

13th October 2016

OtherLevels Adds US based Publishing Client

OtherLevels Holdings Limited (ASX: OLV) (“OtherLevels” or the “Company”) announces that it has signed an agreement with a New York based on-line publisher. The publisher attracts up to a 1m visitors a month, and provides a platform for book reviews and user commentary. OtherLevels will be used across both web and app properties in an initial \$40,000 engagement.

OtherLevels will be deployed to address the major challenge of rising acquisition costs and low conversions for site visitors. Many on-line publishers face this issue. Typically visitors visit a publishing site, read content and then depart, without “converting” – registering and providing an email address. Hence the publisher is unable to drive further engagement, and in many cases has to pay to reacquire the visitor again through on-line advertising and re-targeting. Publishing sites frequently drive their monetisation strategies using the number of registered users, and hence increasing this metric is critically important.

Because OtherLevels has invested heavily in web based solutions led by web notifications and in page rich inboxes, OtherLevels can provide web based engagement solutions that do not depend on email addresses, and provide the publisher with the capability to reach out and engage the user even when they are not on the publisher’s site. In this way OtherLevels can reduce acquisition costs, and via working with the publisher on conversion targeted use journeys, OtherLevels will also increase registrations and email capture, leading to higher site monetisation for the publisher.

Brendan O’Kane the OtherLevels CEO commented, “This is a further win for OtherLevels in the publishing sector. Publishing is a truly global sector, and we know from conversations with both UK and US publishers, that they share exactly these challenges. OtherLevels capability to increase conversions, and reduce acquisition costs is exactly the response that publishers need, when faced with low conversions and increasing costs of acquisition through traditional online channels such as Facebook and Google. We are excited about the potential of the sector and the likelihood of adding additional similar clients”.

For media enquiries please contact media@otherlevels.com.

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About OtherLevels

OtherLevels is a leading second-generation digital marketing platform with offices in San Francisco, London, Brisbane and Melbourne. OtherLevels is at the forefront of the enterprise marketing transformation being driven by the massive shift to mobile.

The OtherLevels digital marketing platform enables marketers to engage and retain their audience across desktop, mobile web and apps.

For more information, please visit <http://otherlevels.com>