



get fluence

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getfluence.com

A platform revolutionizing influence marketing

getfluence.com is a platform that connects advertisers and website publishers, providing an unprecedented response to the need for brands to improve their online visibility, while allowing publishers to consolidate their business model.



A response to new digital uses

Digital revolution has disrupted the uses of marketing and the way companies connect with consumers. While influencers are seeing their prescription strength growing every day on the Internet, through YouTube channels, Instagram, Twitter, or Snapchat profiles, blogs, or specialized media, it is now essential for brands to reach them to get closer to their targets and differentiate from their competitors.

Faced with this communication challenge, companies, regardless of their size and maturity, must therefore implement a real influence marketing strategy. For their part, publishers seek to increase their revenues, while offering content adapted to the editorial line of their media.

getfluence responds to this dual challenge by creating a meeting place for influential brands and website publishers. Its influence marketing platform is both a popularity facilitator and a revenue generator for publishers.

The principle: boost visibility through relevant links

getfluence increases advertisers' online visibility through sponsored articles.

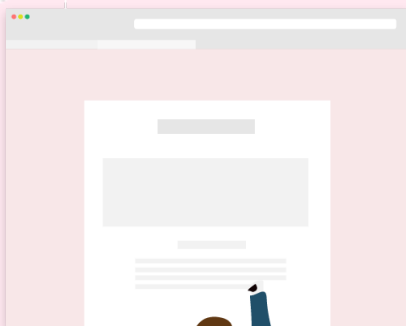
By capitalizing on influential websites that already federate a community of followers, advertisers increase their reputation in a strategic and sustainable way and allow publishers to live from their passion.

A qualified portfolio of websites adapted to the needs of advertisers

The strength and reliability of the getfluence offer is based on its network of more than 3000 maintained and frequented websites, media and blogs, offering quality articles to reader communities.

This qualified website portfolio allows the advertiser to reach out to their audience in a targeted and relevant way.

In two years, more than 2 000 active advertisers have trusted getfluence, in industries as diverse as decoration, automotive, health, tourism or sports.



getfluence.com in a few figures ...

A network of more than **3 000** sites, medias and blogs

Already **2 000** actives advertisers

Some examples of websites referenced on getfluence...

futura-sciences.com: **10M** unique visitors / months

challenges.fr: **3,5M** unique visitors / month

numerama.com: **2,5M** unique visitors / month

premiere.fr: **2M** unique visitors / month

getfluence.com

A simple and safe tool to create link



getfluence.com is the meeting website for advertisers and influencers. Its operation is based on principles of simplicity, efficiency and mutual trust, in a win-win logic.

A trusted intermediary for mutual benefits

getfluence brings to its customers - marketing agencies or direct companies - the fastest and most secure solution to identify and reach influential and quality websites close to their sector of activity.

The platform acts as a trusted intermediary between them and the publishers, saving time and increasing performance. By using getfluence, the advertiser ensures a quality of response, follow-up and result.

getfluence offers website publishers the opportunity to boost their revenues in the strict respect of their editorial line and deontology. The service supports their monetization strategy while creating a framework of trust in their relationship with advertisers. It also increases their own visibility with advertisers.

Simple operation for optimized services

On the publishers' side: freedom and security

The registration of publishers is subject to quality control by the platform team, which validates or not their referencing in the websites catalog of getfluence opened to the advertisers.

After registration, publishers have access to an interface in which they inform their websites, with the possible forms and conditions of collaboration for advertisers:

- accepted themes
- proposed formats (sponsored articles, relays on social networks)
- conditions relative to each format
- pricing for each offer.

The central point is that at each stage of the collaboration, publishers retain complete control of their editorial policy: they are the ones who choose either to produce entirely the content of the advertiser, or to entrust the implementation to getfluence, who has assembled a dedicated team of web copywriting professionals.

On the advertisers' side: a tailored offer for a perfectly targeted result

Advertisers can choose for an all-inclusive service where they delegate the entire assignment to getfluence, or choose to manage the different stages of the relationship with website publishers themselves.

« Free-service » offer

With this option, the advertiser has full access to the platform and can select the websites, in a very fine way thanks to different filters: industry, seniority, traffic, SEO on search engines...

Once the search is done, it sends a collaboration proposal to the selected influential websites and shows them directly its content objectives on the sponsored article, the placement of links or a message relay on social networks.

Finally, if he/she wishes, the advertiser can negotiate the conditions of the partnership with the publishers, subject to acceptance by the latter.

« All inclusive » offer

Once registered, the advertiser fills out a form that accurately identifies his specific needs: preferred domains, number of articles, signs, referral links, allocated budget...

It is on the basis of this preliminary diagnosis that getfluence offers the influential media corresponding to his expectations. getfluence then deals with the connection with the media and bloggers, ensuring the smooth conduct of negotiations between the two parties and the respect of the schedules of publications.



Professional expertise available to everyone

« Influential marketing requires constant actions to create and develop a lasting relationship between a brand and influential websites, which are followed by consumers. The use of a platform for linking and monitoring greatly simplifies the achievement of these objectives »



Marc de Zordo, getfluence founder

From the internal platform to the general public service

Given the success of the platform, which convinced more than 2 000 advertisers, the launch of the general public version occurred in November 2017, with the creation of a getfluence company.

A positioning on the scale of Europe

Accessible in French and in English, getfluence aims straightaway an international development, 50% of its customer is already established outside France.

From 2018, the platform will strengthen its presence on the European market by developing German, Spanish and Italian versions.



Proven marketing and digital expertise

Innovative concept creating a revolutionary channel between emerging professions and companies with growing e-reputation needs, getfluence was born from the intuitions and experience of its founder.

A digital entrepreneur at heart, Marc de Zordo has successfully created for the past ten years multiple companies in the field of website publishing, SEO, marketing and digital. See portrait on next page.

getfluence is a logical extension of this innovative journey.



Marc de Zordo, multi entrepreneur of the digital strategy

Marc de Zordo, 30 years old, is passionate since childhood by the digital and the Internet.

At only 19 years old, in 2006, he created his first company, ZINAO, specialized in the edition of entertaining websites, which was bought 5 years later by a competitor.

He then co-founded myposeo.com in 2010, an online solution for analyzing and monitoring websites SEO.

In 2016, he launched DIGINOV, a company with which he developed the getfluence platform.

Through these multiple experiences and his activity as a consultant in digital strategy, he has built a client portfolio containing references as prestigious as:

- La Française des jeux,
- Aéroports de Paris (Paris Airports),
- L'Oréal,
- Philips,
- Samsung
- Renault
- ...

Graduated from the Internet HETIC school, Marc de Zordo holds a master's degree in digital communication obtained in 2011.