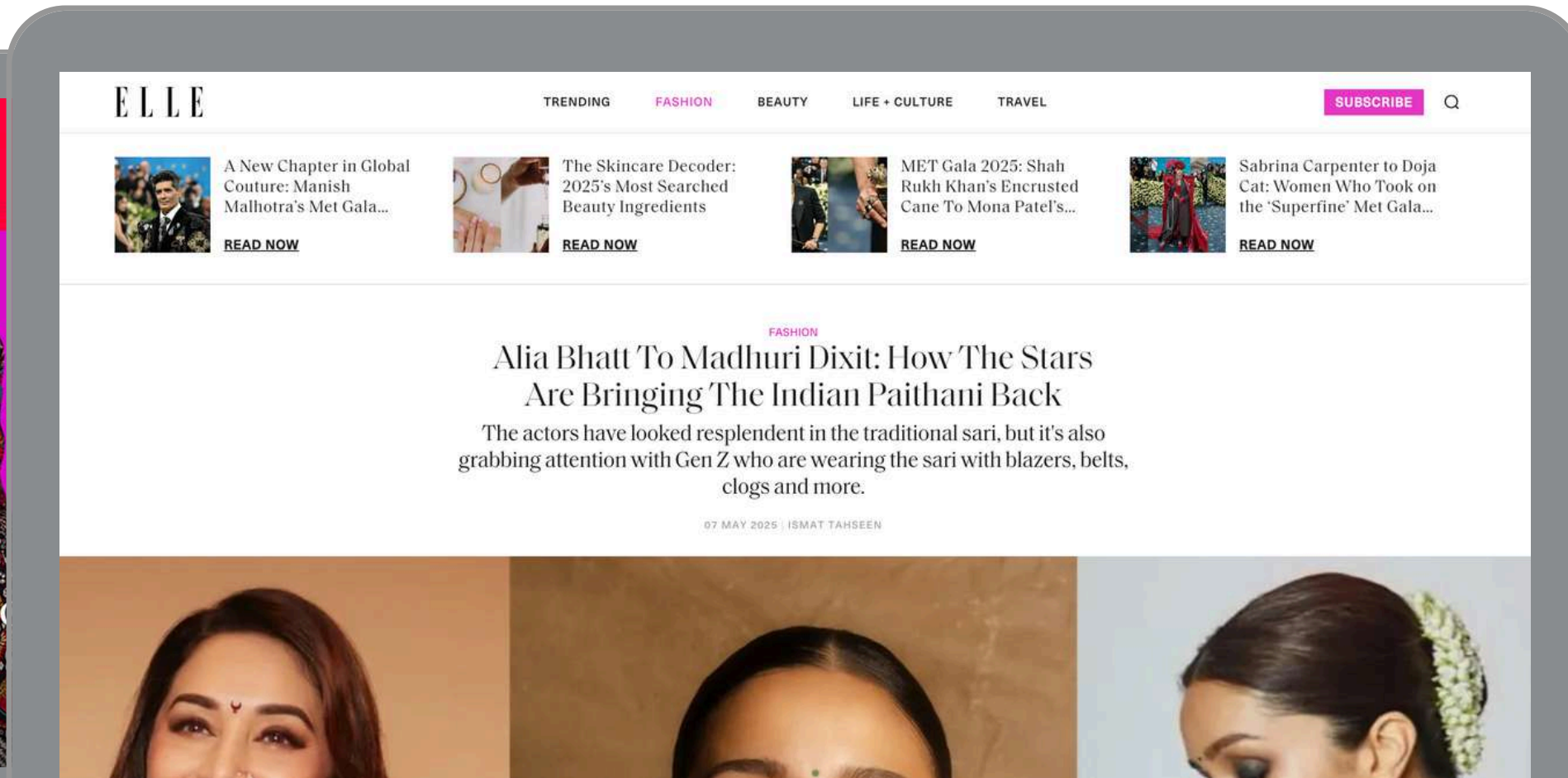
