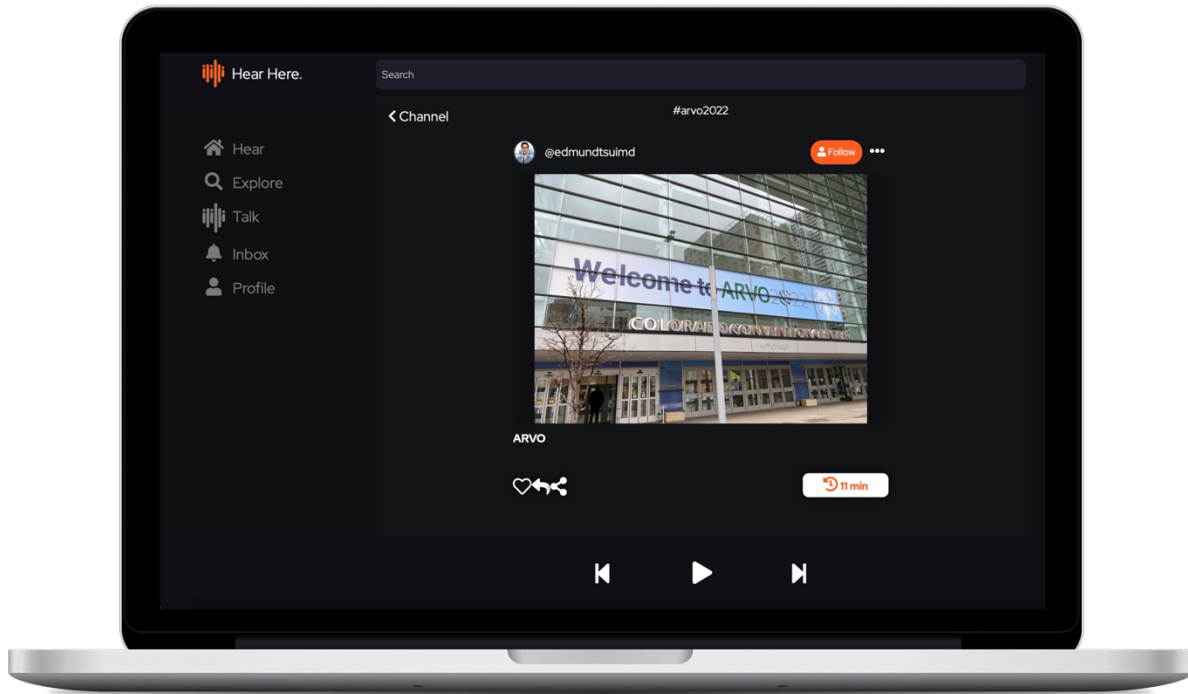


ililli Overview

Listen, create, and share tiny audio posts, talks on *ililli*. Talks provide deep engagements between the creator and the listening audience. Whether you are doing a spotlight feature on articles or micro podcasting, *ililli* delivers the perfect engagement tool for general audiences and HCPs.



What is an Engagement for *ililli*?

On *ililli* talks that are engaged with for more than 2 seconds are considered an engagement. On top of this any email ads, banner ads, and email URLs that have been opened or clicked count towards total engagements.

Value Proposition:

ililli delivers on every guarantee, but what is even more impressive is that every campaign drives conversation around the indication.

The process of driving conversation allows the target audience to be involved with the exchange of ideas that happens through talks.

The content clients create is absorbed and influenced by the target audience, especially at conferences.

Conferences:

ililli can allow KOLs to create HCP centric content for any target audience that is within our agency match list. *ililli* can match this up to 80%.

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 channels and the *ililli* team will send the talks through eNL to an HCPs preferred target audience.