

2019 Content Marketing Collaboration Program

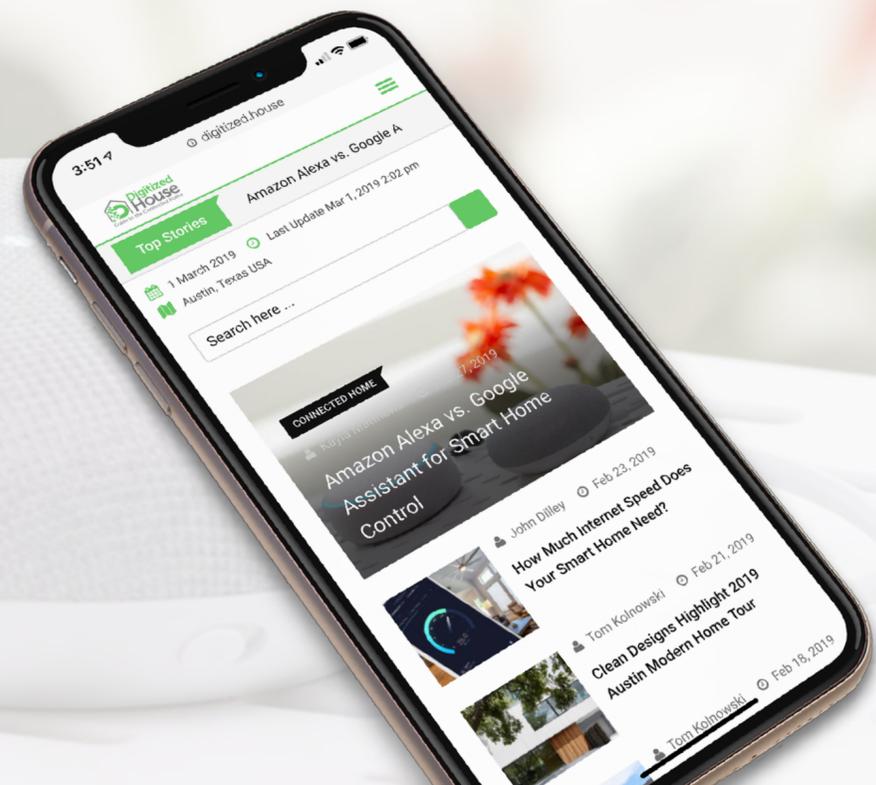
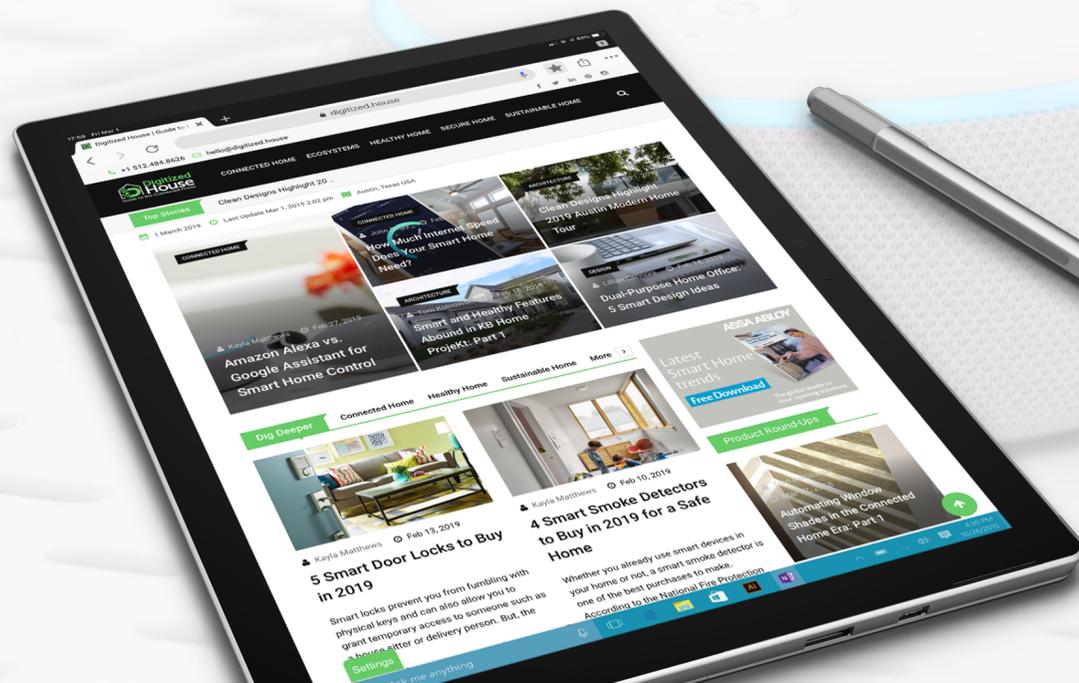
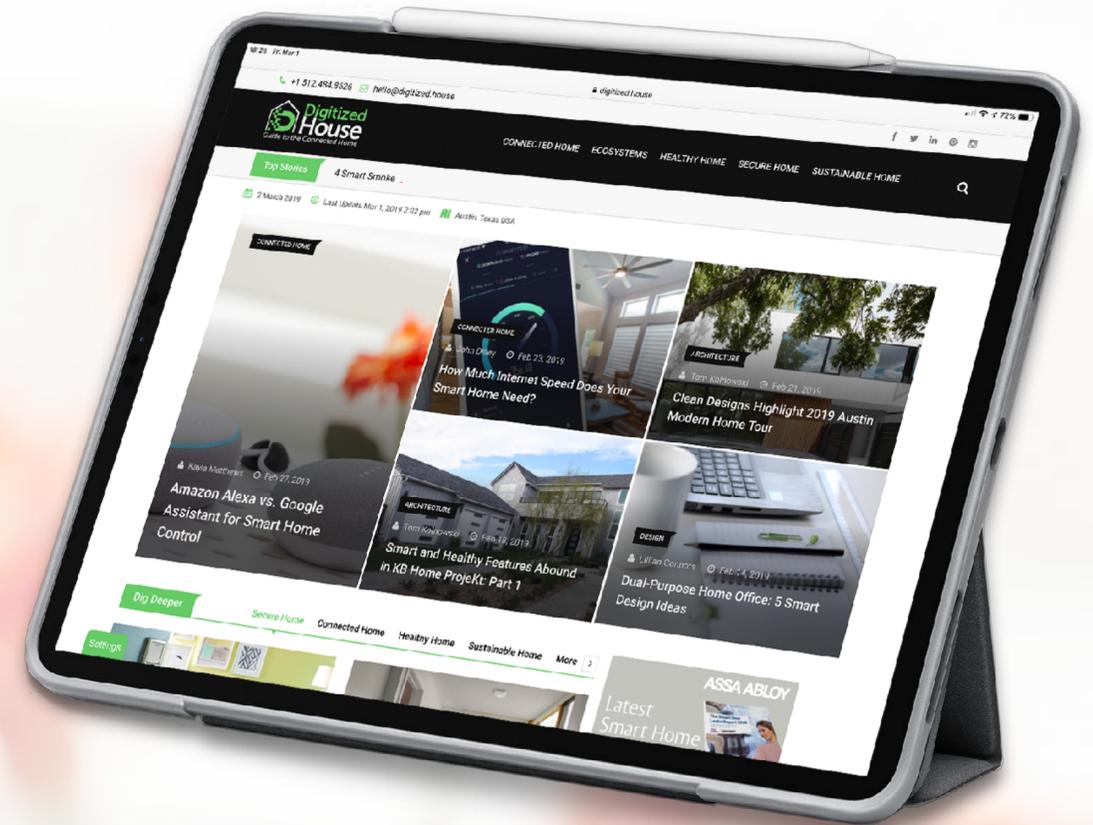