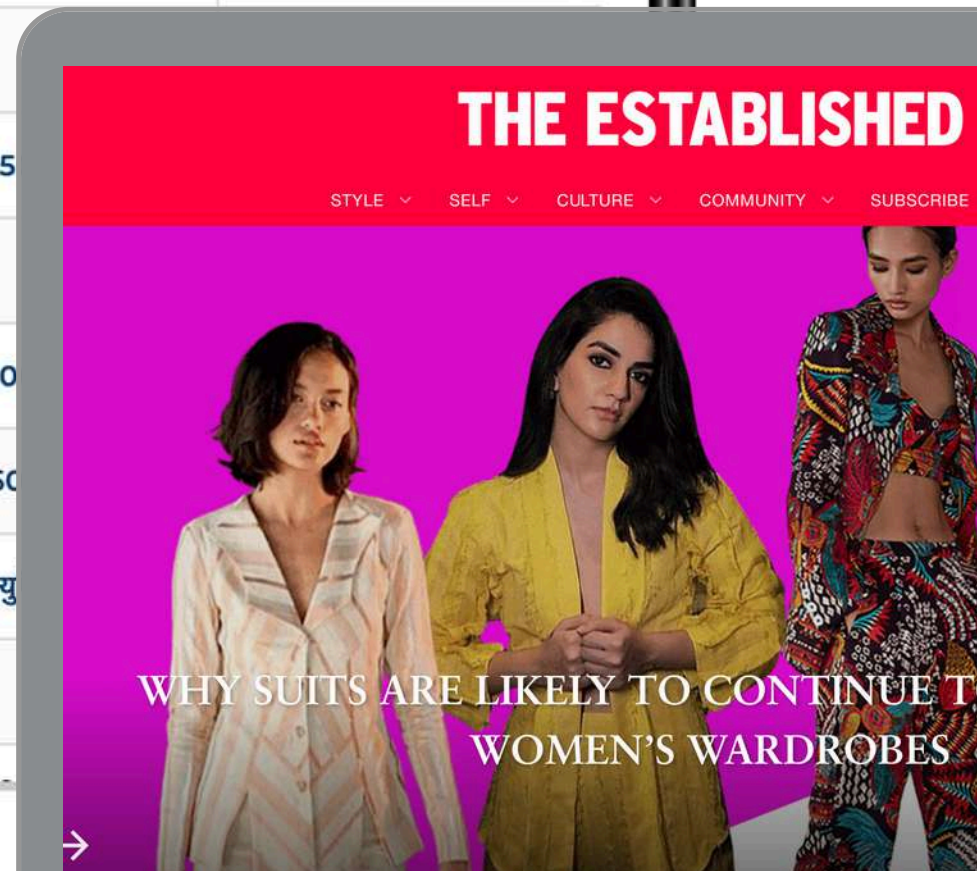




