



CROMA

A content distribution analytics platform for news publishers



STARTUPS FOR NEWS
FINALIST 2017
croma.io

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SUCCESSFULL
EXIT
IN 2014



FOTO CREDIT: GETTY IMAGES

facebook

geekbook

A Chipotle Mexican Grill employee prepares food in 2015 in Seattle. (Stephen Brashear/AP)

The Washington Post
Democracy Dies in Darkness

Sections 

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Wonkblog

A Chipotle restaurant is closed after yet another foodborne illness outbreak

By Caitlin Dewey July 18 

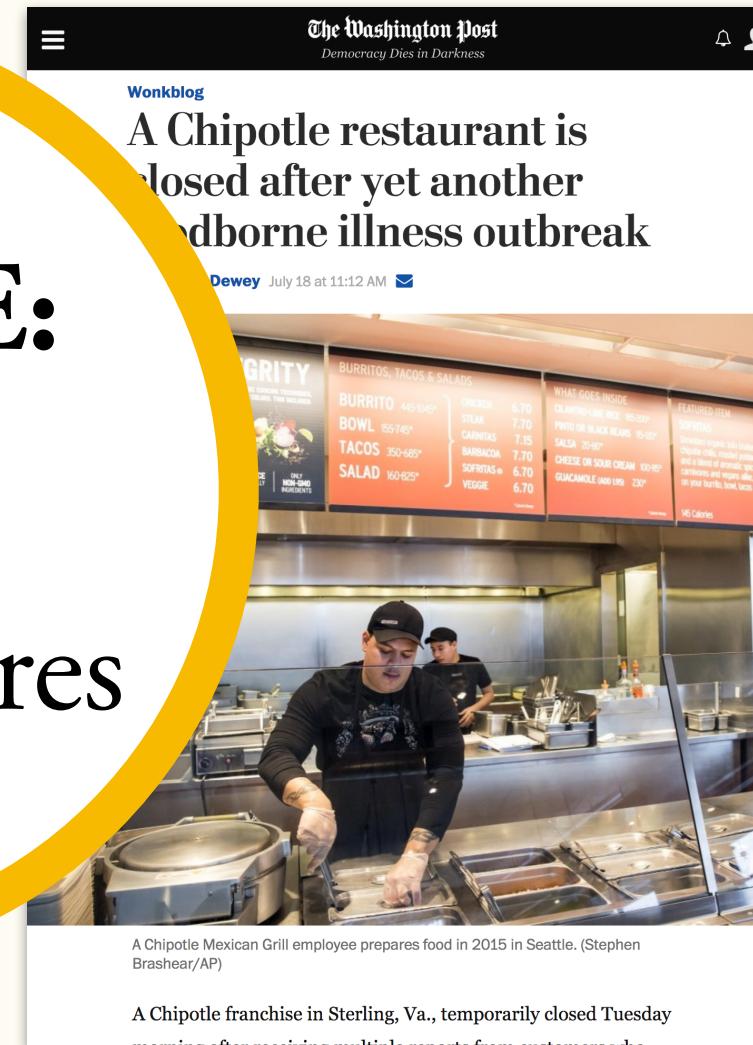
A Chipotle franchise in Sterling, Va., temporarily closed Tuesday morning after receiving multiple reports from customers who said they got sick after eating at the restaurant, sending the chain's stock plummeting 6 percent.

The reports — which were collected on [the crowdsourced early-warning site “I Was Poisoned”](#) — describe severe vomiting, diarrhea and stomach pains contracted in the hours after eating at the Chipotle Mexican Grill at 21031 Tripleseven Rd.