Digitized House

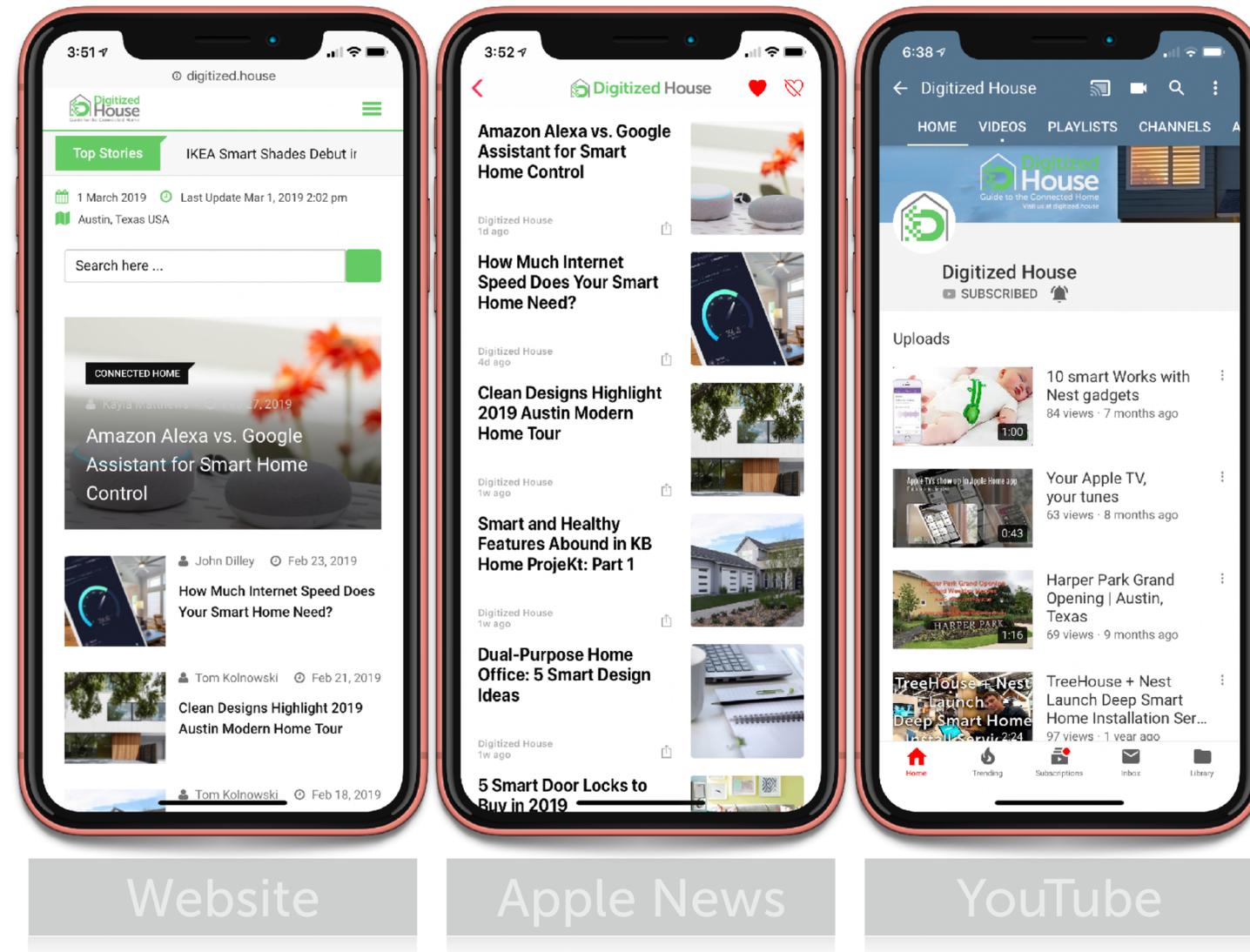
Guide to the Connected Home

Mission: Helping global consumers make their Connected Homes smarter, healthier, safer, and more sustainable



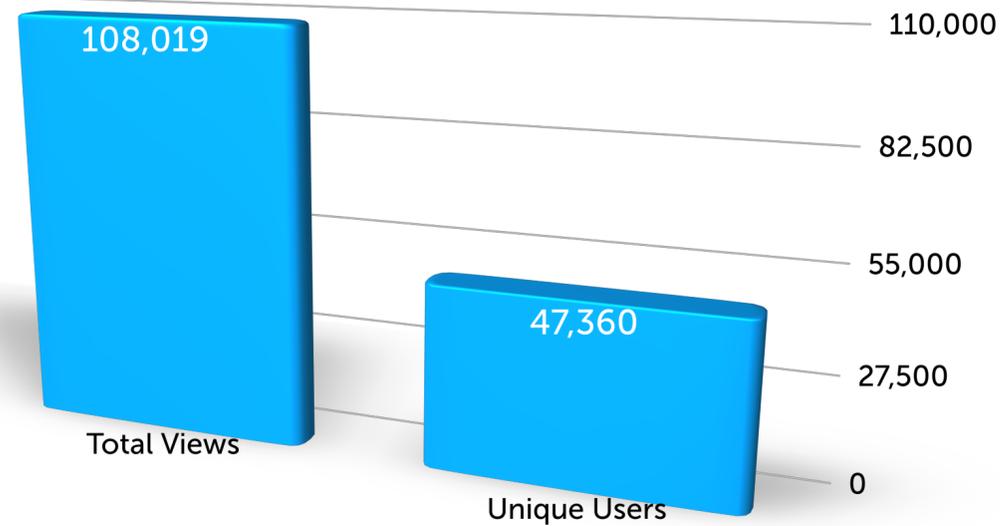


- ▶ **Our Company:** Digitized House Media, LLC and the Digitized House website were founded in 2015 by Tom Kolnowski, following over 30 years in hi-tech and digital media disciplines
- ▶ **Our Focus:** Digitized House is the only digital publisher laser-focused on guiding consumers to a smarter, healthier, safer, and more sustainable home
- ▶ **Our Team:** Small core team based in hi-tech mecca of Austin, Texas, and a team of experienced freelance writers located across the U.S., in the European Union, and Australia
- ▶ **Our Properties:** Digital properties include a primary website at digitized.house, plus [Apple News](#) and [YouTube](#) channels
- ▶ **Our Audience:** As a small but growing publisher, our properties globally saw over 47,000 unique visitors and 108,000 views in the past year—a 22% year-over-year increase
- ▶ **Our Business Model:** In order to deliver compelling content in a readily consumed form factor, we rely primarily on content marketing sponsorships to offset our publishing costs—you won't be bombarded by endless pop-up ads and auto-play videos on our site