The AI-First Platform (DXP) that Enables Content-led-Growth for Enterprises



The Challenge – Digital Content Industry

High Pressure. Low Margin for Error

Rising Infra costs

growing **competition** for attention

Generative AI based

Changing formats

content creation **Failing CWV**

evolving content **distribution**

Poor site performance

disintegrated journey

Our Edge

Superior customer experiences that are **Agile by design, Blazing fast, still Lower Costs** to accelerate growth and drive results teams actually want.

All in one platform.

By the Numbers

Proven Impact, Measured in Real Numbers

▼ 50%

Lower **Total Cost of Ownership**

▲ 98%

Sites Passing **Core Web Vitals**

▲ 60%

Faster **Content Output with AI**

99.995%

Platform Uptime
on AWS

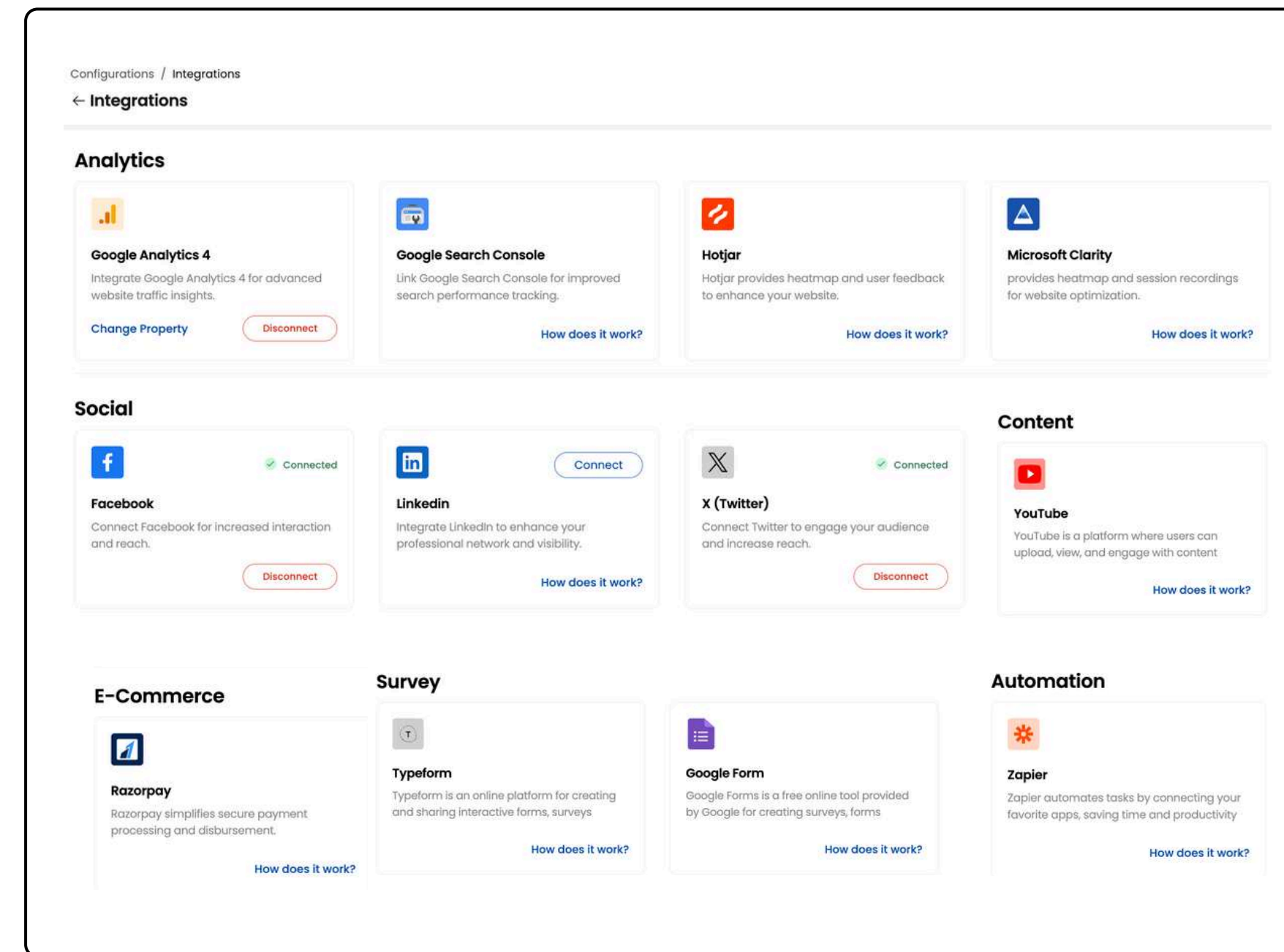
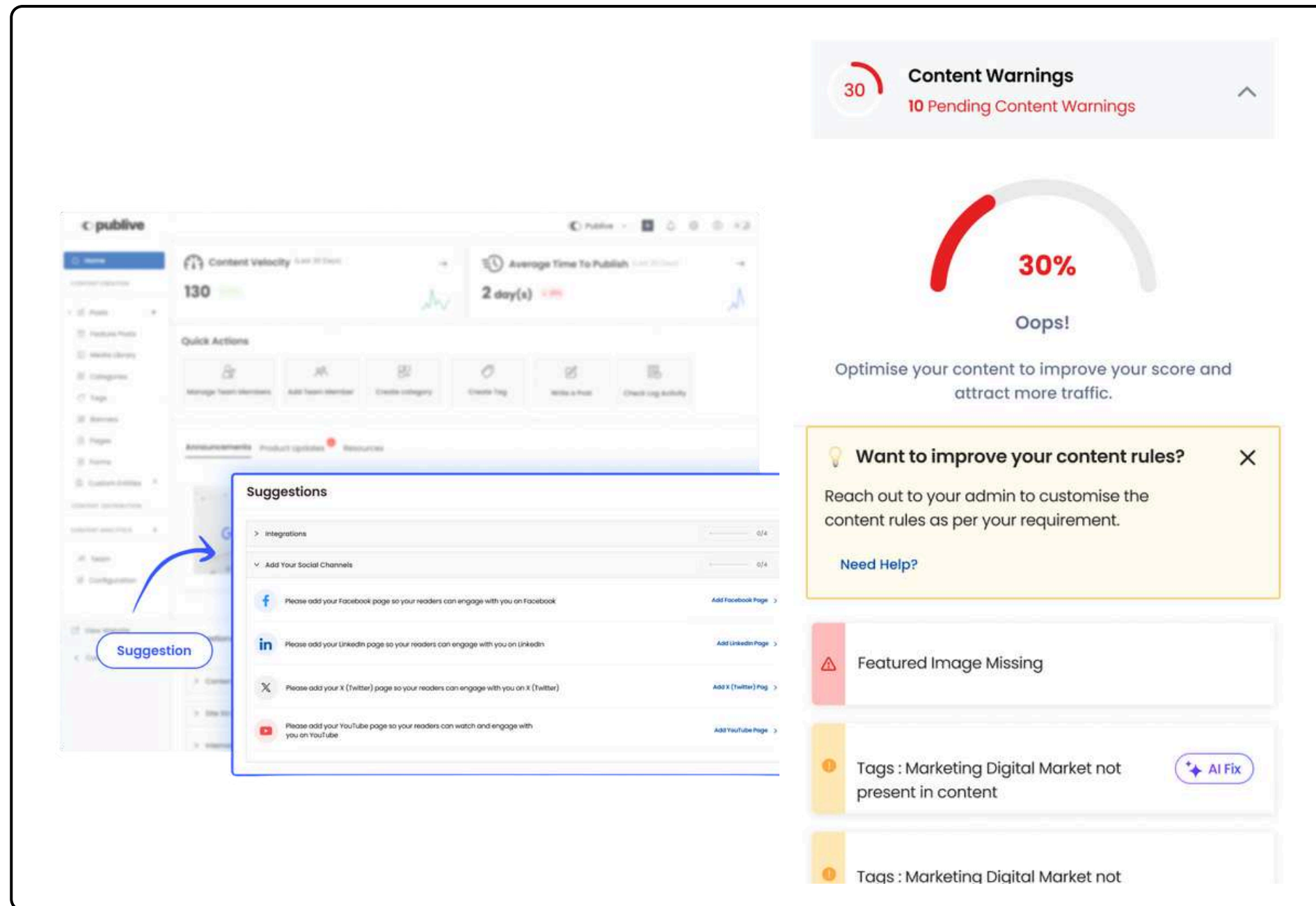
Agility