..... **THE PROBLEM**

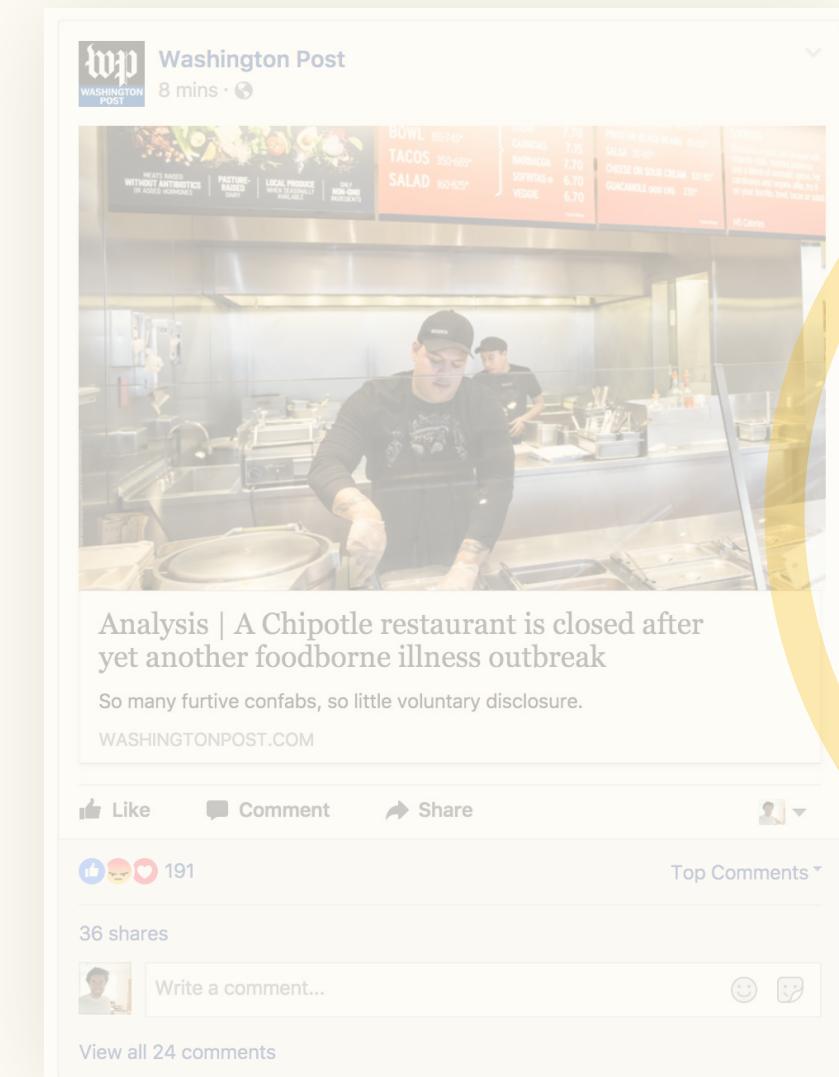
What Facebook **knows**:

ARTICLE:
4,599
organic shares



What the publisher **knows**:

