OpenWeb

Our mission: create a healthier, social open web

OpenWeb is on a mission to improve the quality of conversations online — and build an internet where digital publishers are empowered to own their audience relationships and thrive independently.

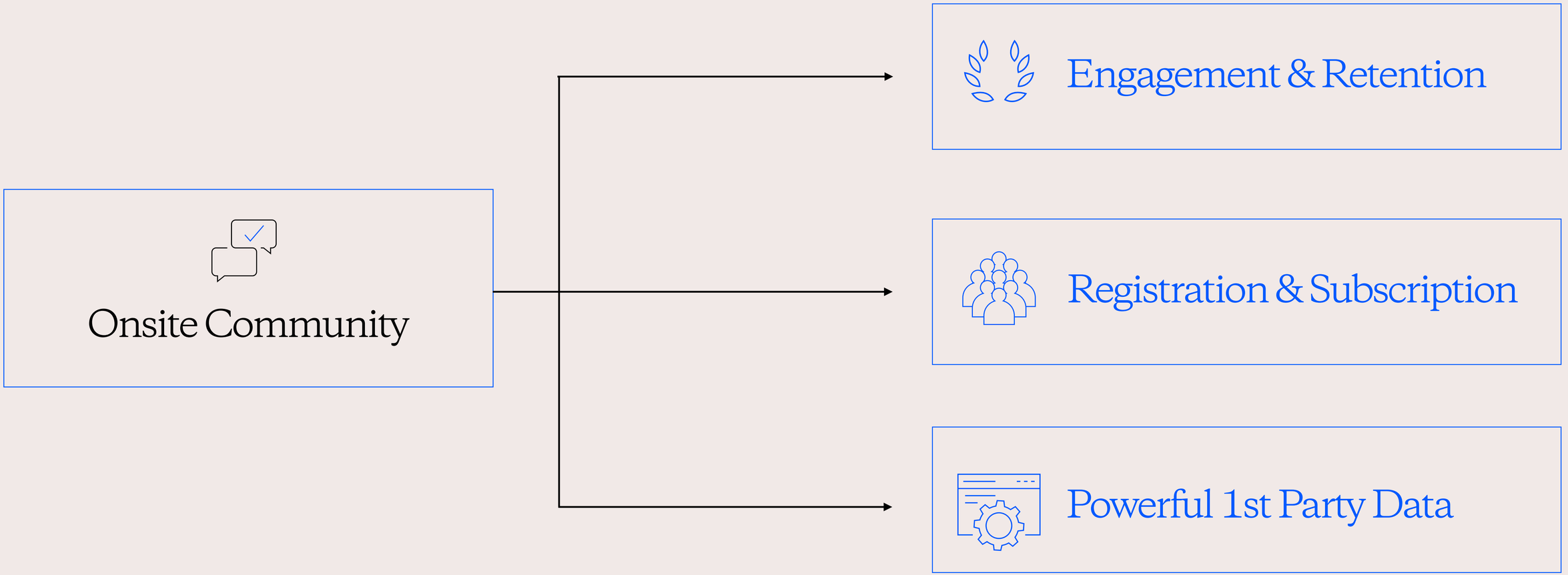
Our Philosophy

Partners, not Vendors

1000+ Publishers. 85 Net Promoter Score.

