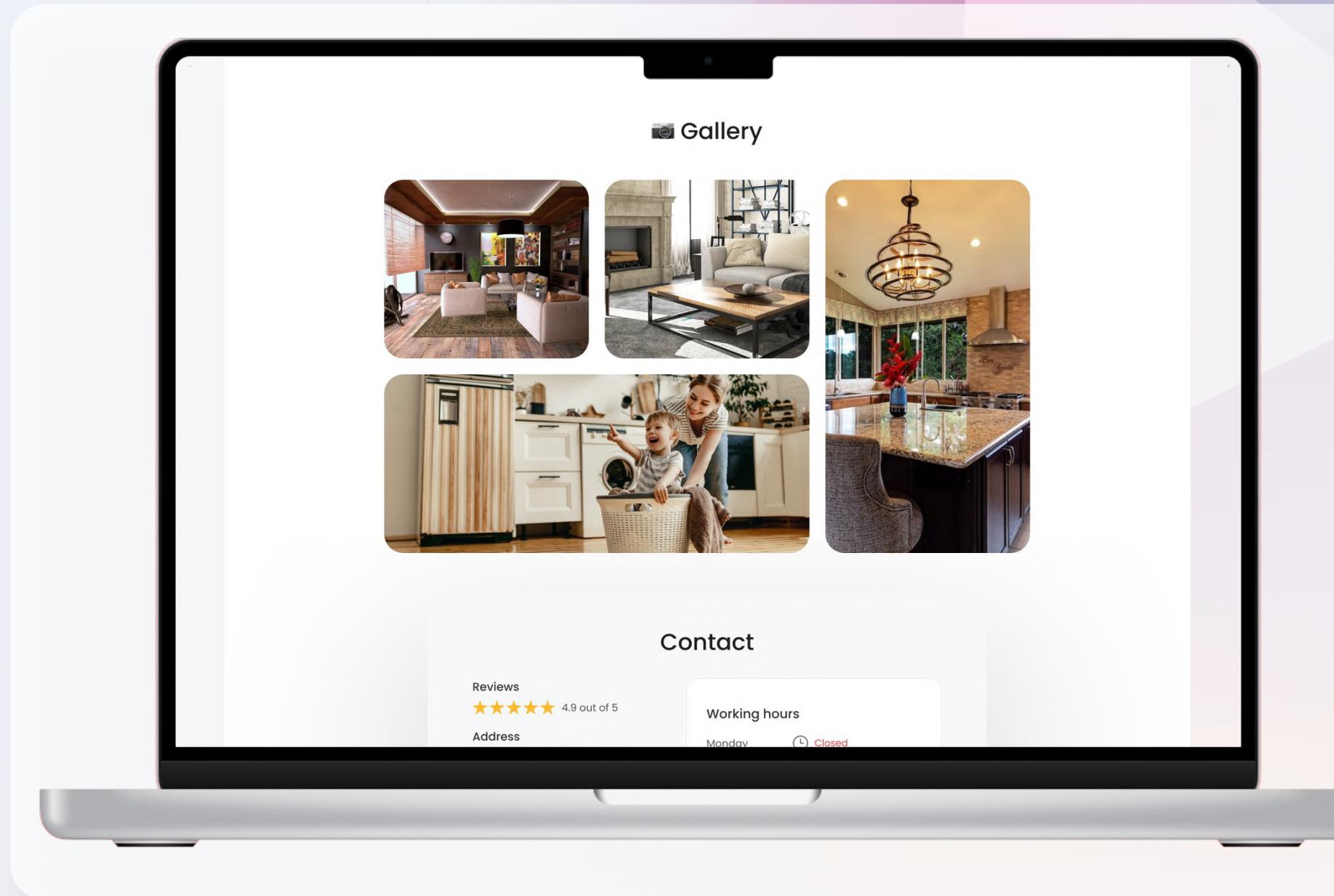
Tile & Bath Remodel

Your tile floor installer in McKinney can show you tiles that mimic the stark beauty of [stone](#), the natural warmth and allure of [hardwoods](#), or the intricate patterns and artistic designs that you can only get with tile itself.