POST:
36
shares



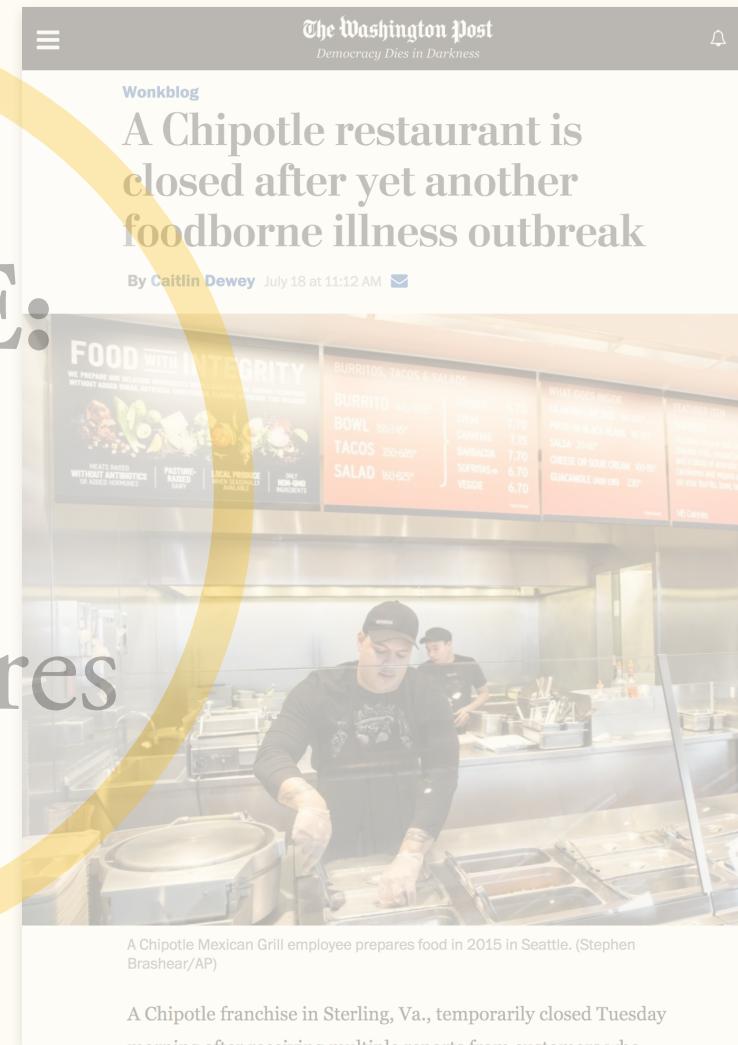
People copy / pasting and organically
sharing the **article** url

Only get data from their own posts
(Not the article performance)

..... **THE PROBLEM**

What Facebook **knows**:

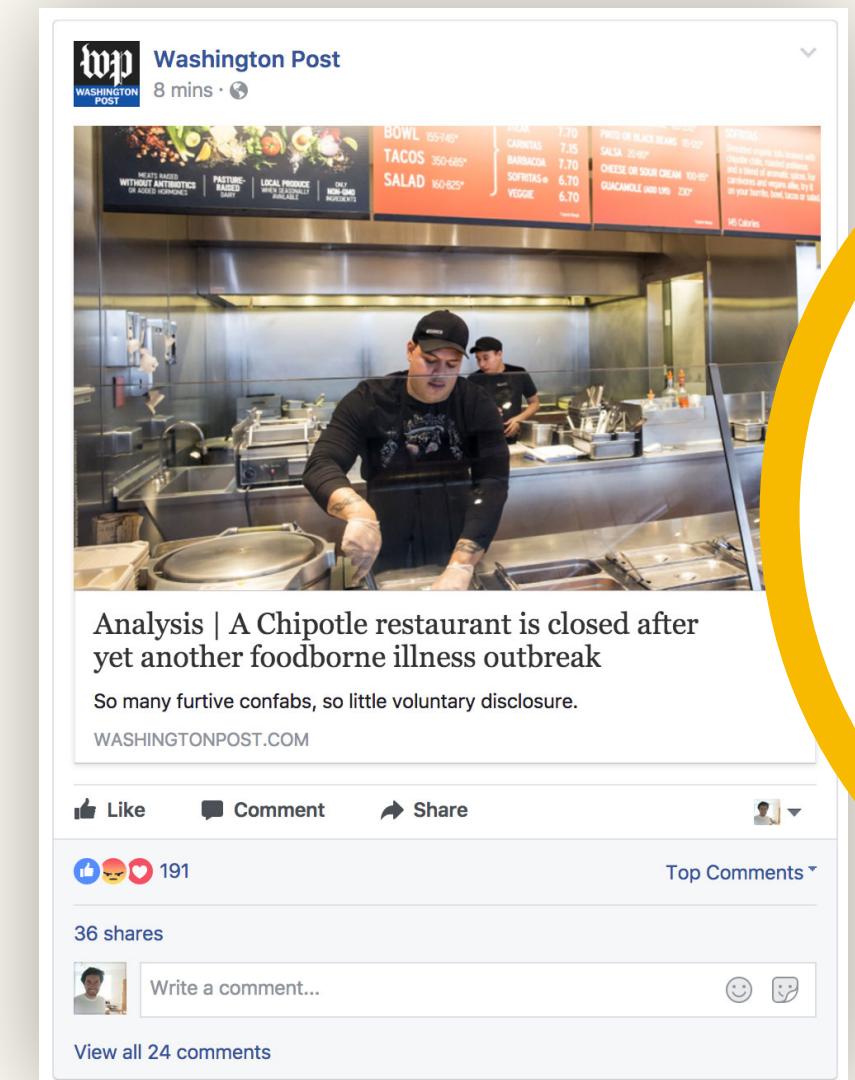
ARTICLE:
4,599
organic shares



VS.

What the publisher **knows**:

POST:
36
shares



People copy / pasting and organically sharing the **article url**

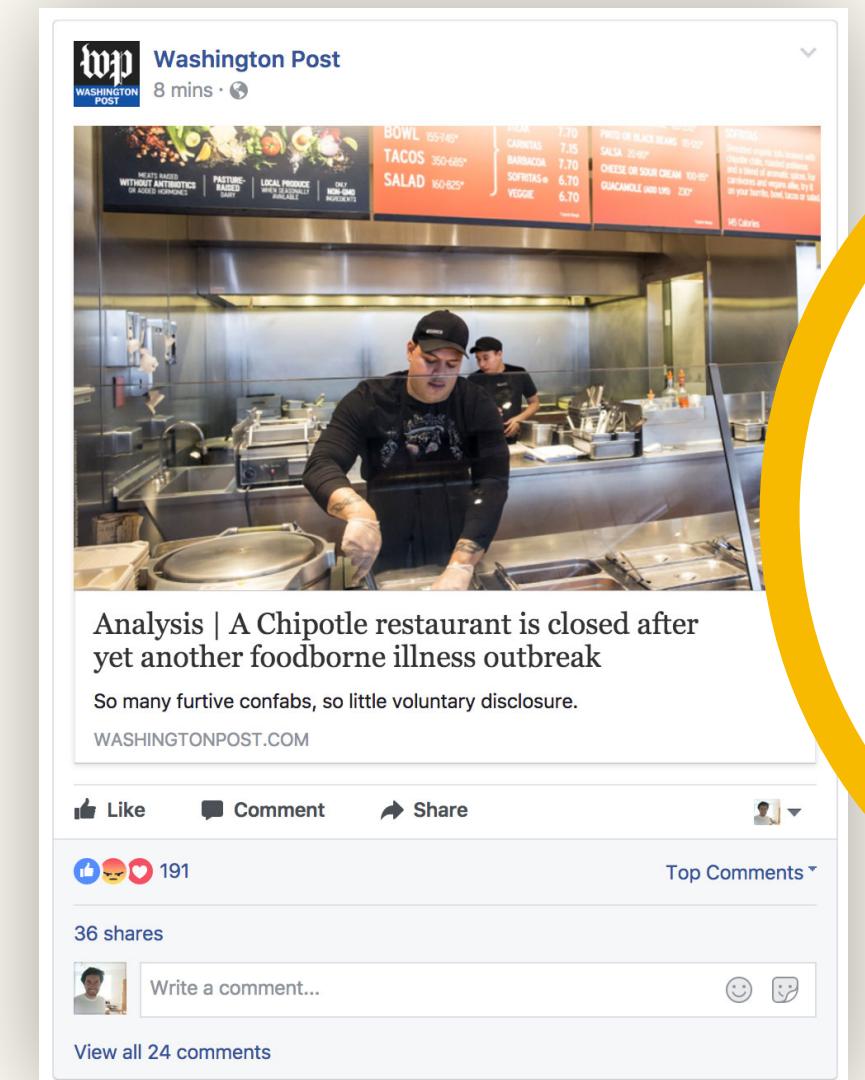
Only get data from their own posts
(Not the article performance)

..... **THE PROBLEM**

What Facebook **knows**:



What the publisher **knows**:



People copy / pasting and organically sharing the article url

Only get data from their own posts
(Not the article performance)

..... THE SOLUTION

We connect the news publisher website with social networks API's to surface their trending web articles.

