

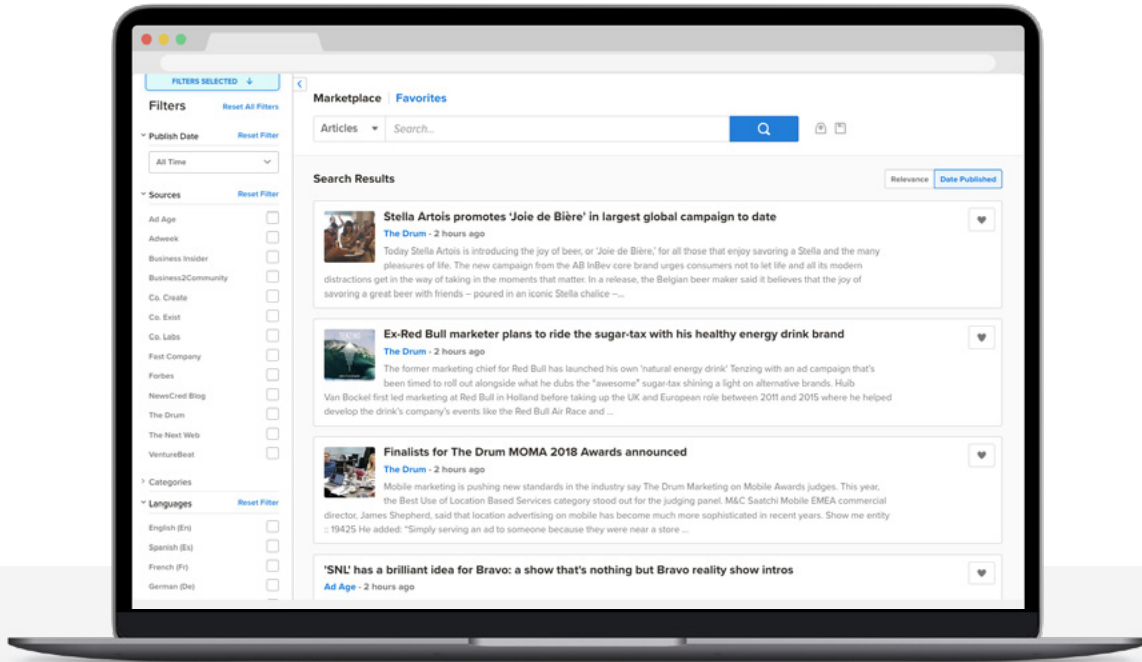
Marketplace

A successful content program requires a consistent publishing cadence – a relentless effort as any marketer can attest.

Whether you're trying to accelerate the debut of a new content hub or supplement existing brand outreach, launching (and subsequently maintaining) a program at scale can quickly become time- and resource-intensive. Where can marketing leaders find some efficiency, and how can they support content initiatives without blowing the budget or placing an enormous burden on internal resources?

Our Solution

The **NewsCred Marketplace** brings thousands of world-class publishers together in one centralized location, giving brands immediate access to professional, fully licensed 3rd-party articles and images from across the globe. Within the NewsCred Content Marketing Platform, marketers are able to quickly discover content of relevance and instantly publish it across all brand channels, engaging audiences with compelling, relevant content through a completely native, on-brand experience.



NewsCred offers access to thousands of high quality publishers and image providers across verticals

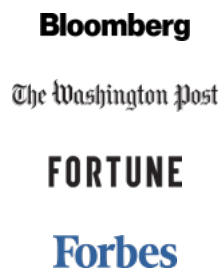
WIRE SERVICES



TECHNOLOGY



FINANCIAL SERVICES



PHARMACEUTICALS




TELECOMMUNICATIONS






Key Features



Extensive Global Network

NewsCred's vast network of partners gives you access to a robust library of content from world-class publishers and image providers. With selection from thousands of sources, users can hand-select applicable articles and supporting visuals, ensuring the audience receives content of the utmost interest, relevance, and credibility.



Advanced Search & Save Functionality

Within Marketplace, users may enter any search query and yield results across every publisher and source, as well as a variety of related keywords for ongoing exploration. Click-through 'Related Terms' for continuous article sourcing, hand-select your favorites, and save (or publish) them in a designated location for future reference.



Native Appearance

Served from the Content Marketing Platform, licensed articles are published directly to your content hub, maintaining the same look and feel as original content. By appearing completely native to your readers, users can organically supplement their program, maximizing engagement and building brand equity while ensuring a consistent experience.



Purpose-Built Technology

Marketplace is tightly woven throughout the Content Marketing Platform to maximize user efficiency. Advanced filters help locate relevant content; integrated workflows empower users to kick off publishing; previews allow content to be tailored for consistency; and Library (the CMP's digital asset manager) stores the final article — complete with usage history — for future reference.




Data-Driven Recommendations

Integration with the CMP's Idea Lab makes it easy to find and publish articles relevant to your audience. Because Marketplace content is easy to use and quick to publish, you can test new content pillars with content from authoritative publishers. And, while the articles help establish credibility and build brand equity, the CMP's Analytics module surfaces data on audience engagement to fuel your overall program strategy, including original content creation.



Key Benefits




Rapidly & Cost-Effectively Scale

NewsCred data shows that licensed content is just as engaging as original content yet comes at a fraction of the cost—not to mention time and effort. Complimenting your original content with licensed content allows you to quickly scale brand outreach, grow your audience, and delight readership with an appropriate balance of brand voice and 3rd-party perspective.




Boost Organic Traffic & Build Brand Equity

Demonstrate thought leadership in your space by leveraging content from the world's most credible publishers, increasing credibility and building brand equity amongst readership. By utilizing content from the most reputable sources, your licensed content articles benefit from boosted authority, while backlinks to your site maximize organic inbound traffic.



Feed All Distribution Channels

Maintain a high publishing cadence that satisfies your audience. Whether your team simply needs to supplement the number of articles your brand pushes out on the blog, or you need resources to power your email marketing program, licensed content ensures you can feed every distribution channel—from email newsletters to social and more.



Drive (More) Conversions

Segmenting content efforts by lead qualification accelerates prospects through the marketing funnel. Use Marketplace publishes to activate your sales team and deliver the right content to the right prospect at the right time. Licensed content allows your brand to support the top of the funnel with higher, industry-level insights, and free up internal resources to focus on content that differentiates your brand value for middle- and bottom-of-funnel leads.