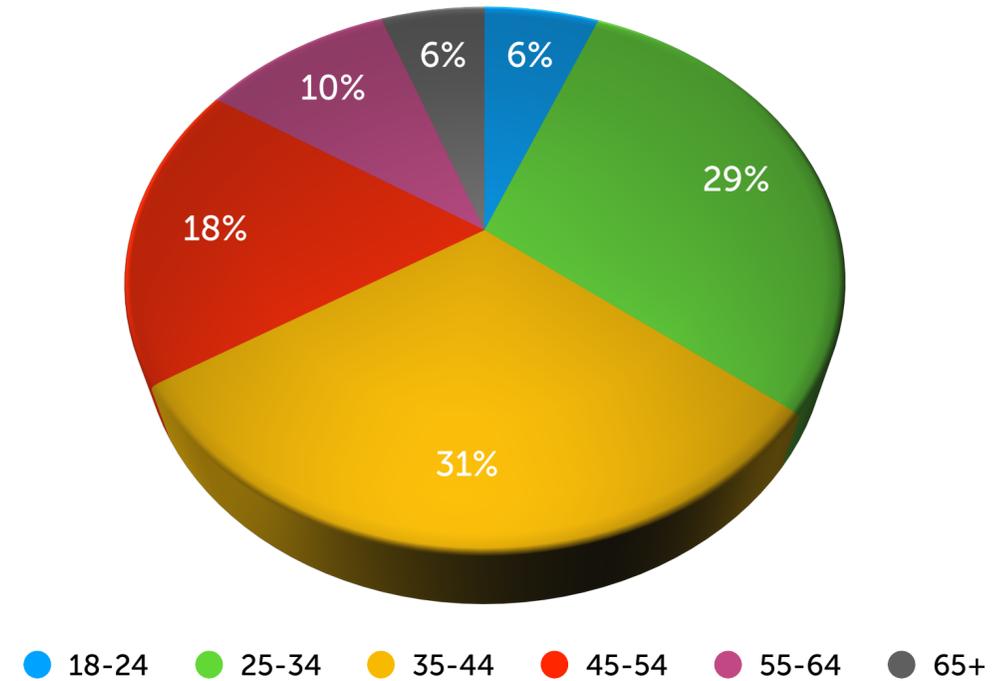




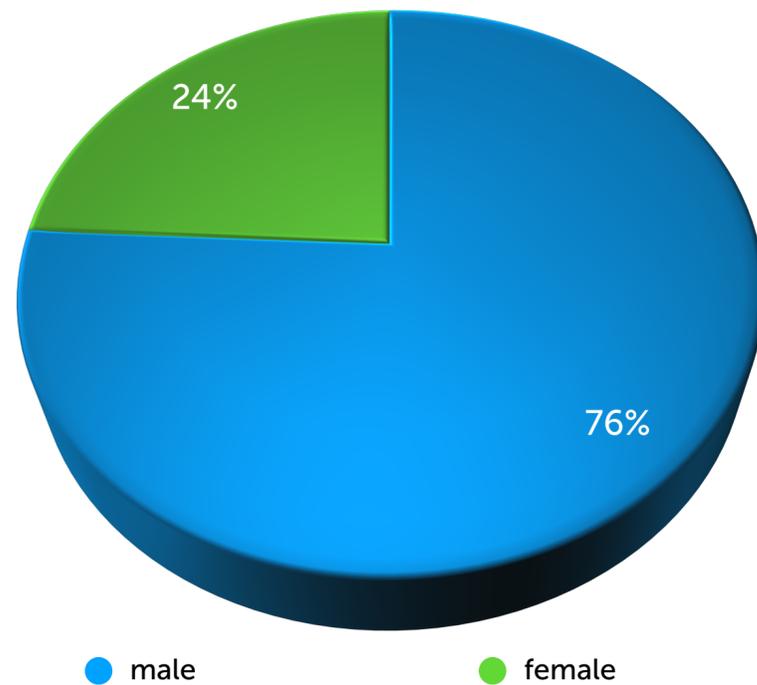
Digitized House Traffic
(02.28.18 - 03.01.19)



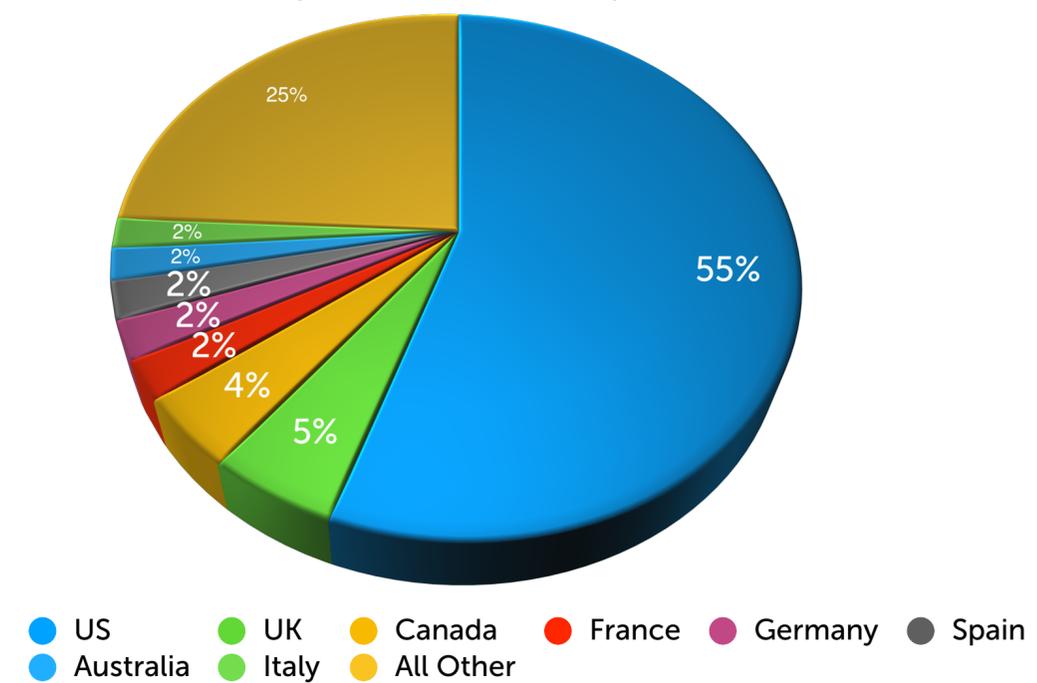
Digitized House Audience by Age
(02.28.18 - 03.01.19)



Digitized House Audience by Gender
(02.28.18 - 03.01.19)

