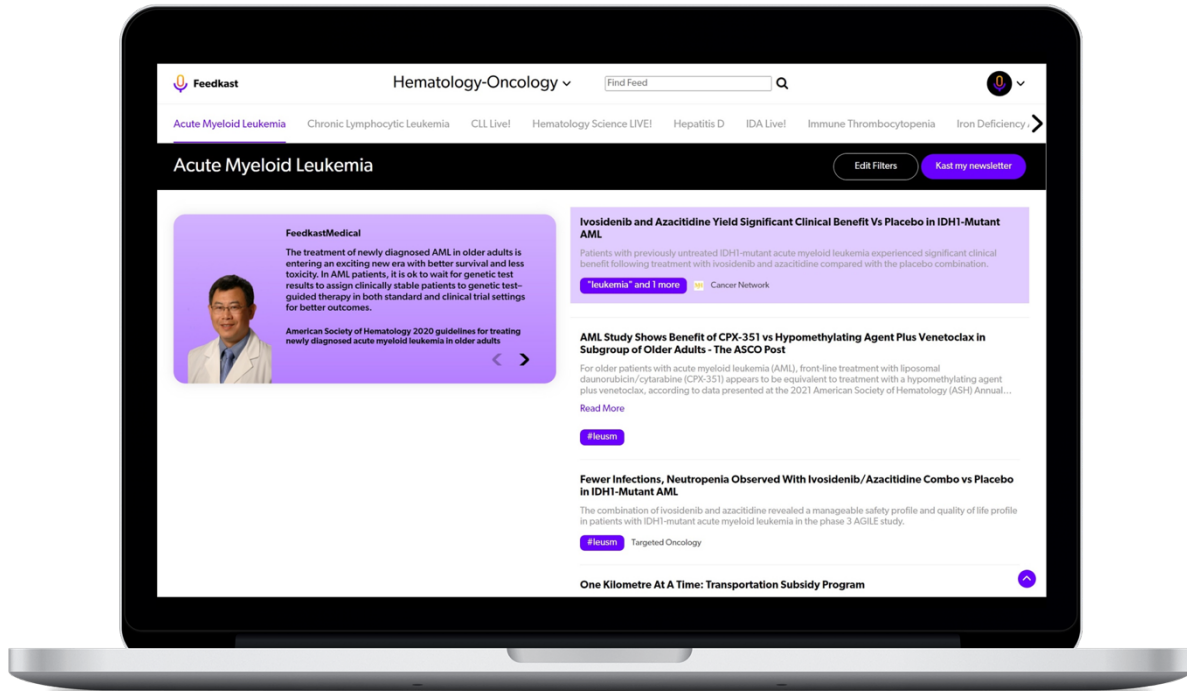


Feedkast Overview

Feedkast curates big media into filter specific feeds depending on the needs of the user. That means that all the best and most relevant content can be collected and viewed in one spot, on any topic.

In 6 years of operation, Feedkast has provided unparalleled value to agencies and the clients they represent.



Value Proposition:

Feedkast delivers on every guarantee, but what is even more impressive is that every campaign delivers more than the guaranteed amount.

This is where Feedkast delivers the extra value that competitors do not – for all extra engagements generated, clients do not get charged extra.

Our clients CPE at the end of their campaign is always lower because Feedkast generates more engagements for no additional costs. Therefore, providing additional value over other media.

What is an Engagement for Feedkast?

Feedkast defines an engagement as a click on one of your assets in any channel and open on an email that contains your assets.

How Feedkast Generates Engagements:

Feedkast has the ability to match 80% of any agencies target list. This target list is then used in our email campaigns focussed on the specified indication to generate engagements with the targeted audience.

Conferences:

Feedkast has the ability to curate any content for any event. This makes it perfect for conference campaigns and specifically generating exposure around indications and people.

KOLs are very good at generating deep engagements and conferences are the perfect setting for these engagements to take place. KOLs can generate their own feeds and even send through eNL to an agency's target audience.