

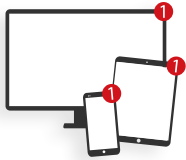
→ FEATURES OVERVIEW

## STORY MANAGER



Existing and new content is collected and archived in the story manager. It is like a workbench, where you can manage, edit and release your articles for publication. It is also connected to an editor, allowing you to create new stories and polish new ones. Finished articles are then published in “Publishings”. All articles can be enriched with multimedia content, including:

- ✓ Text-based elements (headings, sections, and paragraphs)
- ✓ Image elements
- ✓ YouTube videos
- ✓ Vimeo videos
- ✓ Custom HTML



## PUBLISHING MANAGER

The publishing manager is used to plan the publication of your articles on multiple channels at defined times. You can view each article separately and publish it on different platforms at different times, or across all of them simultaneously. This is also where you can see how often an article has been read.

## PUBLISHING CHANNELS

You can publish articles on the following platforms, either by tweeting or posting them, or by using push notifications:

### ✓ Facebook

Publish your articles as Instant Articles on your readers' news feeds.

### ✓ Twitter

In addition to your 280-character tweet, you can post detailed articles in AMP format that users can open in Twitter – without forwarding them to a separate website, blog, etc.

### ✓ RSS-Feed

Use ReadMatrix to design your own news feed, which you can integrate into your website or offer on your blog.

### ✓ Pressmatrix-App

Add a news feed to your magazine app and Browser client and use it to publish articles and other content.



## REAL-TIME STATISTICS

The statistics enable you to plan and optimize your publishing strategy, using powerful analyses in real time. For every article, ReadMatrix measures reach and user behavior across multiple channels and delivers data with minute-by-minute precision.

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## WHITELABEL

ReadMatrix is a white-label solution that can be adapted to your corporate identity. The articles are also delivered via your own website to strengthen customer ties.



## MULTI-USER-SUPPORT

There is no limit to the number of users that can work with ReadMatrix in your company at the same time. You can establish separate sections for your organizations and publications and share them with your employees and coworkers via email invitations.



## DEEP LINKS

Deep links lead the user directly across platforms and devices to the content you want on any subpage, without him having to navigate through start pages or categories. Easily direct the interactions of your web and social media reach to your core content offering.



## PAYWALL

The Paywall gives you the opportunity to sell individual articles and article subscriptions. Achieve higher revenues from existing content and create new forms of marketing.

## SUPPORTED PLATFORMS

Native iOS Client	from iOS 11
Native Android Client	from Version 5
Browser Client	from Internet Explorer 11.x   Microsoft Edge 12.x   Apple Safari 9.x   Firefox 50.x   Google Chrome 39.x

→ FEATURES OVERVIEW: READMATRIX

Story manager	✓	✓
Publishing manager	✓	-
Multi-user support	✓	✓
Publishing channels	✓	-
Automatic optimization of enriched content on all platforms	✓	✓
Real-time statistics <i>(for all platforms)</i>	✓	✓
White-label <i>(including a separate domain for article delivery)</i>	✓	-
Application programming interface <i>(API)</i>	✓	✓
Deep Link	✓	✓
Paywal	✓	✓