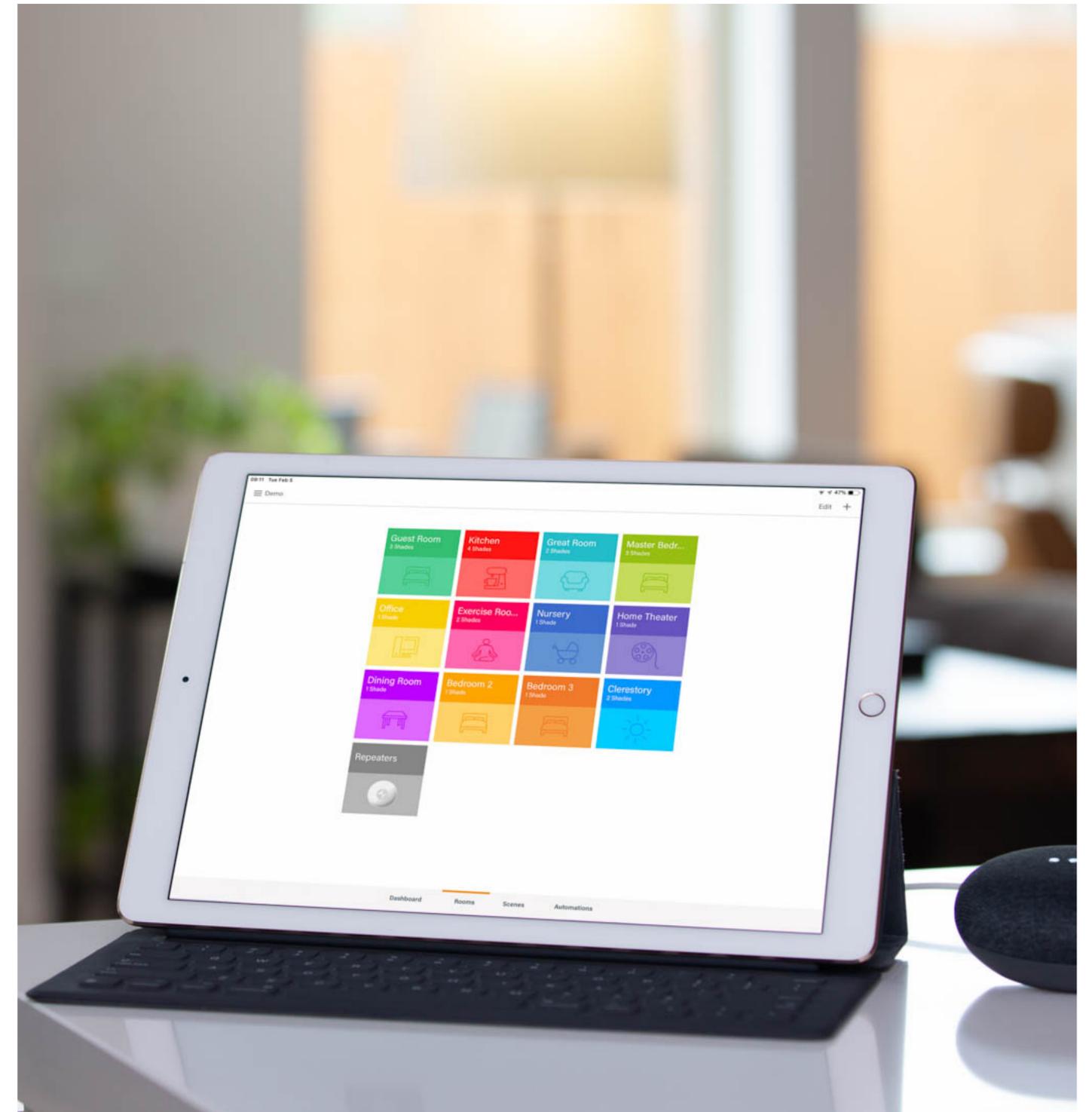


Digitized House Audience by Geo
(02.28.18 - 03.01.19)





- ▶ **Elevate** your brand in the connected home sphere by collaborating with a credible, third-party content publisher
- ▶ **Accelerate** the adoption of your products and services by producing ongoing streams of original editorial, video, and social content
- ▶ **Demonstrate** the seamlessness of your technology by validating compatibility in our Connected Home Integration Lab with leading smart home ecosystems and voice activation platforms



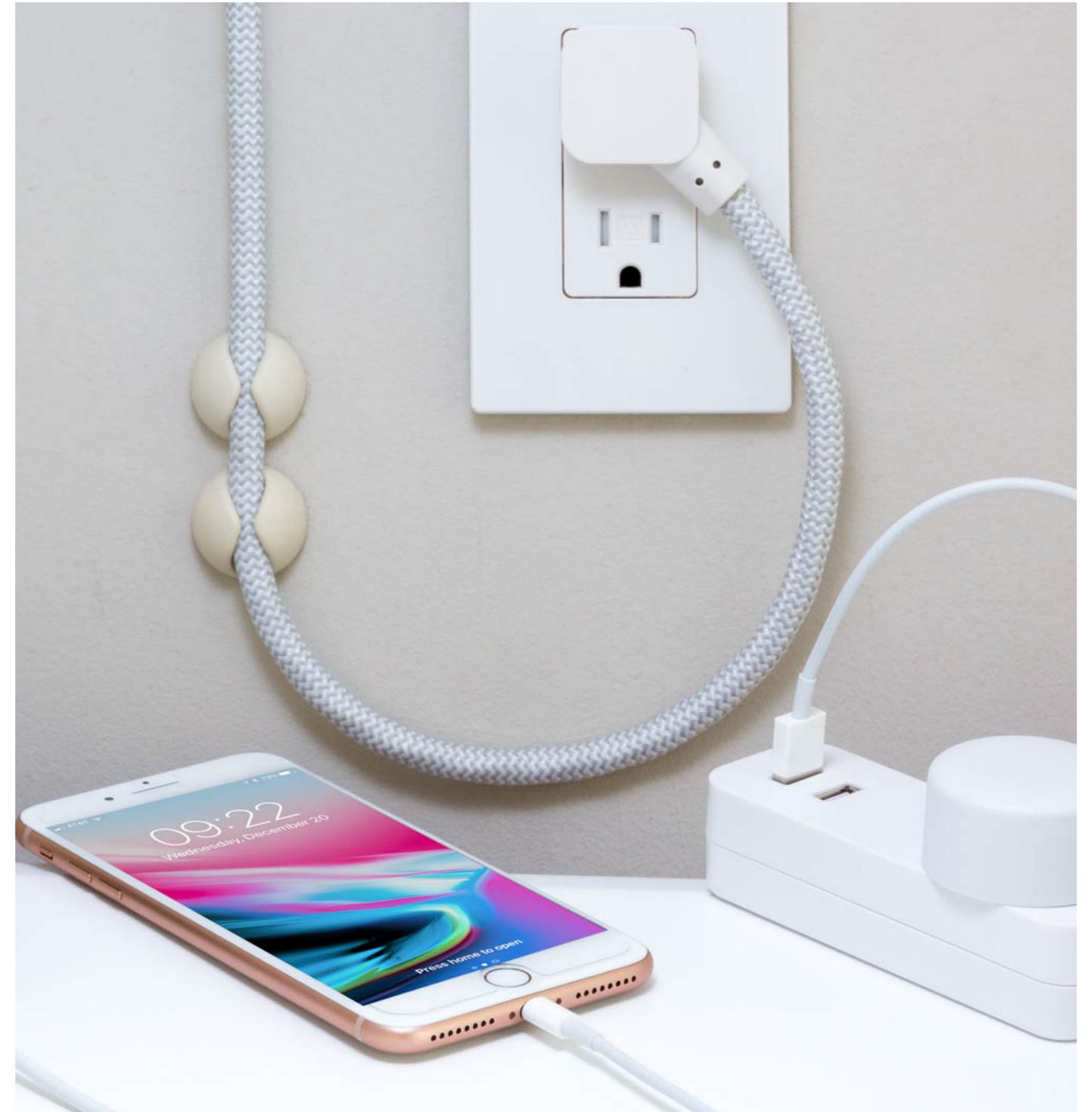


- ▶ **Accentuate** the energy-saving, health, and sustainability benefits of your product line by weaving these attributes into compelling content
- ▶ **Publicize** the successes of your customers by publishing well-crafted and expertly-photographed case studies and testimonials
- ▶ **Differentiate** your brand from the competition through professional product and lifestyle images produced by our in-house media team





- ▶ **Extend** the audience reach for your company through broad content syndication, organic search, social media, and expansion into new channels
- ▶ **Increase** the effectiveness of your in-house media, marketing, public relations, and social media outreach by partnering with us
- ▶ **Complement** existing content on your web properties by linking them to fresh content at Digitized House