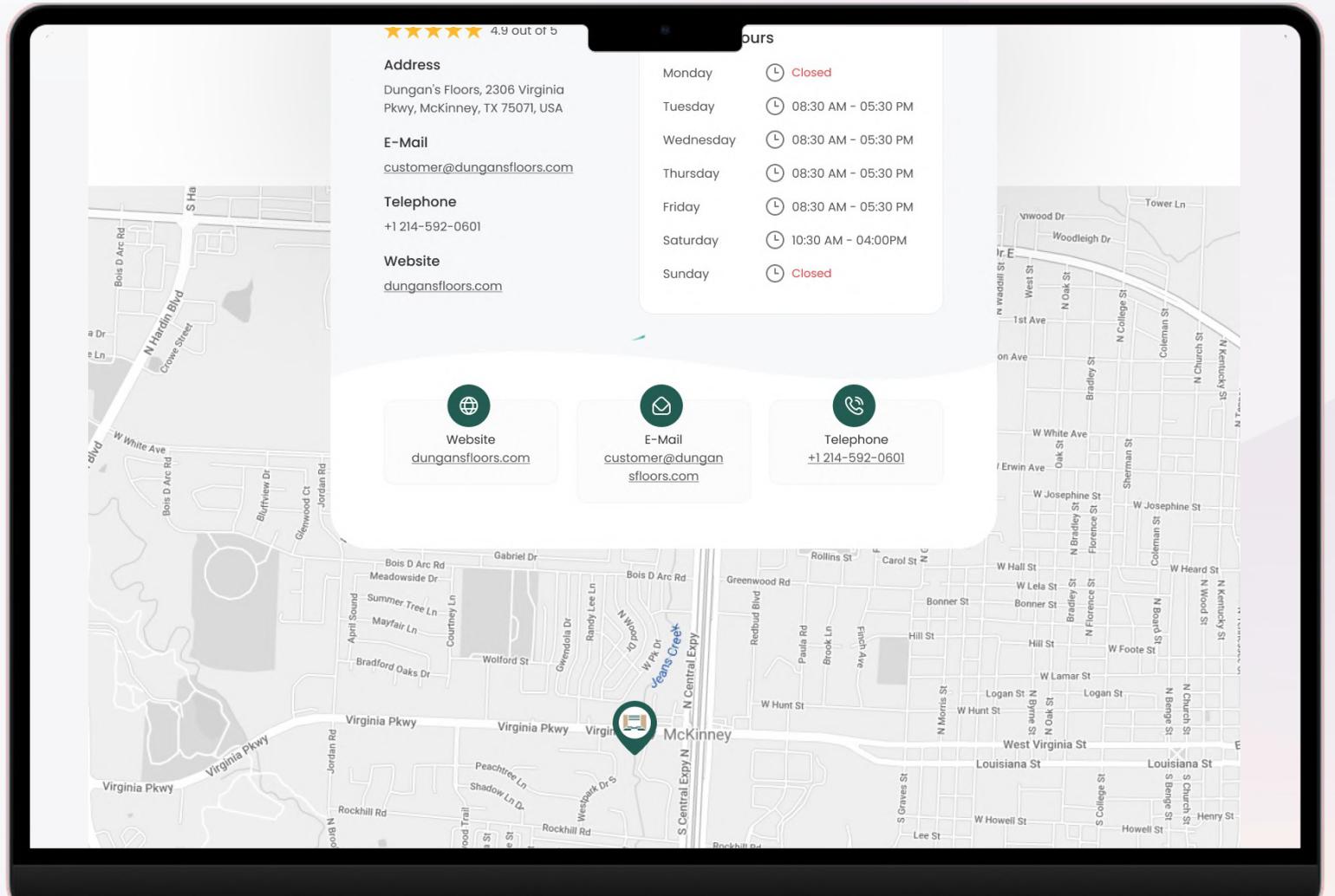
Instant Landing pages

Focused and condensed
destination pages at
high page speed



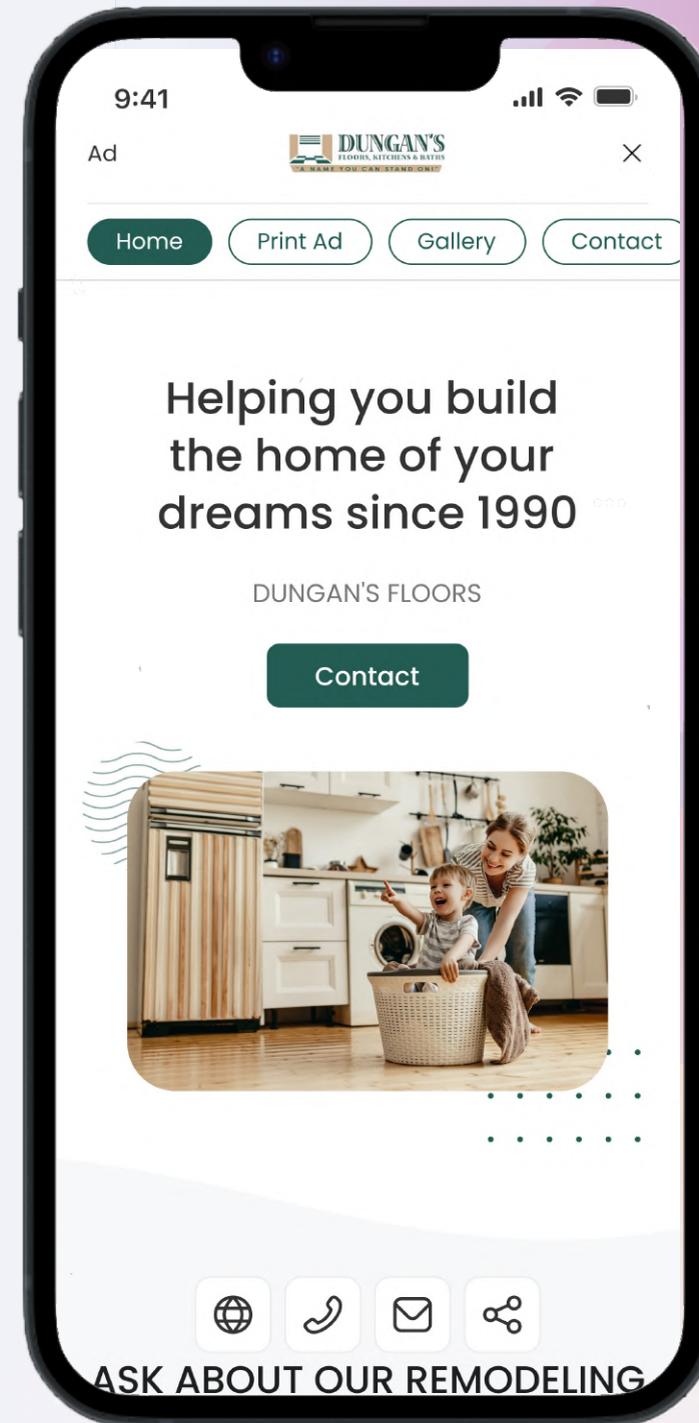
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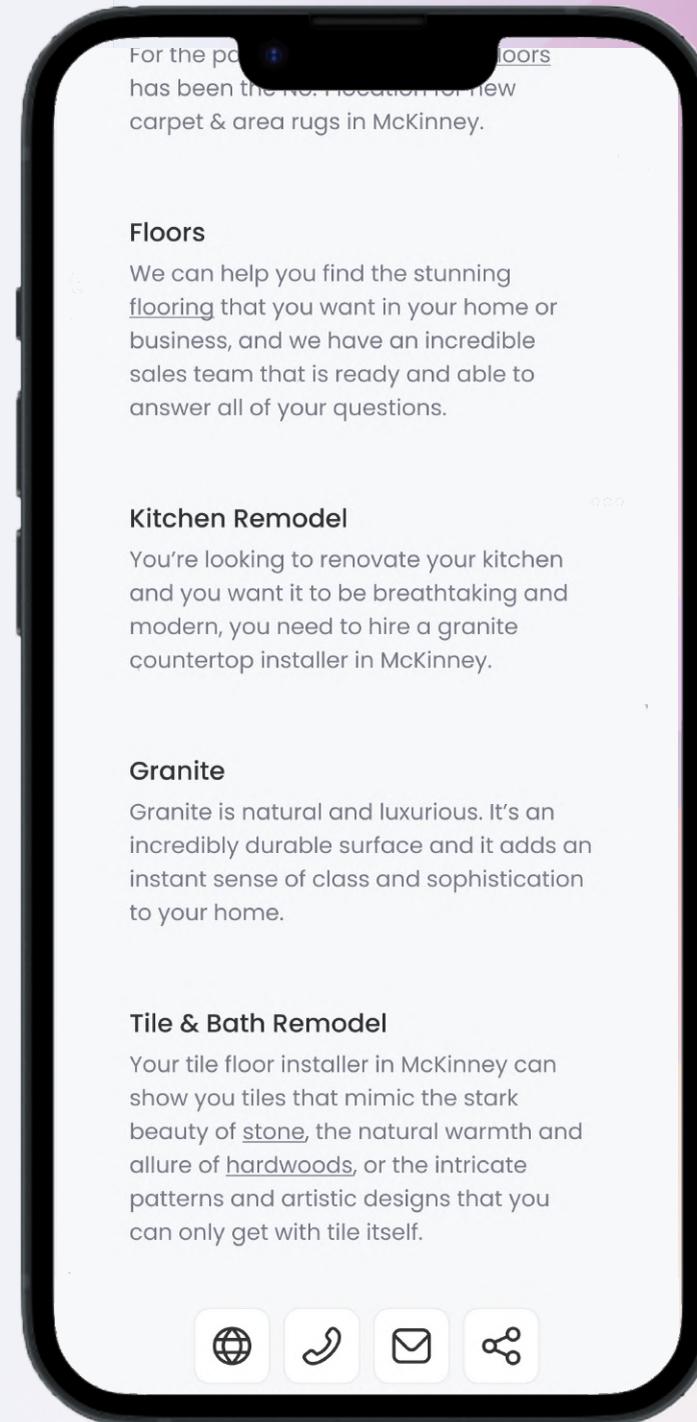