Online Community

Powerful Lever to increase LTV and ARPU

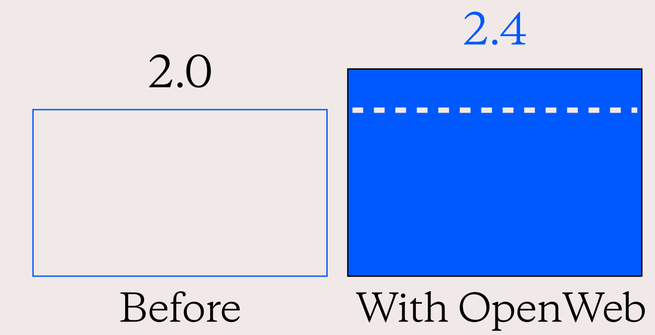


Engagement Uplift

Driving ARPU & LTV

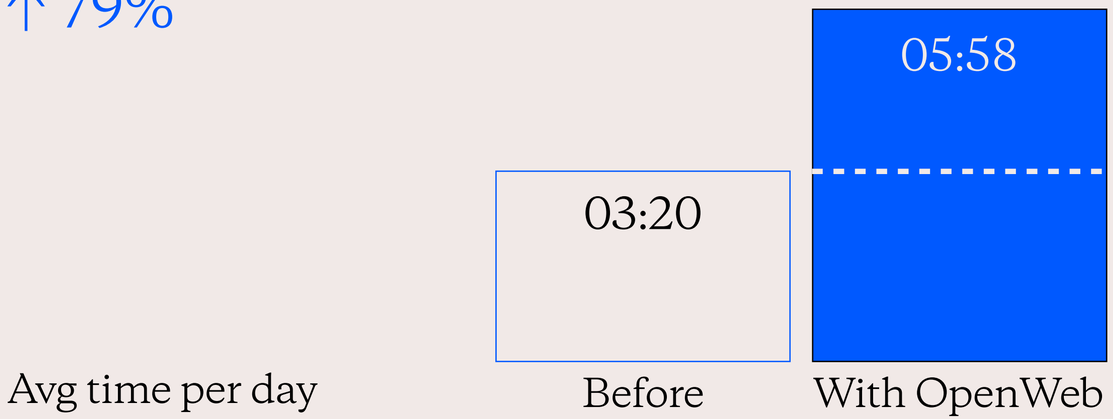
Consuming more content

↑ 23%



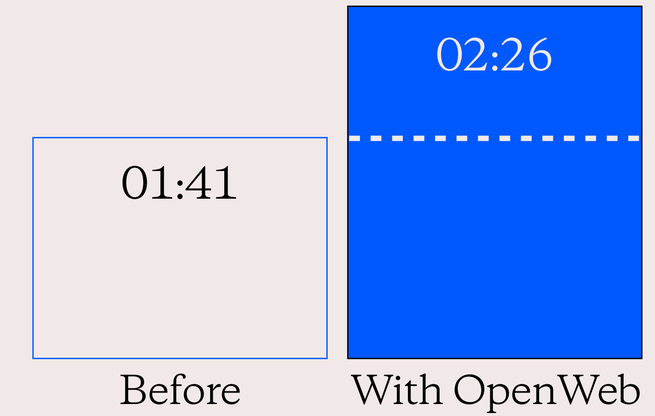
Staying longer on each site/app

↑ 79%



Engaging more each session

↑ 45%

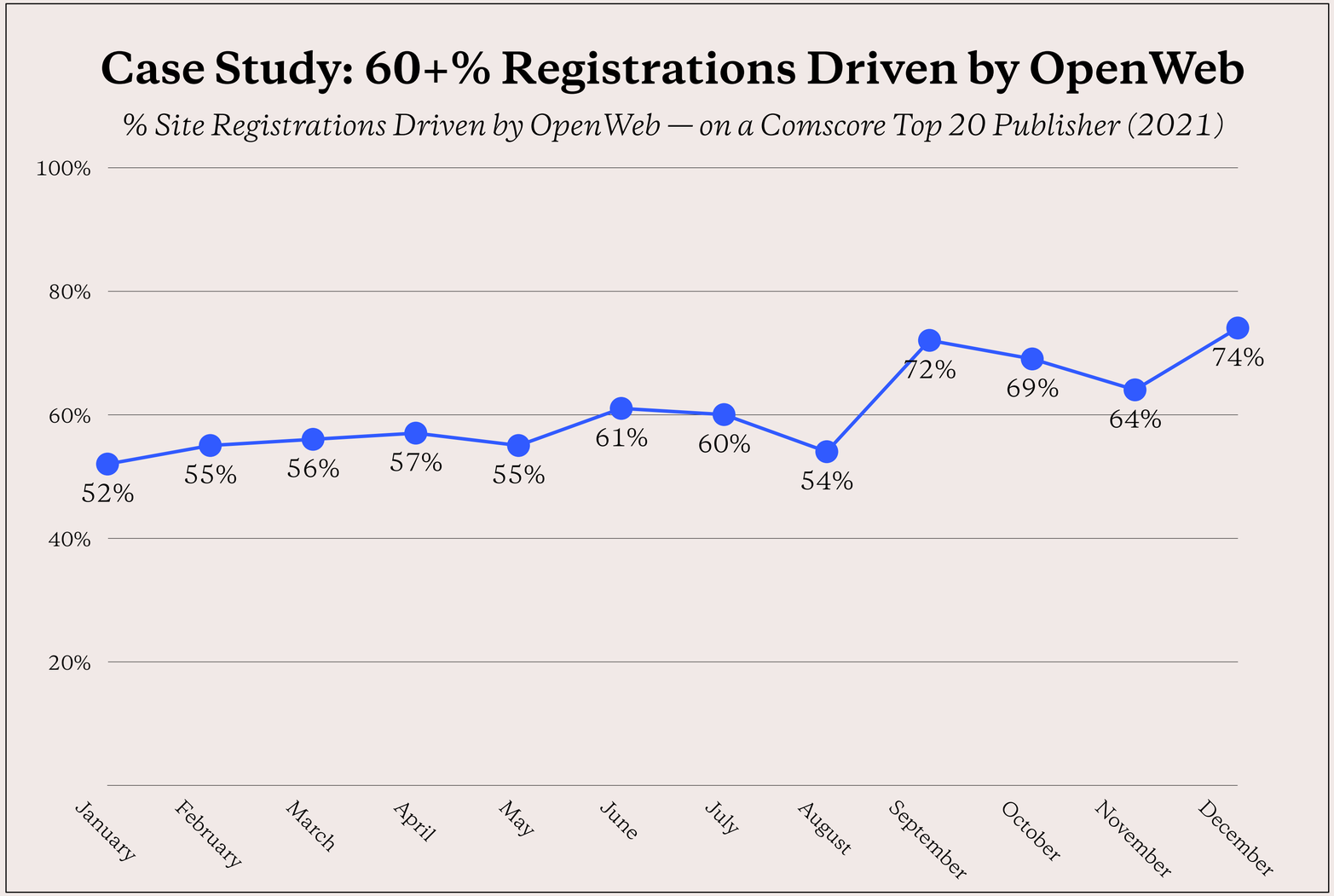


Metrics per user before & after first interaction with OpenWeb

Driving Unknown to Known

A powerful registration funnel

OpenWeb drives ~30% of total registrations on top partners. This can rise to above 60% in some cases.



OpenWebOS

A-Z Community Platform

1

Full-Featured, Healthy Conversations

Host a real-time, auto-moderated conversation experience designed to register, engage and build user loyalty

