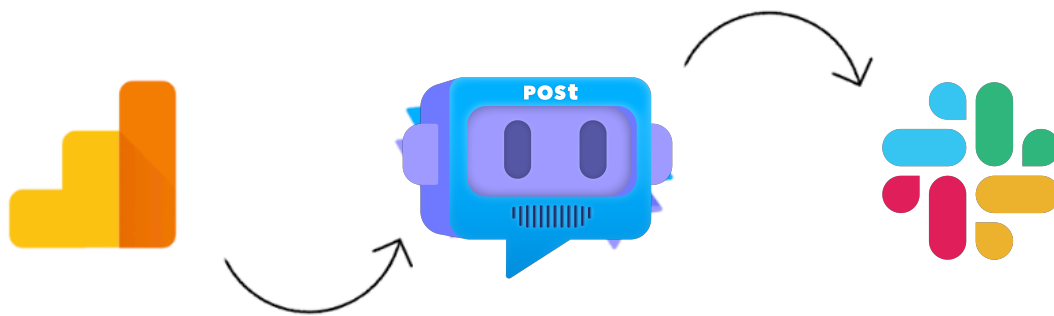




Harness data to unleash the power of your content

POST integrates with Google Analytics to source data for analysts and into Slack to deliver practical tips right to the in-trays of writers and editors.



POST is a user-friendly tool that monitors stories and delivers practical tips to boost performance, so content organisations can embrace data culture.

What are the key features?

1. **Alerts** - Use preset metrics, or build custom KPIs to hit your company goals. Monitor only the data you need.
2. **Insights** - get rid of data dashboards and static reports. Deliver actionable insights directly to the editors as text, not a complicated data report.
3. **Personal** - POST makes data personal. The editors are getting feedback directly on their personal stories via an individual conversation with the bot.
4. **Context** - Cluster your articles and compare their performance within and across different story categories.
5. **No extra tool** - POST fits into your existing workflow, joining up neatly with Google Analytics and Slack.
6. **Action** - Set up smart alerts, make sense of the right metrics. Custom messages mean the right people will take the right actions.

What's in it for you?

POST is an editorial analytics tool, dedicated to any organisation that works with content on a daily basis and tracks content performance as one of the main KPIs. This includes **media organisations** and **brands**, both B2B and B2C, which employ content marketing as their key marketing activity.

For Data Analysts

How can I turn data into understandable & actionable insights and empower the editorial teams to write high performant stories?

- 1) Make your insights personal, understandable and instantly actionable.
- 2) Give your data a context!
- 3) Automate your process!

For Editors and Content Producers

How can I understand and effectively use data in my daily work?

- 1) Get personal insights on your individual stories
- 2) Forget about dashboards and static data reports.
- 3) Get improvement recommendations via a friendly conversation!

For Business Owners and Managers

How can I improve the workflows and be a truly data driven organisation?

- 1) Leverage data to achieve your business goals
- 2) Empower your team to focus only on data that matters
- 3) Develop a true data culture within your organisation

What about my team?

We offer a 6-hour workshop with our product and data teams! Strengthen and optimise your editorial and data workflows in an inspirational hands on session led by the experts.

1 Month FREE demo access!

heypost.io

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