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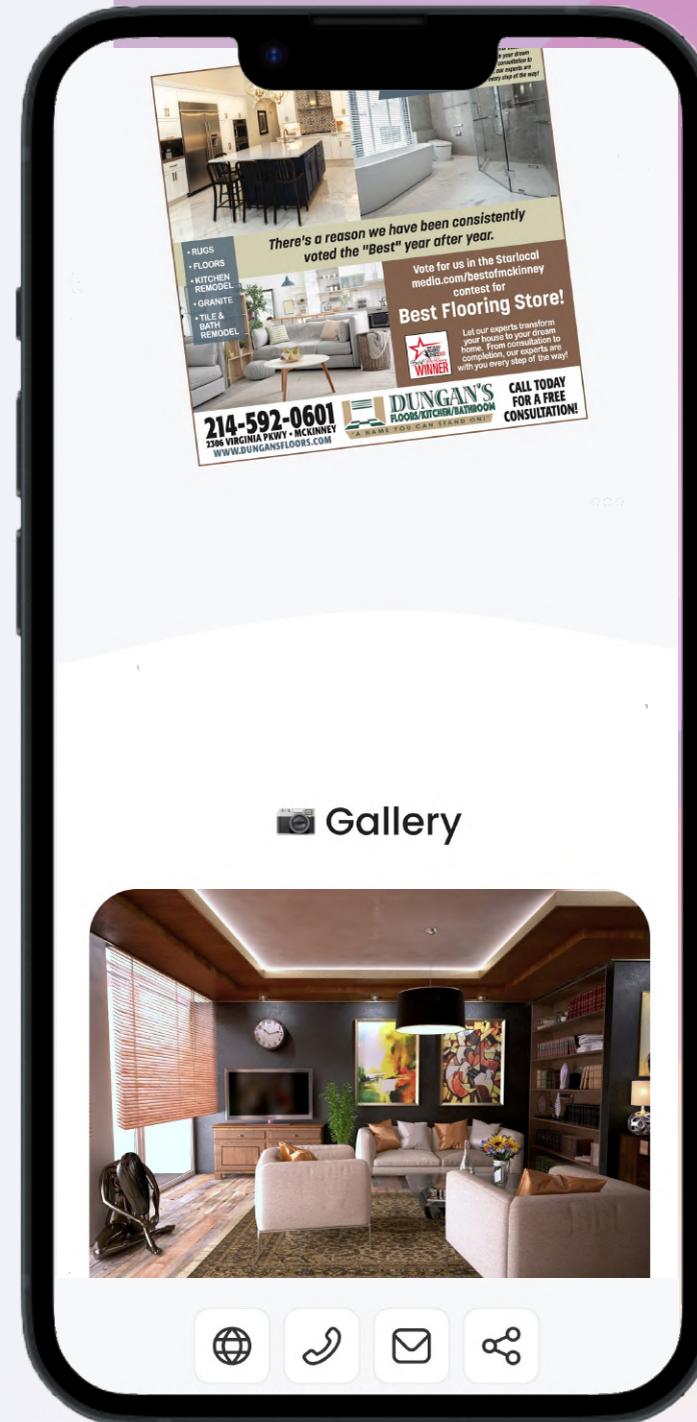
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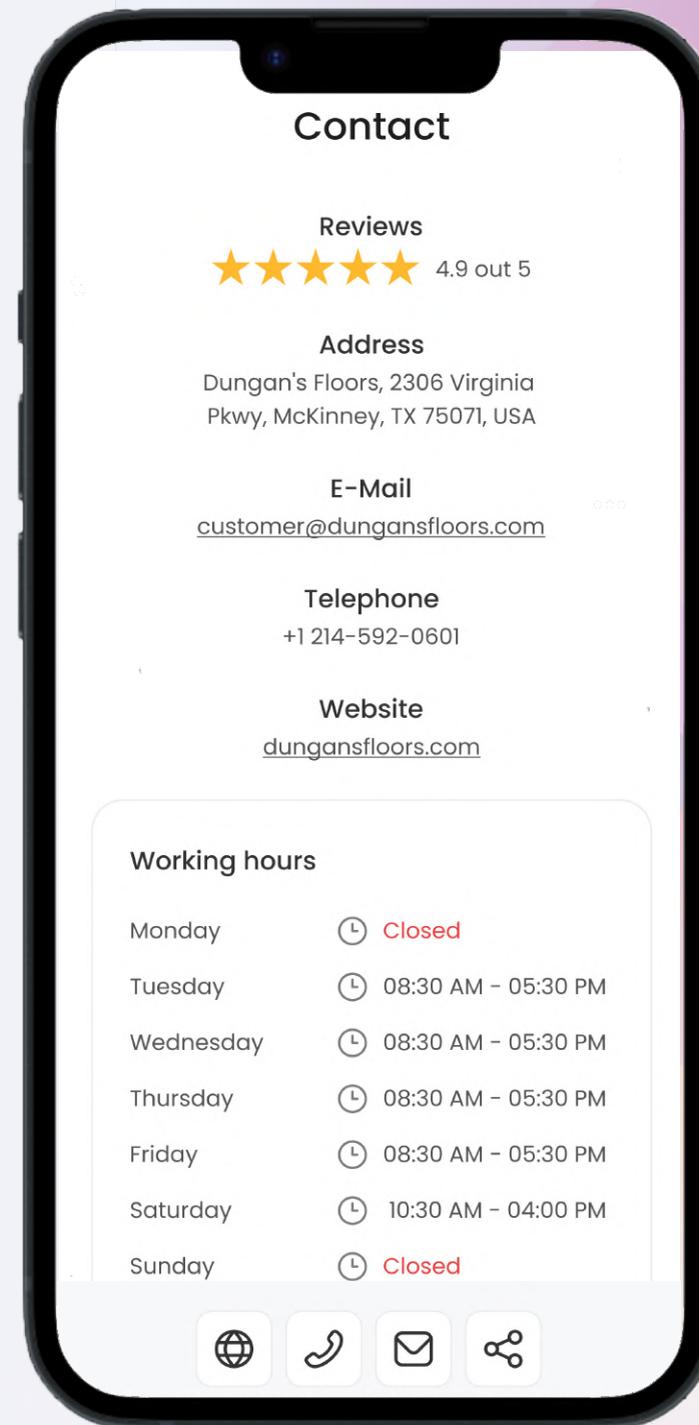
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Instant Landing pages

