

## What is Linkpulse?

Linkpulse is one of the leading real-time content-analytical tools on the market and was developed by Number 42 as a response to the special needs of high traffic news websites.

### Key facts about Linkpulse

- Founded in 2012 following management buyout of consultancy business (founded in 1999)
- Headquarters: Oslo, Norway
- Acquired by plista in September 2016
- Key markets: Scandinavia and the German-speaking region
- Integrated by more than 120 publishers across Europe
- Publishers who use Linkpulse include the following:
  - aftonbladet.se, expressen.se, tv4.se (Sweden)
  - dagbladet.no, nrk.no (Norway)
  - tv2.dk (Denmark)
  - focus.de, sueddeutsche.de, welt.de (Germany)
  - heute.at (Austria)
  - bluewin.ch (Switzerland)

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## What functions does Linkpulse feature?

Linkpulse enables precise content analysis for news-driven websites in real time with a focus on traffic and front page optimization.

### Selected Features

- **Article Scores** for measuring article performance: Publishers can determine KPIs individually in order to evaluate the performance of their articles. Linkpulse then analyses them.
- **A/B Testing** for content recommendations (teasers): Real-time testing of any desired headlines and images.
- **Referrer-Analysis** to track the flow of visitors (from Facebook, Twitter, Google, etc.).
- **Monitoring goal achievement:** Publishers can set goals for their website (such as generating 2 million accesses per category per month via Facebook) and use Linkpulse to continually monitor their progress toward the goals.
- **Real-time analysis:** Changes are detected and displayed within 60 seconds.
- **Automated home page optimisation** in real-time – with the help of Linkpulse test results, a publisher can optimise his page automatically.
- **Analysis of native apps** (iOS, Android): Unlike other tools, Linkpulse also works in native apps.
- **Any desired number** of users and dashboards.
- **Historical data:** Data of the last year can be accessed at any time (older data possible upon request).
- **Outlook:** New widgets and products in cooperation with plista are in the planning stage.

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## How much effort is required to integrate Linkpulse on my website?

The integration effort depends on your objectives:

### Version 1

- If you want to use Linkpulse for position analysis you only have to add one line of JavaScript Code in the header of your website.

### Version 2

- If you also want to monitor individual article positions as well as videos on your website you also have to adjust the relevant CSS Class Names.

## What requirements must I meet as a publisher in order to use Linkpulse?

- Your website must be hosted in Europe, Russia or Australia.
- Your website must be news-based and have more than 5 million page views per month.

Do you meet these requirements? Then get in touch with your local plista contact person for more information.

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## How much does it cost to use Linkpulse?

The Linkpulse usage costs depend on the reach of your website, the type of use and the integration of plista products on your website. For a personalized proposal, please get in touch with your local plista contact person. Please note that Linkpulse is available only in selected markets.