The screenshot displays the CROMA.io platform interface, specifically the BBC News section. On the left, a sidebar navigation includes Home, Compare Publications, All Trending Stories, BBC News (selected), Dashboard, Trending Stories, Top Stories (with sub-options: World, UK, Business, Politics, Health, Education, Science & Environment, Technology, Entertainment, Sport, US & Canada, London), and a search bar. The main content area shows "BBC News: Top Stories" with various filters (All content, Highest score, Published Today). A list of top stories is displayed, each with a thumbnail, title, score, and a brief description. The first story is "Election results 2017: May to finalise cabinet amid DUP talks - BBC News" with a score of 6,978. To the right of the list is a detailed view of the top story, showing its full content, metrics (Facebook: 5,604, Twitter: 1,327, LinkedIn: 48), and an engagement chart comparing Facebook (blue line) and Twitter (green line) over time. Below the chart, a section titled "Story distributed at:" lists various URLs posted on different platforms and times.

Story	Score	Description
1. Election results 2017: May to finalise cabinet amid DUP talks - BBC News	6,978	Jun 10 5:13 AM. Theresa May presses on with forming a new government as she faces calls to step down and concerns over a deal with the Democratic Unionist Party.
2. Labour election result not good enough, Chris Leslie says - BBC News	5,508	Jun 10 8:45 AM. MP Chris Leslie says questions need to be asked about how the party can win an overall majority.
3. French Open: Jelena Ostapenko beats Simona Halep to win first Grand Slam	5,066	Jun 10 4:19 PM. Latvia's Jelena Ostapenko fights back to beat Romania's Simona Halep 4-6 6-4 6-3 in a thrilling French Open women's singles final.
4. Election 2017: Was it Facebook who swung it? - BBC News	4,758	Jun 10 12:41 AM. A surge of enthusiasm for Jeremy Corbyn's Labour Party was evident on social media. Did it translate into votes?
5. TV Batman actor Adam West dies at 88 - BBC News	4,641	Jun 10 4:36 PM. Adam West, star of the 1960s hit TV series Batman, dies at 88 after a battle with leukaemia, his family says.
6. Ex-Gear host Richard Hammond injured in crash - BBC News	2,908	Jun 10 5:40 PM. The 47-year-old presenter is not seriously hurt, the BBC understands.
7. Yacht crews rescued after Atlantic storm - BBC News	2,463	Jun 10 4:05 PM. A "once in a lifetime" storm prompts distress calls from a fleet during a transatlantic race.
8. Newspaper headlines: May 'clings on' with 'coalition of crackpots' - BBC News	2,444	Jun 10 10:00 AM. Saturday's newspapers don't pull

..... **THE MARKET**

60%



\$168B

OF US ADULTS
LEARN ABOUT NEWS
ON SOCIAL MEDIA*

* PEW Research Center / 2016

GLOBAL REVENUE
FOR THE INDUSTRY

* PEW Research Center / 2016

..... INITIAL TRACTION

7

FULL PAYING
CUSTOMERS

12

IN TRIAL
PERIOD

..... PIPELINE

1,200

NEWS PUBLICATIONS
IN THE US

..... POTENTIAL MARKET

35,000

NEWS PUBLICATIONS
IN THE WORLD

..... TOP PARTNERS

THE WALL STREET JOURNAL. **HUFFPOST**

BBC NEWS

LA NACION

The Washington Post

**BUENA
VIBRA**

LATERCERA



“Croma is the best solution to
surface our internally trending articles
for social distribution.”

Ethan Kapler
Global Social Media Editor



STARTUPS FOR NEWS
FINALIST 2017
croma.io



FOTO CREDITS: GETTY IMAGES



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THE WALL STREET JOURNAL.

HUFFPOST

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