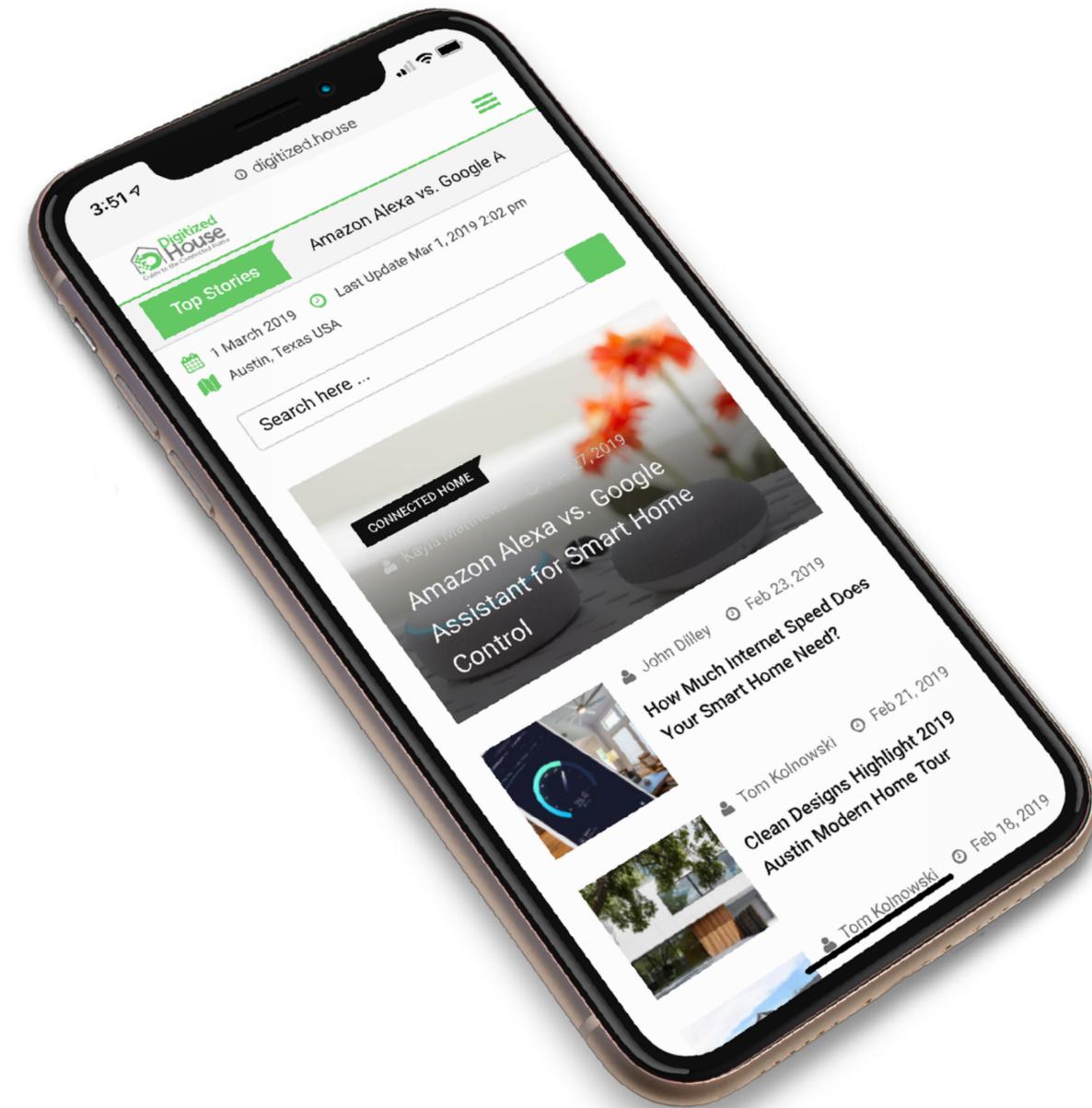


- ▶ **1. Content Production:** Develop a cadence of sponsored original editorial and video content to elevate your brand in the connected home and design sphere
- ▶ **2. Content Promotion:** Amplify your sponsored content through broad syndication, social media, browser notifications, and branded emails
- ▶ **3. Connected Home Integration Lab Validation:** Integrate and validate your technology components in the Digitized House Connected Home Integration Lab
- ▶ **4. Baseline Program Elements:** World-class web hosting, monthly performance reporting, banner advertising, editorial planning calendar access, and media studio services
- ▶ **Quotations Available on Request**





- ▶ Sponsored Editorial and Video Content Production: Digitized House Creates
 - ▶ Heart of the program, where we employ our content creation engine to develop a cadence of custom editorial and video to drive awareness and presence for your brand in the connected home and design sphere
 - ▶ Includes professional photographic images and video produced in our media studio or on location as appropriate to the subject matter
- ▶ Sponsored Editorial Content Production: Your Team Creates
 - ▶ An opportunity to add exposure to your in-house developed content and PR
 - ▶ Photographic images may be supplied by your company or produced in our media studio or on location as appropriate

