FAQ's on Scatter

What is Scatter?
Scatter is a content marketplace where we source existing content from high pedigree publishers and make it available for advertisers to distribute on their social platforms.

Will it mean that we produce / create extra or new content?
The content is procured from the partner publishers' existing content i.e. there is no new content to be created.

How does Scatter work?
Scatter crawls and arranges content from our partner publishers in vertical genres. The advertiser logs into our system and accesses content which suits their requirement/s e.g. (1) IBM searches for Enterprise Technology content, (2) Nestle looks for content from the health category. Once the content pieces are identified, Scatter will ensure that the advertiser is able to wrap ONLY their advertising messages around this content i.e. we will effectively display only the advertiser's ads on all display / Google etc. ad positions. The advertiser gets a mirror page with 100% SOV for their brand AND a new URL which needs to be circulated by the brand. Your content is now ready to travel the social landscape.

Does Scatter affect my SEO / page rankings?
Scatter will implement canonical link elements on all these new URL's which are created. Thus, there is no duplication of content and you are search engine friendly.

What about search led traffic?
The search led traffic will lead the user to your original page. They will see NOTHING of the Scatter advertiser page.

How does the 'advertiser distributed content' contribute to my digital asset?
The new URL's created by the advertiser is meant for circulation within the brands owned media space or social presence only. These pages will carry ComScore and GA tags attributed to the publisher. Neither Scatter nor the advertisers have any traffic designs / goals on the back of your content.

Where will Scatter play out on my digital asset?
Scatter requires absolutely NO SPACE - not a single pixel on your digital assets. On the contrary, advertisers will use their owned media platforms to drive traffic to your website. There are options on ad placements on your website and this can be detailed separately.

Is this like Outbrain / Taboola?
No. Outbrain and Taboola are primarily distribution products. Scatter comes into play at a level earlier than Outbrain and Taboola. Scatter is about leasing content to brands whilst Outbrain and Taboola are in the business of distributing branded or brand sponsored content.

How does pricing work?
Scatter delivers content to advertisers. Our pricing, therefore, revolves around content pieces and will be based on a "per article" basis.

How much revenue can we expect?
Scatter is a new product and we will therefore need to allow for some time till we ramp up. Revenues are likely to be category / genre dependent. Advertisers have indicated price points of anywhere between Rs. 750 to Rs. 5,000/- depending on the content genre. We estimate that an active social brand may pick anywhere between 100 to 750 pieces of content annually.

How will my ad sales team react to this?
Scatter compliments your ad sales team. We focus typically on the content which is not high traffic oriented. Typically, these feature led content pieces generate under 10K page views annually and generates revenues in the range of Rs. 90 - Rs. 200 during the same period of time. Scatter can mean a brand new revenue stream for your Sales Head.

How will my editorial team react to this?
Every editorial person would like to see his/her content generate more relevant views. It is due to these reasons that we see 'social share' buttons almost on every page of the content based internet. Every share / retweet etc. is normally a positive indicator for that content piece. Now, imagine if brands "press that social share button" and share it among tens of thousands of users!!! We are certain that the editorial team would be happy with that. Please note that there is ZERO interference with any content area of the page and the editorial will play out better due to the limited ads that will run on this page.

How do we get started?
All we need from publishers currently is agreement on pricing and legal terms and conditions. This allows us permission to crawl and offer your content to brands for social distribution.