Performance



Cost



Realtime Content scoring & Editorial Guidelines *(Configurable with AI actions)*

Real-time Webhooks & Seamless integrations

Agility



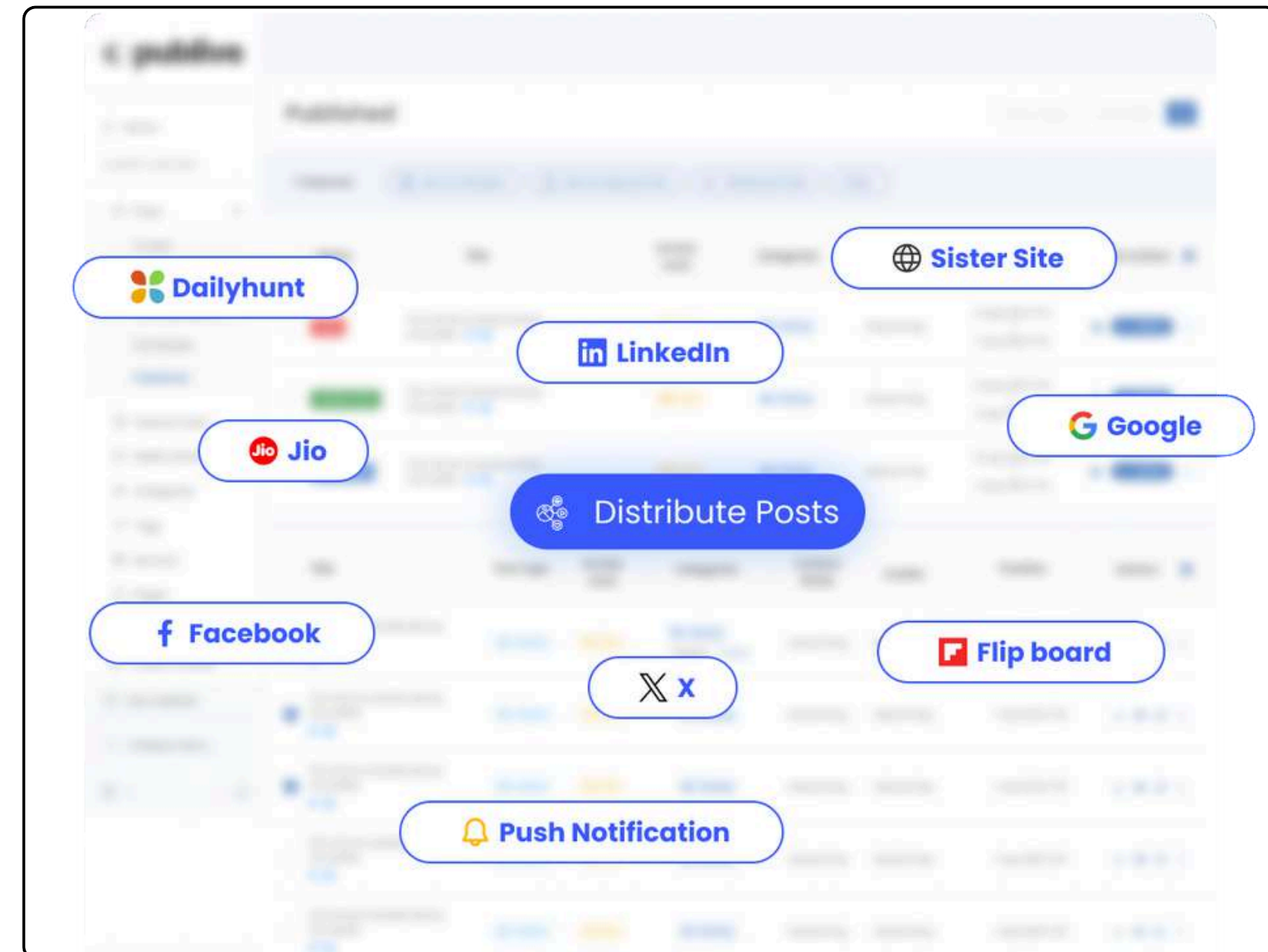
Performance



Cost

Add a field in your Content Type

| | | |
|---|--|---|
| Text Titles, names, paragraph list of names | Media Images, videos, PDFs and other files | Email Email Field with validations format |
| Rich Text Images, videos, PDFs and other files | Date And Time A date picker with hours, minutes and seconds | Numbers Numbers (integer,float,decimal) |
| List A set of items, options, or values in a specific order | Boolean Yes or no, 1 or 0, true or false | JSON Data in JSON format |
| Relation Link one entity to another, like a blog post to an author. | Dynamic List Display a list of content types, categories or posts. | Links Add external URLs, like social media links or websites. |
| Embed Add content with an embed URL. | Component Group of fields that you can repeat or reuse. | Dynamic Zone Select and manage multiple components |



Hybrid CMS – Superfast launching new brands, languages & content formats

Omnichannel distribution – Social Media, Newsletters, Push Notifications, Zapier etc.