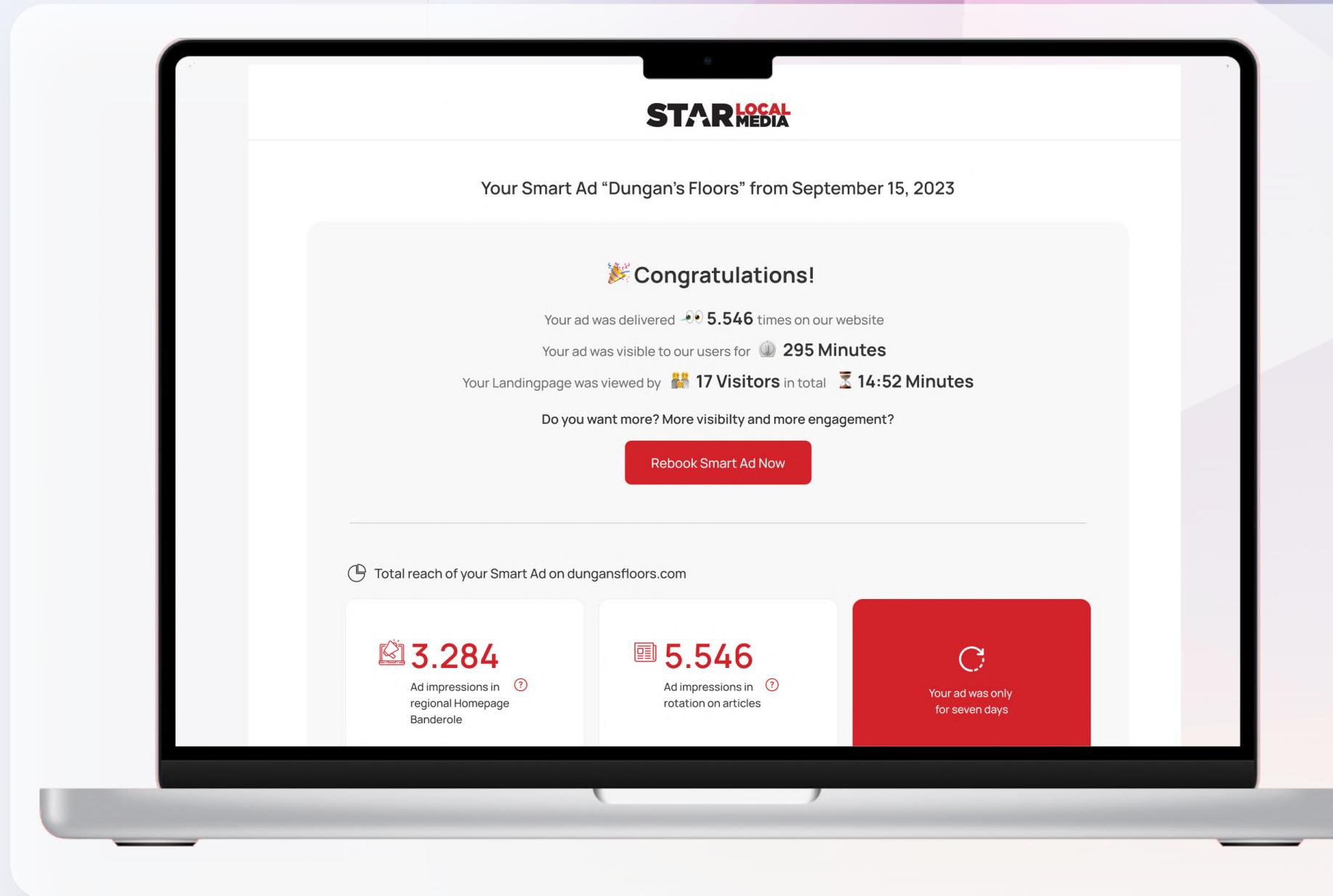
Focused and condensed
destination pages at
high page speed



Great Story

Don't let GAFA force you into reporting clicks.

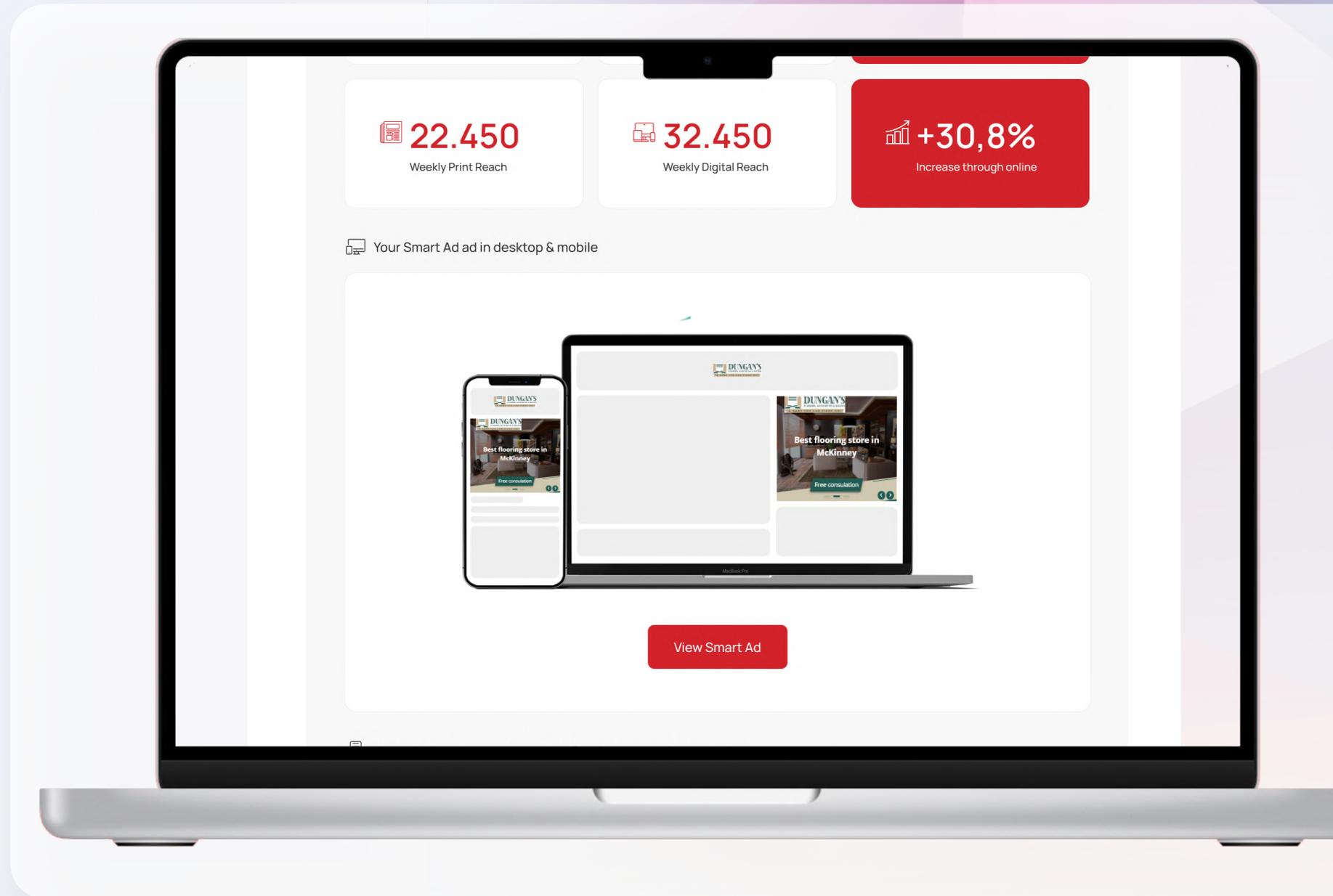
Report what matters to the advertiser: quality attention



Great Story

Don't let GAFA force you into reporting clicks.