2

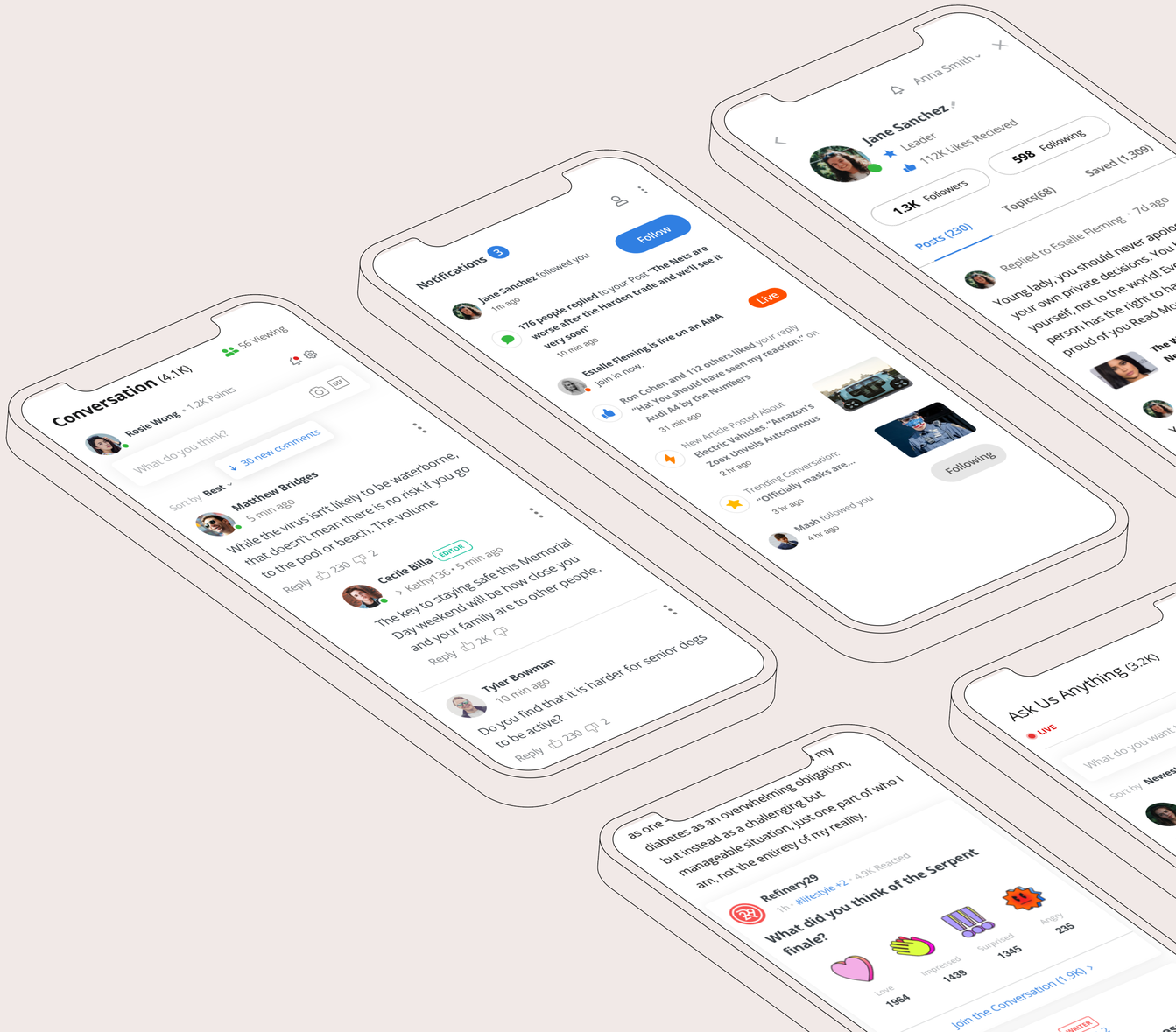
Expanded Community Experiences

Go beyond comments with personalized experiences that drive users down the funnel and increase retention

3

Robust 1st Party Data & Activation

Generate unique 1P data onsite, and receive detailed user-level profiles & segments for personalization/advertising