Agility ● Performance ● Cost

Performance & SEO as first class Citizens

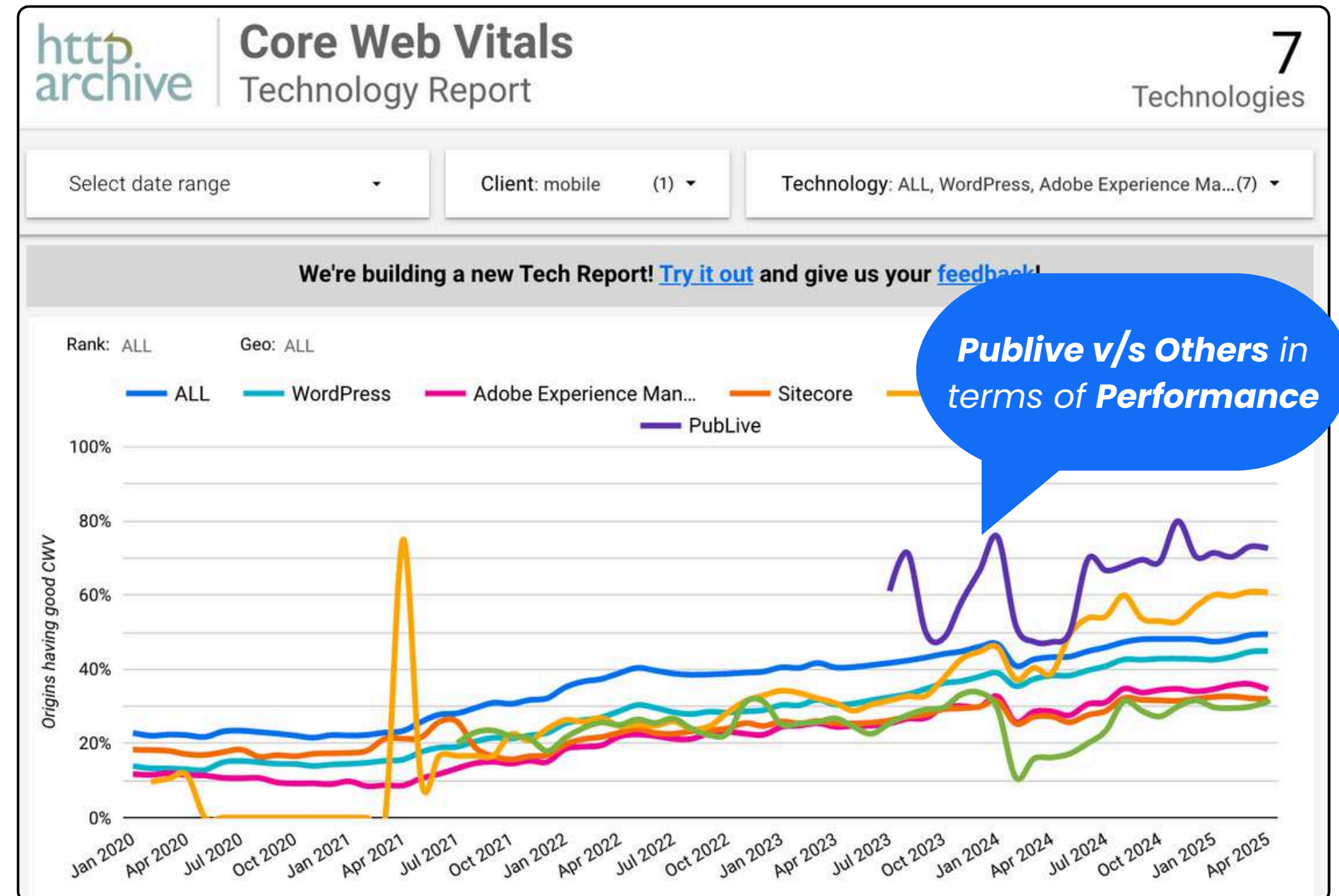
Core Web Vitals optimization

Quick **Server response times**

Structured **schema**

70%+

Google Discover now drives more traffic than Search for almost all large news publishers