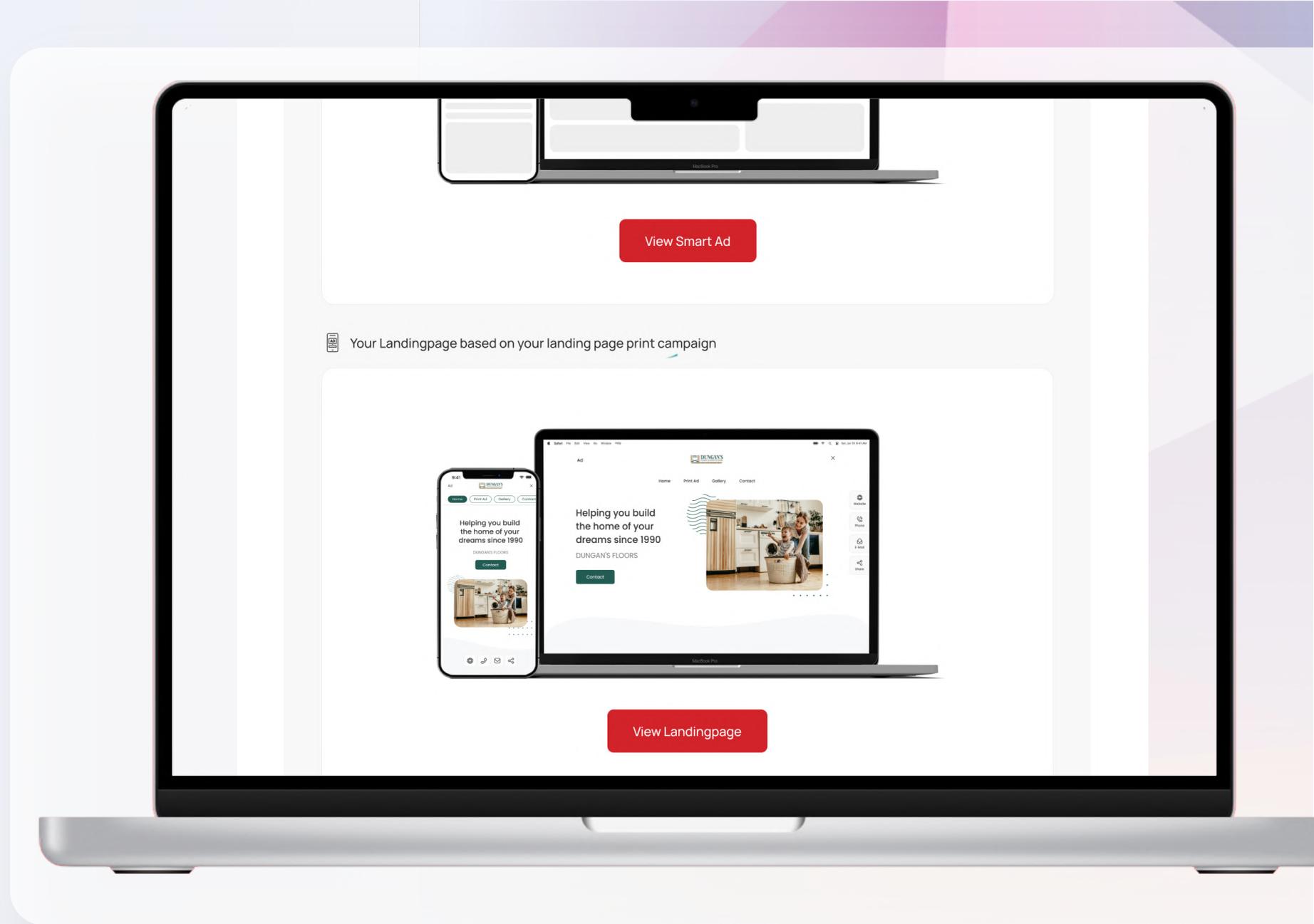
Report what matters to the advertiser: full service



Great Story

Don't let GAFA force you into reporting clicks.

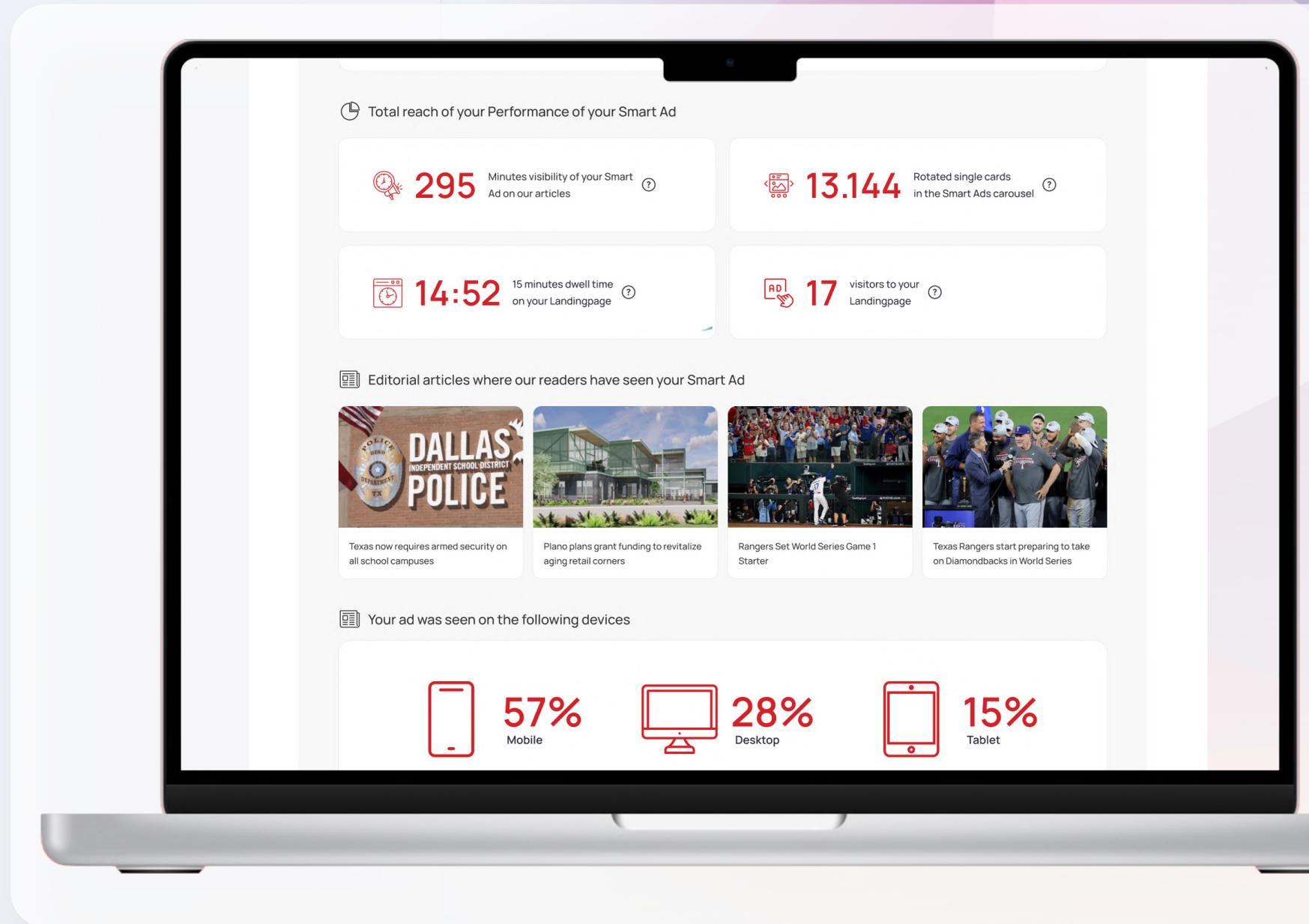
Report what matters to the advertiser: **full service**