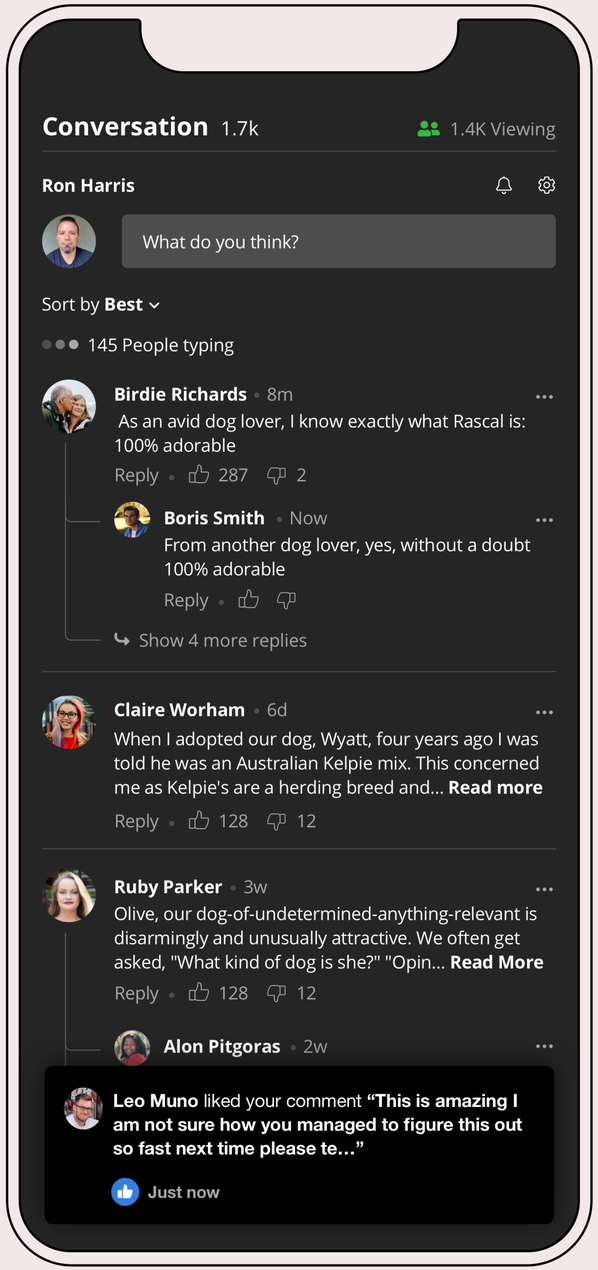


Real-Time Conversation

A full-featured experience

Designed to ignite deep engagement and drive users down the funnel

- Real-Time Engagement
- SSO Integration
- Personalized Notifications
- Registration Funnels
- Detailed User Profiles
- Reputation & Gamification
- Editorial Engagement Tools
- UI Customizations
- Sorting by Quality
- Conversation Analytics



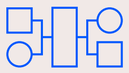
Powerful & Flexible Moderation

Enabling Community at Scale

Incentivize users to create civil and engaging content

Identify the best users and posts, **expose** high-quality content

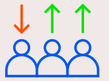
Limit toxic content, **de-incentivize** bad behavior and educate