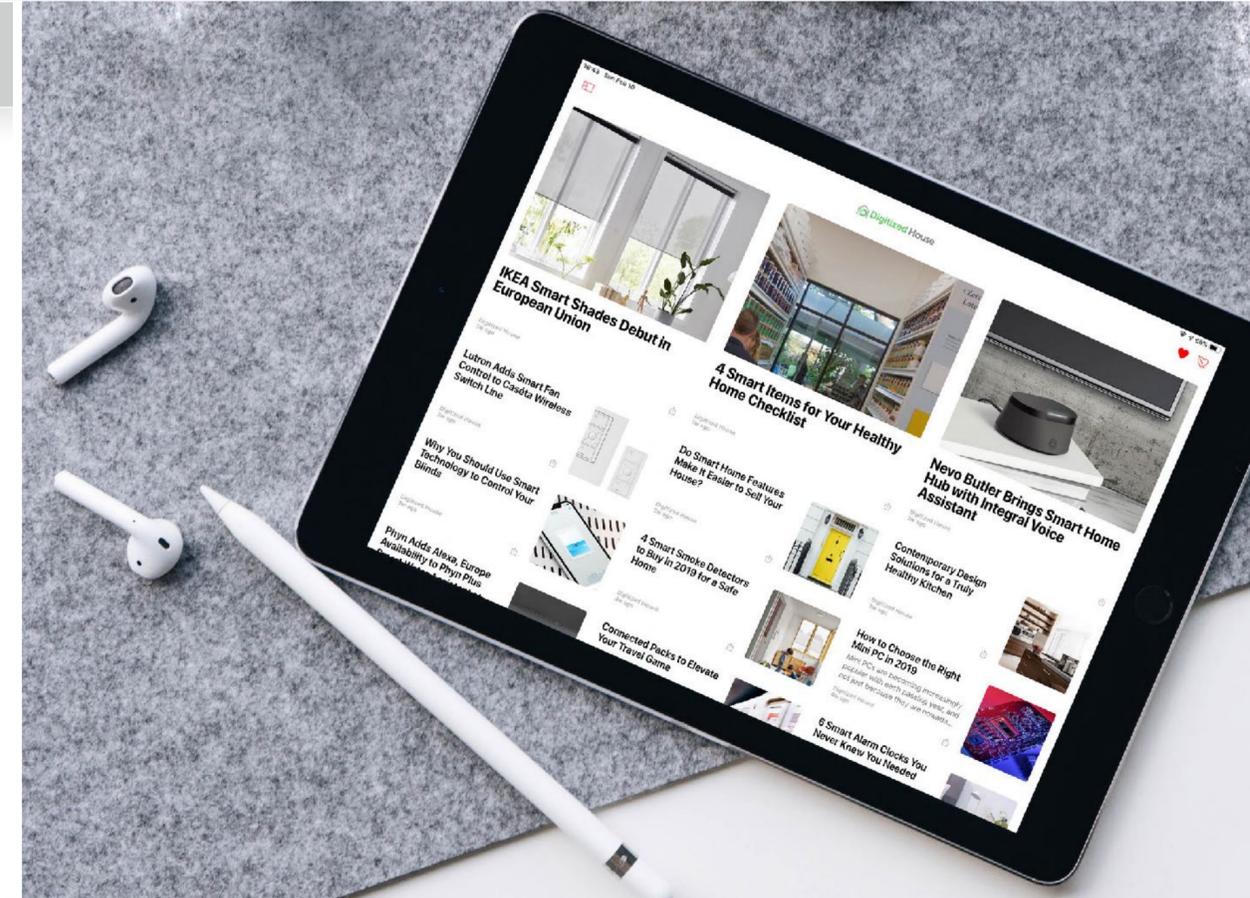


1. Content Production Details (continued)

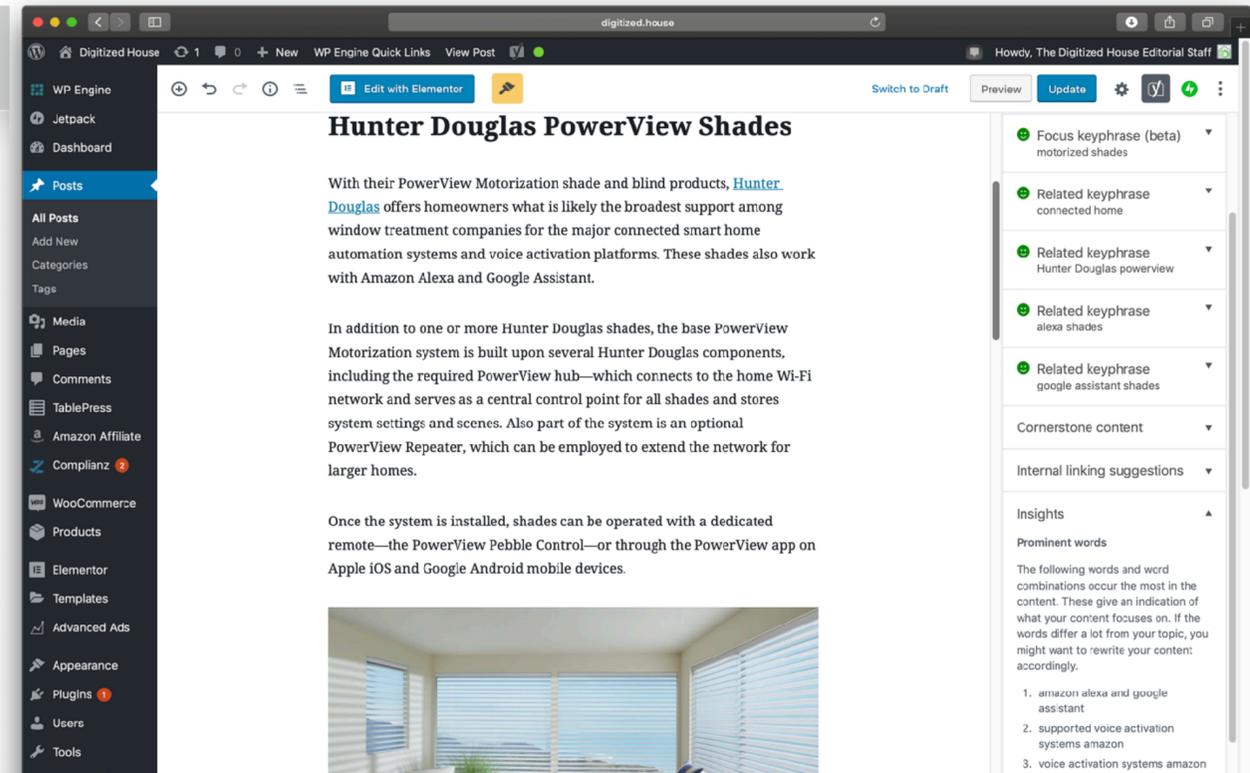


- ▶ Concurrent Posting of Sponsored Editorial to Website and Apple News App Channel
 - ▶ Content will be published to our website, Apple News App channel, and YouTube (for video)
- ▶ SEO On-Page Optimization with Yoast
 - ▶ Yoast SEO Premium toolset on our WordPress platform for optimizing SEO on editorial content and images
 - ▶ Will help facilitate an ongoing stream of organic traffic to your content

Apple News App



SEO On-Page

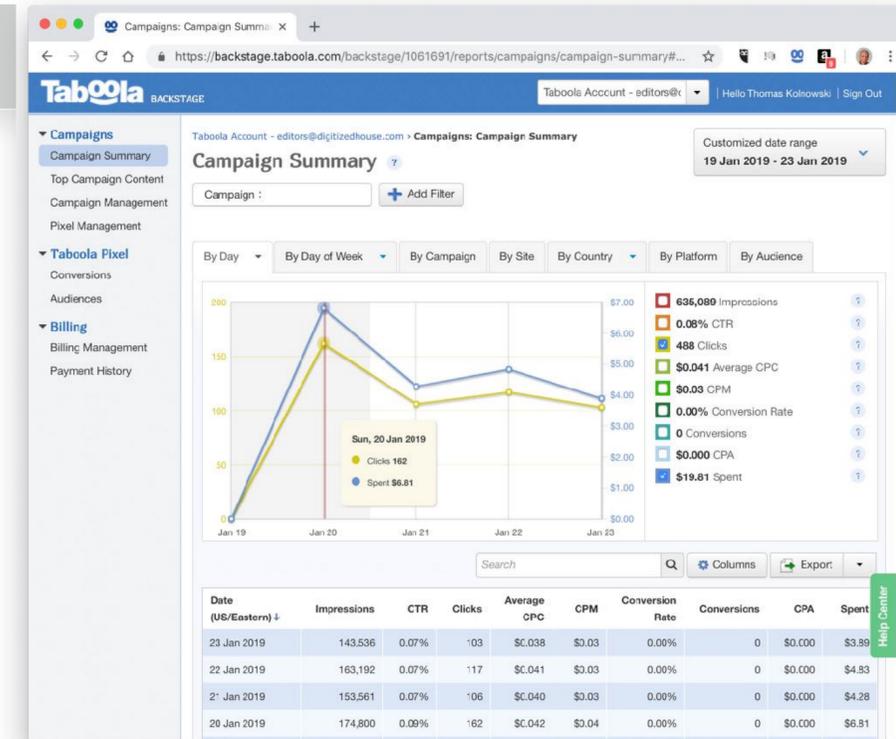


2. Content Promotion Details

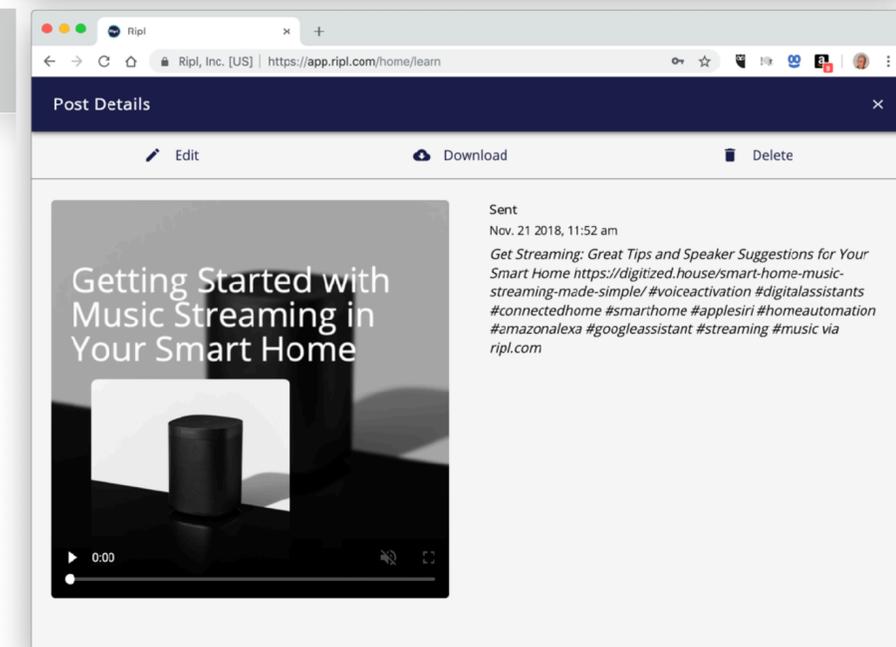


- ▶ Content Syndication Campaigns: Syndicate content into desired geos with Taboola for broad traffic acceleration (base package includes monthly budget)
- ▶ Social Media Content Promotion: Create content-centric social posts to Twitter, Facebook, LinkedIn, and Instagram
- ▶ Social Media Animated Posts: Create 30-second animated posts for increased engagement on standard social channels
- ▶ Dedicated Branded Emails: Create and distribute branded emails around your content with the MailChimp platform
- ▶ Browser Notifications: Generate browser notifications as fresh content is published with the iZooto platform