Great Story

Don't let GAFA force you into reporting clicks.

Report what matters to the advertiser: regional audience



Easy, effective and sustainable business model

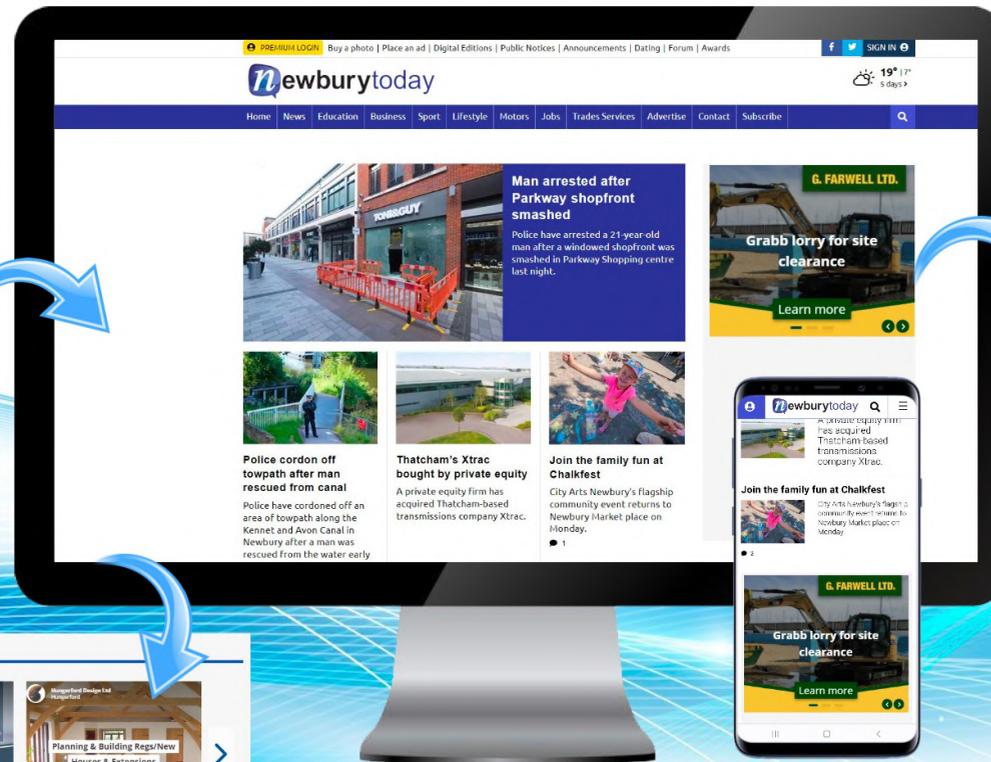
“Feelgood bundles” for all print advertisers

rev-share of 25-30% with Smartico at a fixed price per ad

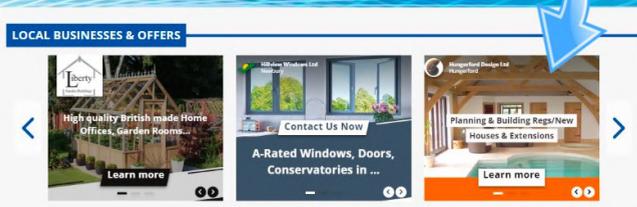
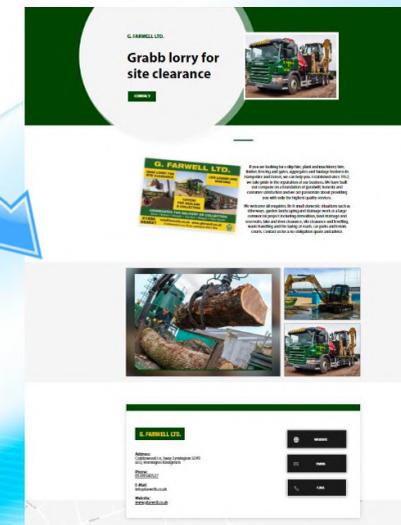
1: Print Ad



