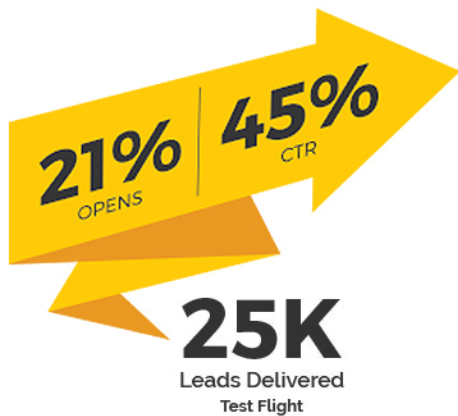




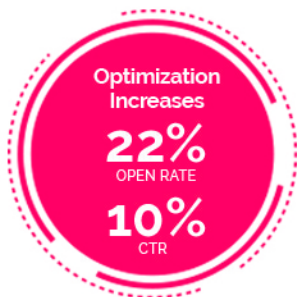
Washington Times CTR Soars to 50% with Pathfinder Optimization

In 2016, the Washington Times made it their mission to rev up digital traffic to its primary news site and boost usage of their complementary mobile app. They wanted both quantity and quality. At the same time, they were skeptical about the potential performance of non-organic traffic. Enter Flatiron Media, which proved to go above and beyond the Times' highest expectations. Almost two years later, Flatiron Media and the Washington Times continue to forge full speed ahead...together.



Taking the Flatiron lead

A test drive consisting of 10% of the campaign was deployed to identify effective messaging, audience and best sources for engaged users. The initial results were impressive, a **20%+ open rate with a solid 45% CTR** from Flatiron's network. Using Flatiron Media's proprietary Pathfinder technology, we pinpointed - in real time - the highest- performing sources of traffic for the Washington Times. From there, we further refined the traffic-driving process by drilling down to target device type, delivery times and demographics, pairing valuable algorithms with invaluable expertise. Flatiron Media, Customer Acquisition *Done Right*.



Ongoing Development of Multi-Channel Customer Acquisition Strategy



Customer Acquisition *Done Right*

Experienced people, applying intelligent strategies, using agile technologies across a broad portfolio of in-house & partner acquisition platforms.

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