Taboola



Animated Post

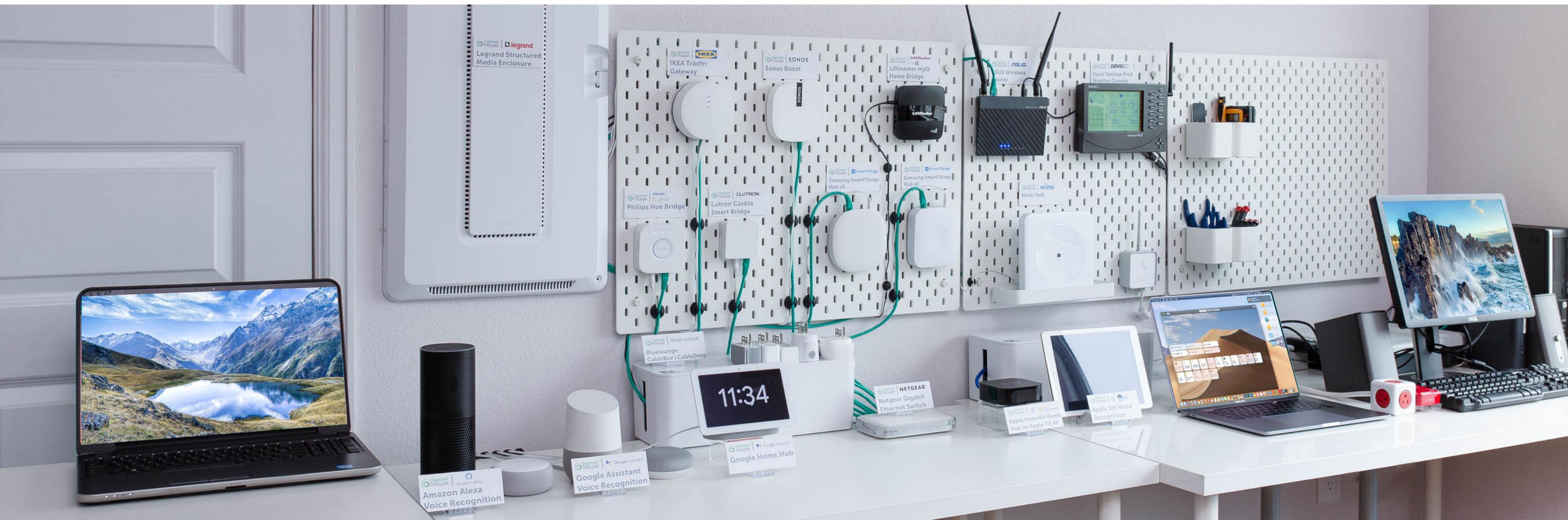


iZooto





- ▶ Fusion of your technology into the Digitized House Connected Home Integration Lab
- ▶ Validation your products with compatible leading smart home ecosystems and voice activation platforms





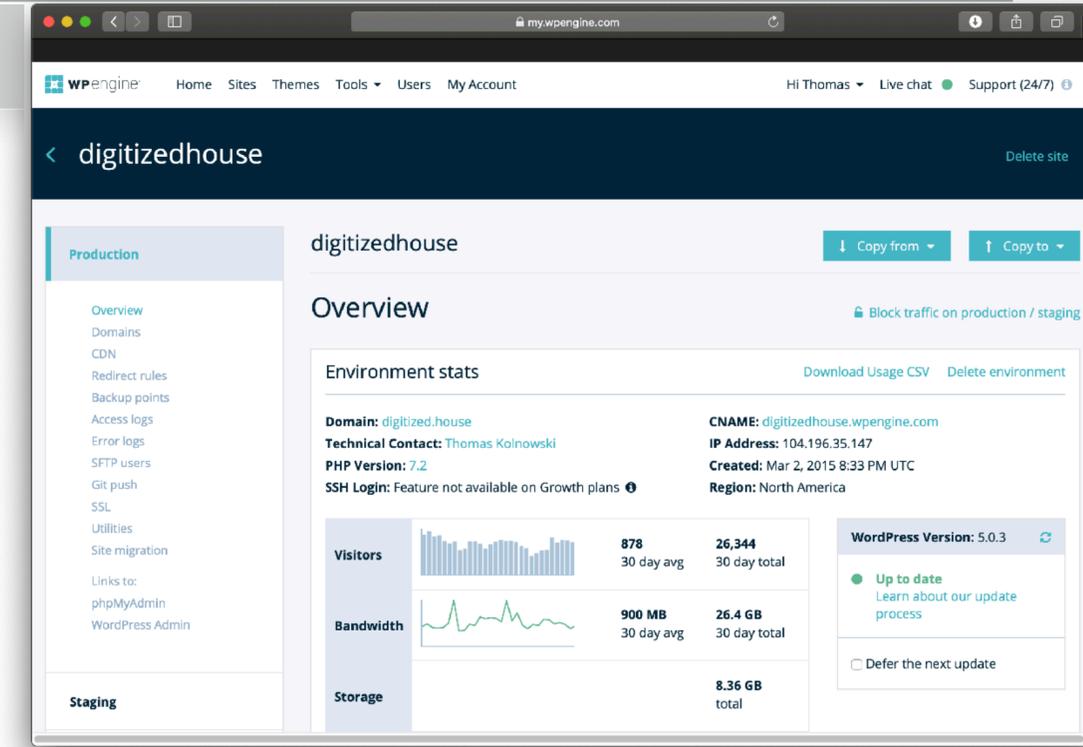
- ▶ Major Ecosystems, Smart Home Hubs, and Network Protocols in the Digitized House Connected Home Integration Lab:



4. Baseline Program Elements Detail



WPEngine DXP



▶ Web Hosting on WPEngine Digital Experience Platform

▶ WPEngine is the leading WordPress Web Hosting company, and provides enterprise-class services to over 90,000 customers across 140 countries

▶ Our hosting on their platform ensures near-100% site uptime, class-leading response time, and optimum security for your content

Reporting

Programs Analytics Summary through 2018-09-01	Program Totals to Date	Change from Previous Report	Previous Report Totals	Percent Change
Programs Summary - All Channels				
Total Editorial Content, Video, and Social Posts	147	35	112	31%
Total Editorial Content, Video, and Social Views	70,508	23,428	47,080	50%
Total Content Promotion and Display Advert Impressions	33,155,858	8,128,603	25,027,255	32%
Total Content Promotion and Display Advert Clicks	23,480	5,073	18,407	28%
Editorial Content Posts				
Total Editorial Content Posts	42	12	30	40%
Total Editorial Content Views	20,529	6,443	14,086	46%
Total Editorial Content Viewers	13,608	4,271	9,337	46%
YouTube Video Posts				
Total Videos Published	2	0	2	0%
Total Video Views	26,717	13,032	13,685	95%
Total Video Minutes Viewed	48,477	23,652	24,825	95%
Social Media Posts				
Social Media Posts	103	23	80	29%
Social Media Views	23,262	3,953	19,309	20%
Social Media Engagements	1,154	24	1,130	2%