2: Digital Ad



3: Landing Page



4: Homepage Carousel

all-inclusive for 1 price

Newbury News & Media Ltd



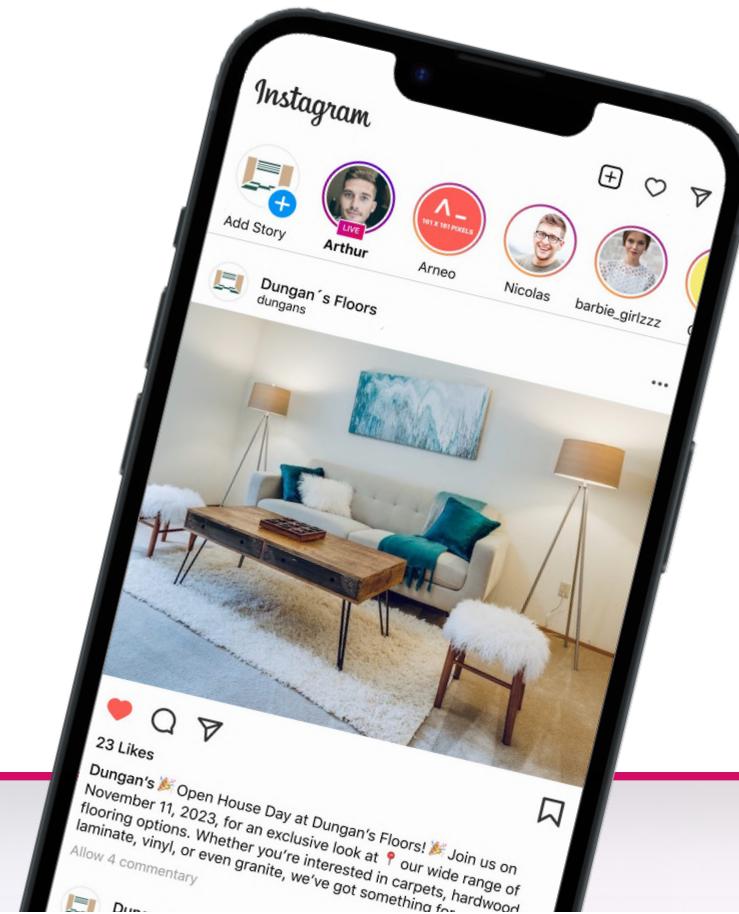
Challenge

We are selling to a fraction of local advertisers.

Monetizing the loyal 10%



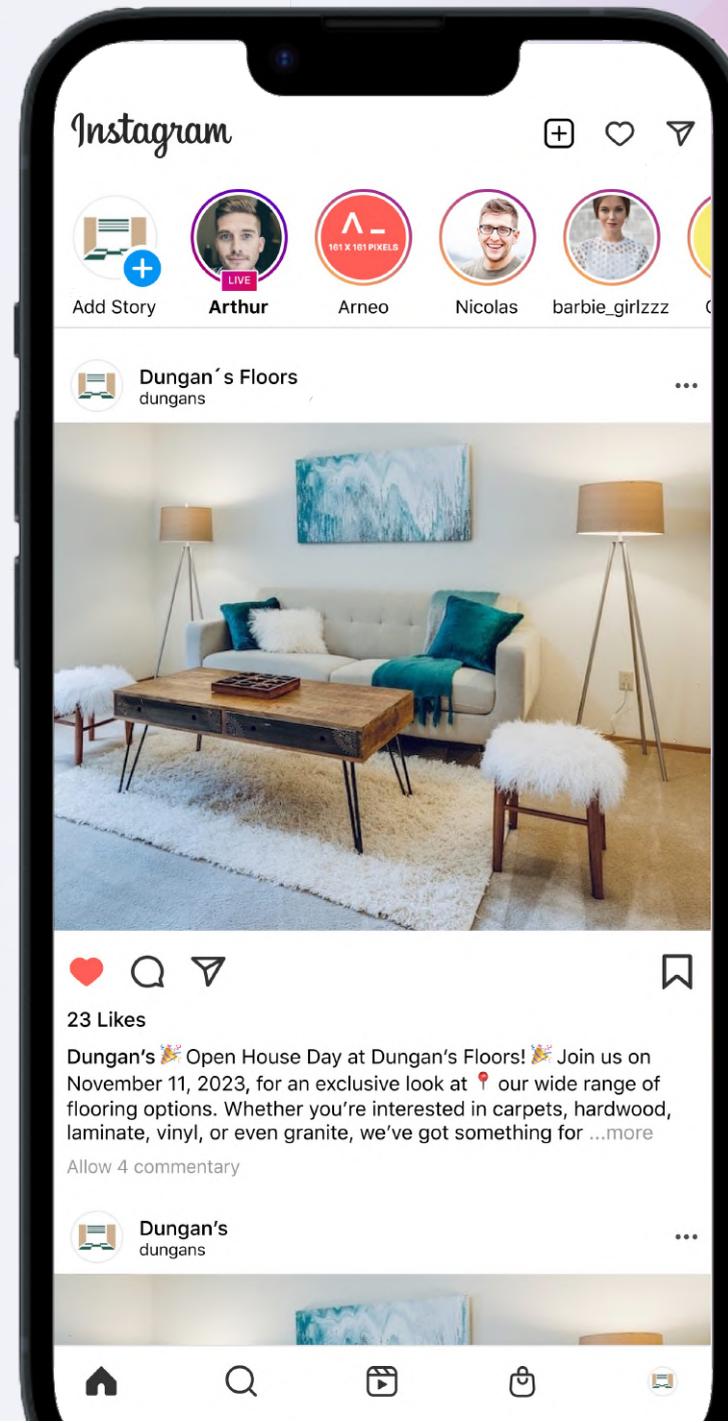
Winning back the missing 90%



Let's tackle the remaining 90%

Digital Only

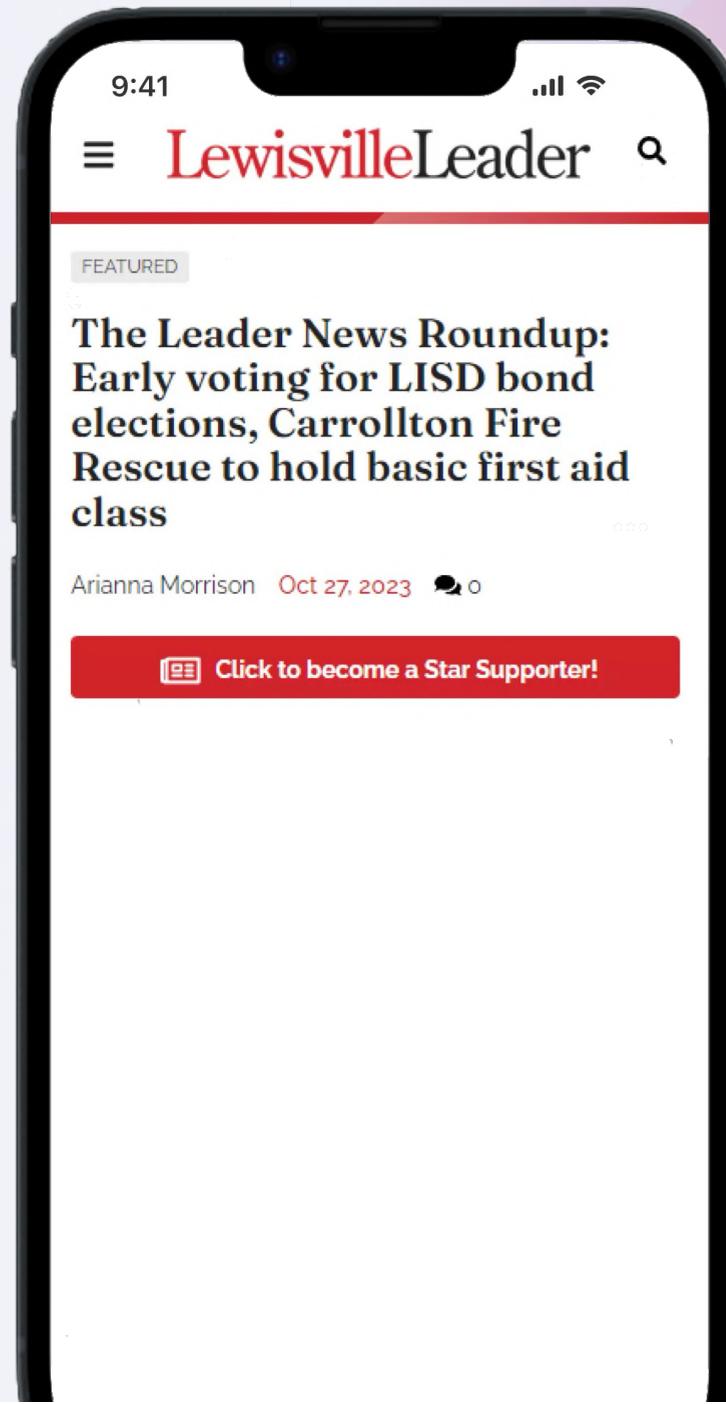
Who said that we need print as a base? Let's win back customers for publishers that seem lost to GAFA? But is GAFA that good in terms of service, reachability, traffic quality & price?