AI / ML automation

Robust controls & dashboard

Algorithmic Curation



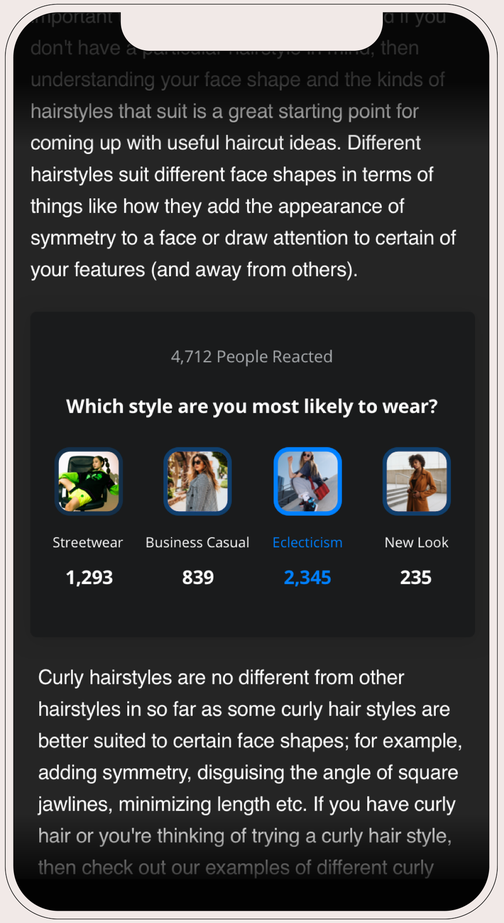
User signals, nudges & transparency

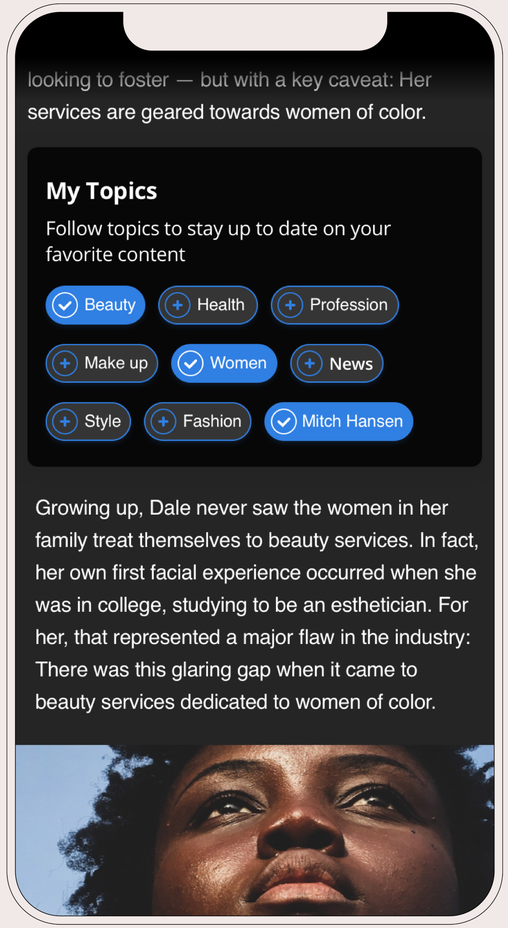
Moderation Data

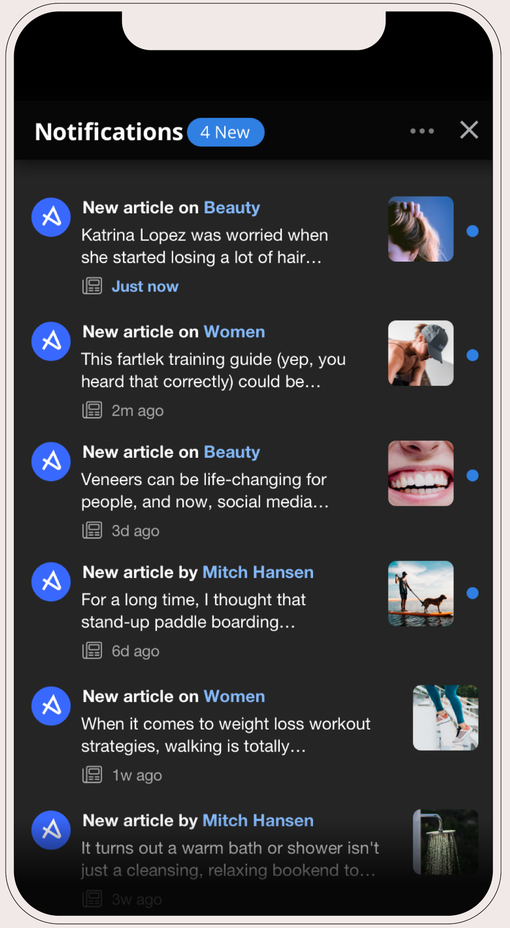
Expanded Community Experiences

Drive retention, registration & 1P data

- Follow Topics
- Floating Notification Center
- Polls, Reactions & Surveys
- Social Reviews & Ratings
- Community Feed
- Publisher Broadcast
- Community Spotlight







