



mAlndo

Each one has his one mind

Nice to meet you



Omer Havakook

CTO



Dan Agmon

CEO



Rotem Alt

VP R&D

Personalized Journalism

"Over 78% think it is important to invest more in AI to help secure the future of journalism – but not as an alternative to employing more editors."

73% see increased personalisation as a critical pathway to the future"

Journalism, Media, and Technology Trends and Predictions 2019



The problem



Lifetime Value

Not attractive enough



Waste of content

Missing relevant articles



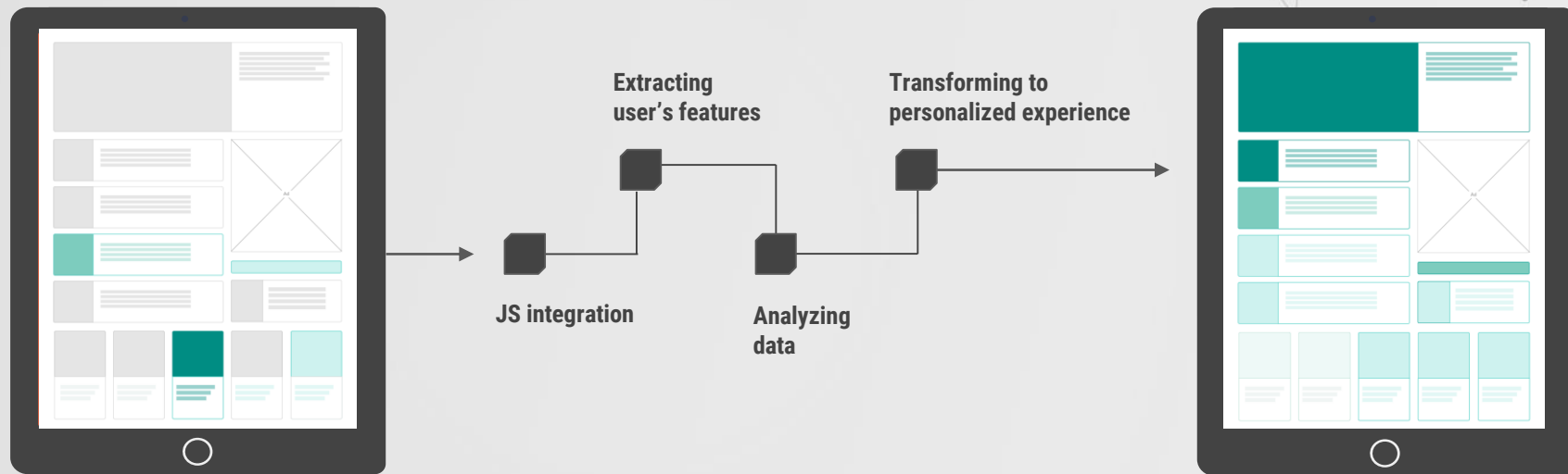
Meet mAIndo

Dynamic system transforming your platform to a personalized experience based on users behaviors and interests.

In a mission to increase user usage



Product



When tech & science meets



WEB

GTM, CMS, DMP



Data Science

ML MODELS (OFFLINE)
REINFORCEMENT LEARNING
(ONLINE)



Neuroscience

CURIOSITY, PREDICTIONS
& ASSOCIATION NETWORK



Page Views & Attention Time

	Pages view	Attention time
Without personalization	2.07	4.07 minutes
With personalization	7.20	18.8 minutes
Improvement	+248%	+364%

*Total weekly per user

Revenue share

Ads model

PPC

Pay Per Click

CPM

Cost Per Mille



Audience Targeting

Possess and exchange detailed targeting data about individual audience members

"The advertiser may not know or care which publisher is serving the ad, they only care whom their ad is reaching "



Thank you

Contact us for any question

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