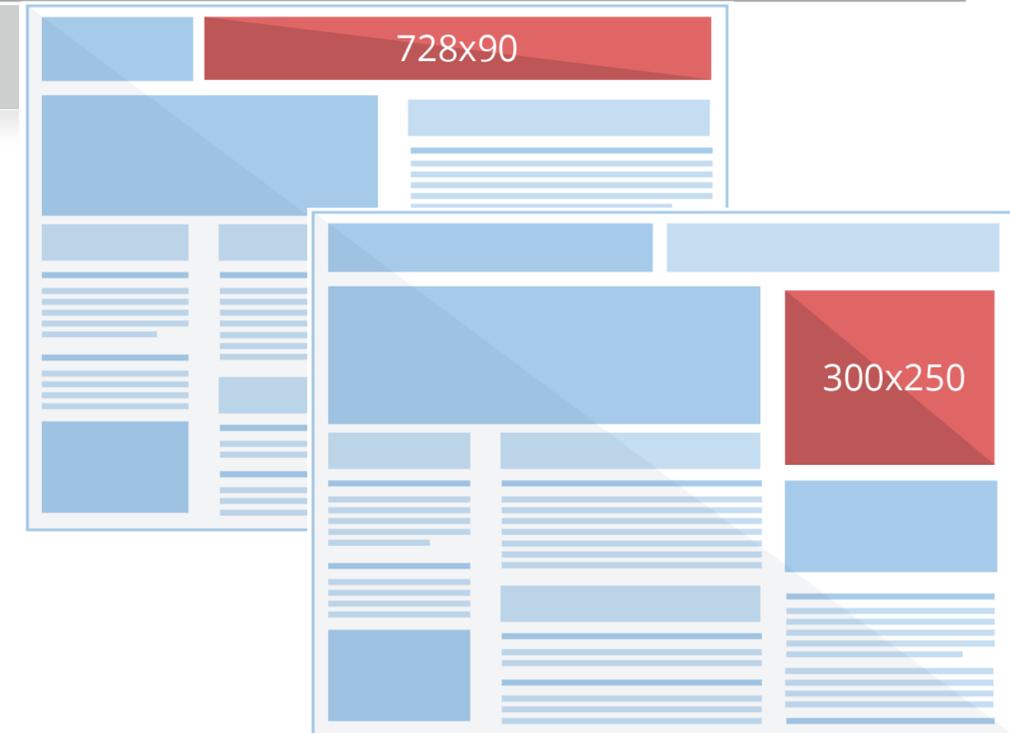
▶ Monthly Performance Reporting

▶ Package includes monthly performance reporting customized to your content, including holistic traffic, syndication spend, and social metrics

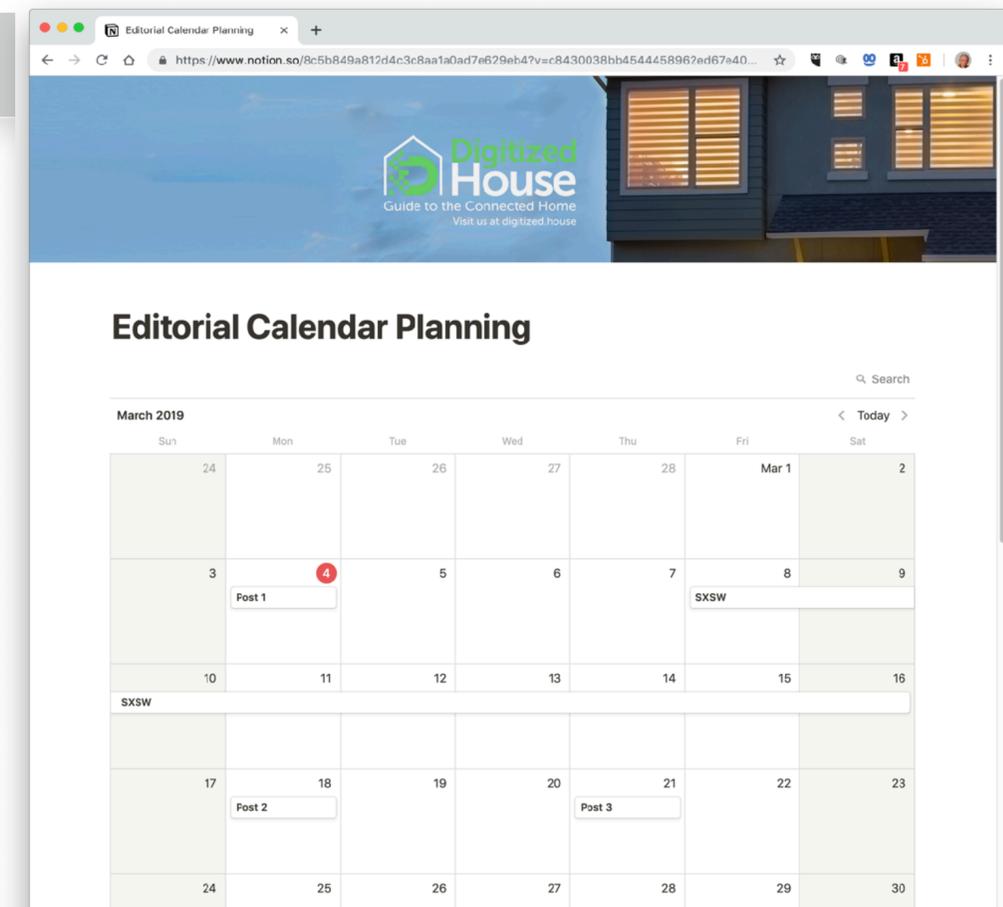


- ▶ Banner Advertising
 - ▶ Option to include site-wide rotating banners:
 - Leaderboard (728x90)
 - Medium rectangle (300x250)
- ▶ Editorial Planning Calendar Access
 - ▶ Package includes real-time access to a dedicated Editorial Planning Calendar
 - ▶ Hosted on our Notion.so platform
 - ▶ See our [demo page here](#)

Banner Ads



Planning Calendar





Media Studio

- ▶ Digitized House Media Studio Services
 - ▶ We take imaging seriously, and prefer to create original professional images in our Media Studio, Connected Home Integration Lab, or on location to supplement editorial content.
 - ▶ For still photography, we use Canon professional DSLR camera gear exclusively. For optics, we employ a suite of Canon L-Series architectural tilt-shift, wide-angle, medium-zoom, and telephoto-zoom lenses.
 - ▶ For video, we use our Canon gear in studio. For mobile video, we typically employ DJI Osmo Mobile stabilization gimbals, Moment smartphone lenses, and Apple iPhones.
 - ▶ For lighting, we use available light as well as multiple forms of flash—including direct flash, bounce flash, and light painting. We also modulate flash sources with various types of softboxes, diffusers, and light tents as suited to the imaging task.



Mobile Video





Tom Kolnowski

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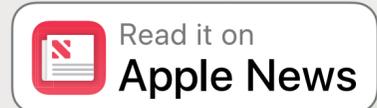
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<https://digitized.house>



<https://apple.news/Thvz7RiGvSW6e0El3pKIXxA>



@digitizedhouse



More info

Two Companies in a Box



Global Publishing Portal

- ▶ Helping global consumers make their connected homes smarter, healthier, safer, and more sustainable
- ▶ How: Through original, well-edited, and expertly-crafted editorial, video, and social content
- ▶ Where: Website (global), Apple News app channel (US, UK, and Australia), and YouTube channel (global)



New Media Services

- ▶ What: Helping like-minded companies elevate their brand, social, and Web presence
- ▶ How: Through WordPress hosting, Web development, expert imaging, social media, and consulting services
- ▶ Where: Austin and Central Texas, including studio and field services

Automation Tools, Hosting, Software, and Hardware

WordPress Hosting



Social Media Automation



Accounting, Finance, Proposals & Billing



Email Marketing



Creative Software



Content Syndication



Photo & Video Gear