Smart Ads

Digital Only

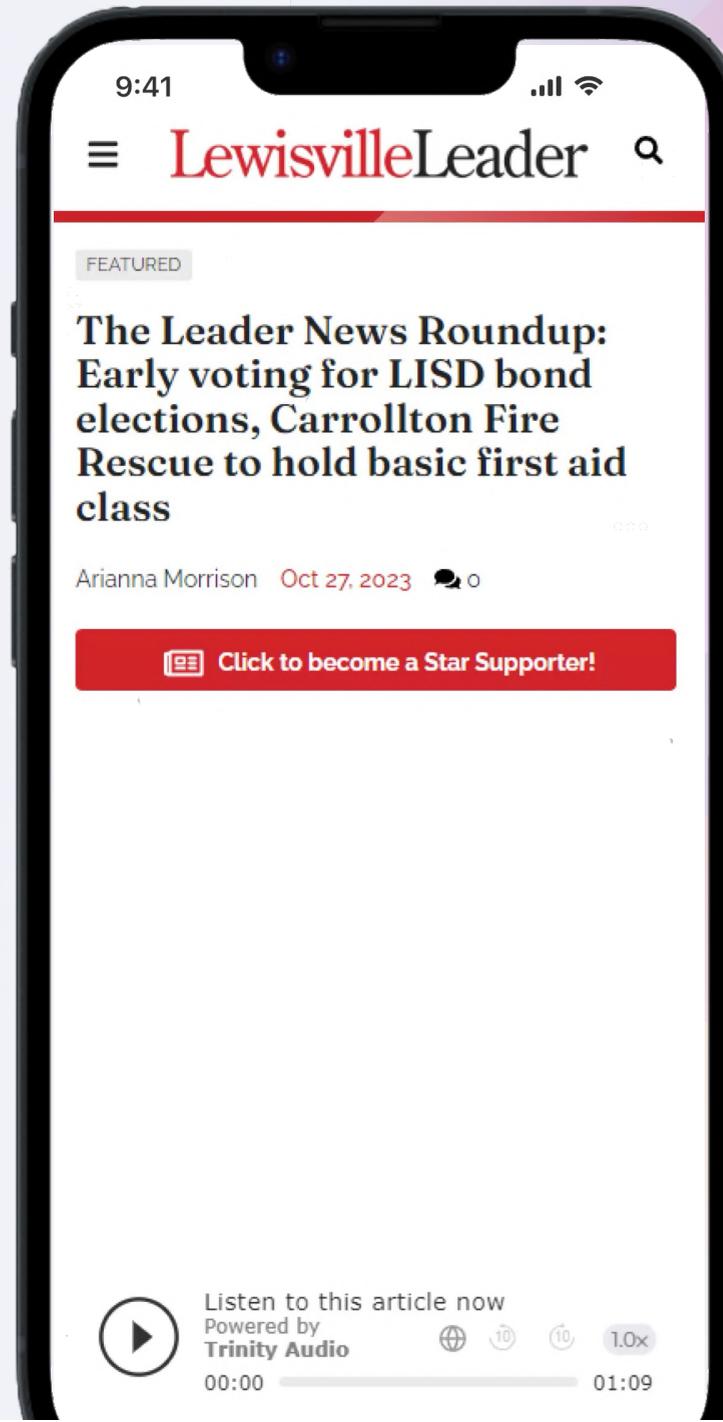
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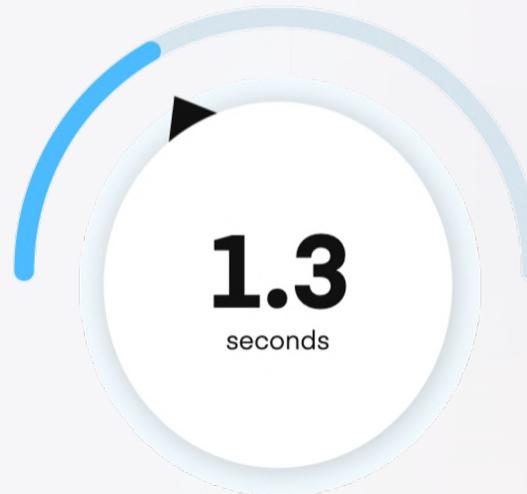
Smart Ads

Amplify Social

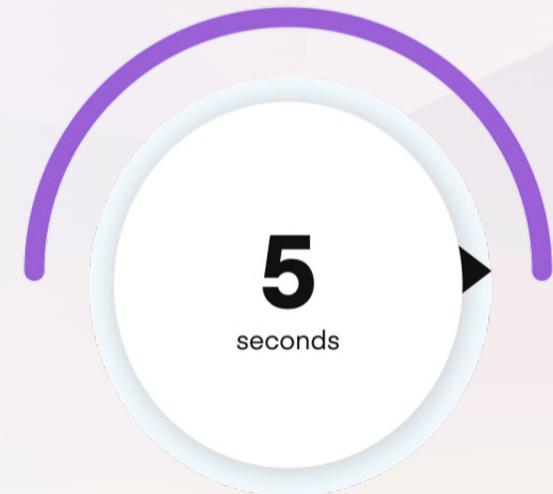
Social Media is great for quick announcements and campaigns but view time is very low and brand neighborhood is rather negative

Better than Social

Facebook
average visibility



Social Display
average visibility



Clear goal in mind

**Make \$100k+ p.a. extra
revenue with longtail
advertisers per publisher**



**Low-touch Operations
with AI & Human Touch**



**Small Deal Sizes
High Volume**



**Made for the
Attention Economy**

One unbeatable offer – just during May 2024

Get 1 month of free Print-to-Online Smart Ads for 1 of your titles*

Only via email to our owner & CEO
Christian via cs@smartico.one
Let's make some money together!



* T&C apply – maximum 100 Smart Ads per month