OpenWebOS unlocks unique,

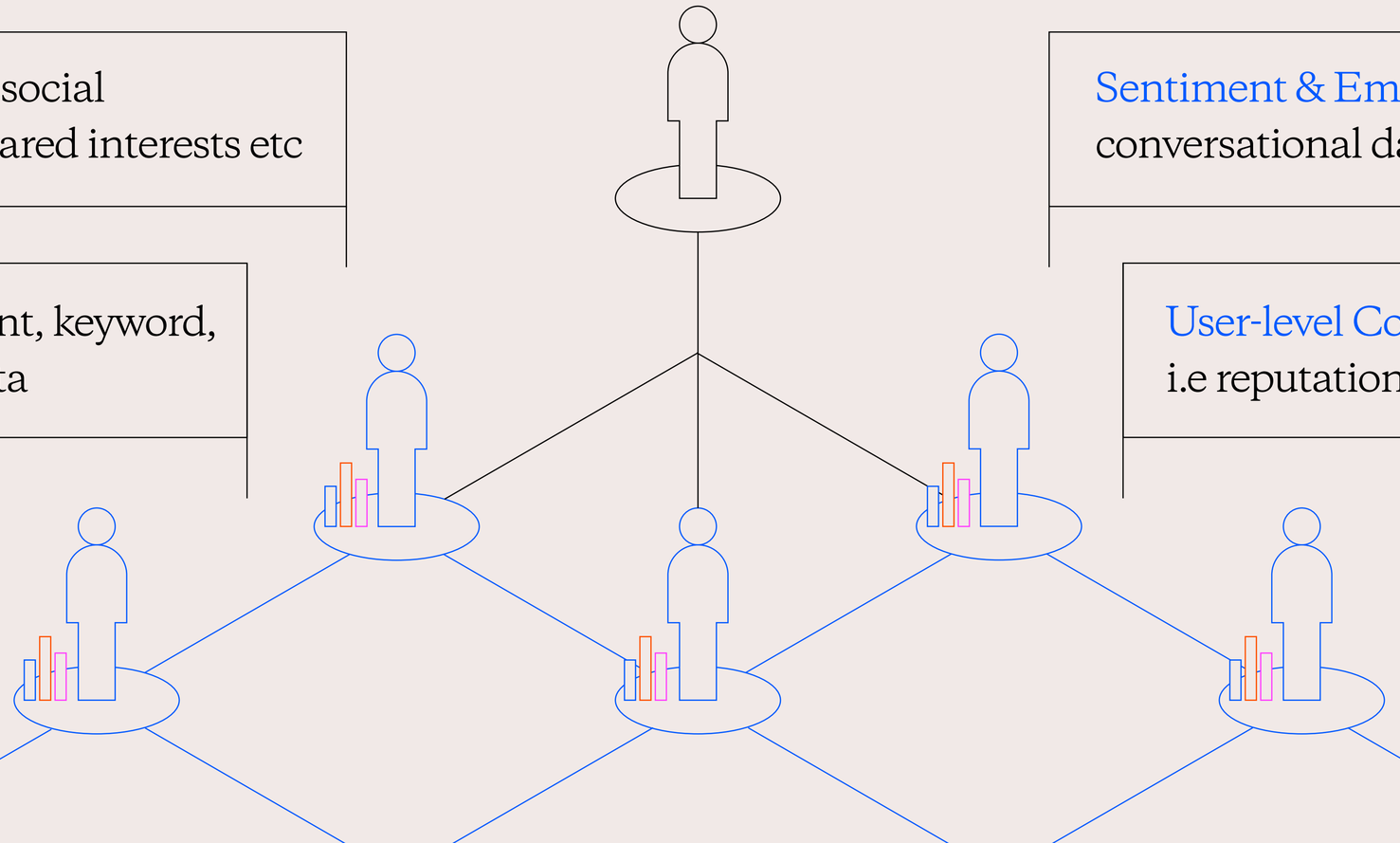
social-powered first-party data

Behavioral Data: social interactions, declared interests etc

Contextual Data: content, keyword, and other page-level data

Sentiment & Emotional Affiliation: conversational data to enrich graphs

User-level Community Attributes i.e reputation score and civility score



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