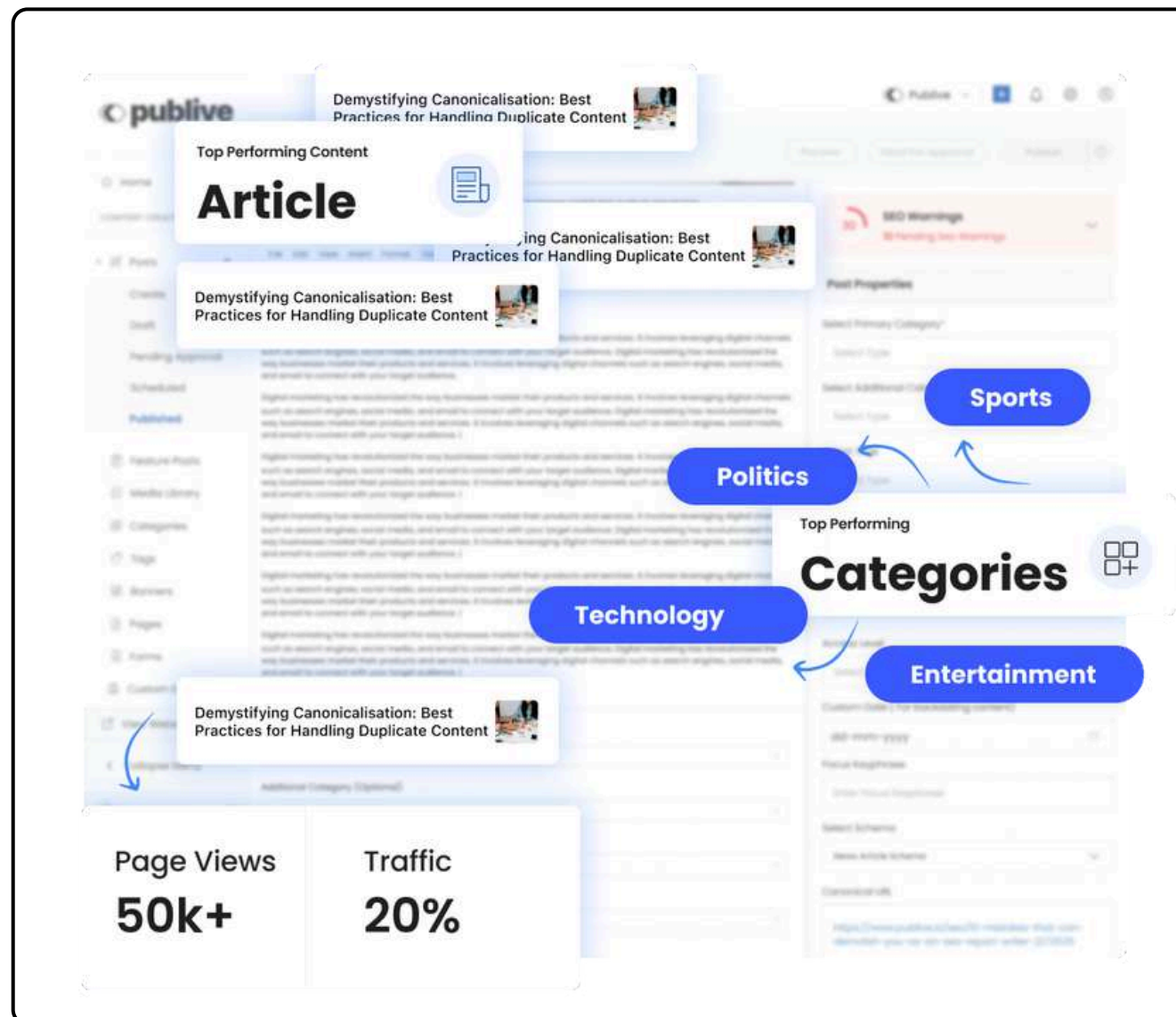


Wordpress VIP | Site Core | Adobe Experience Manager (AEM) | Drupal

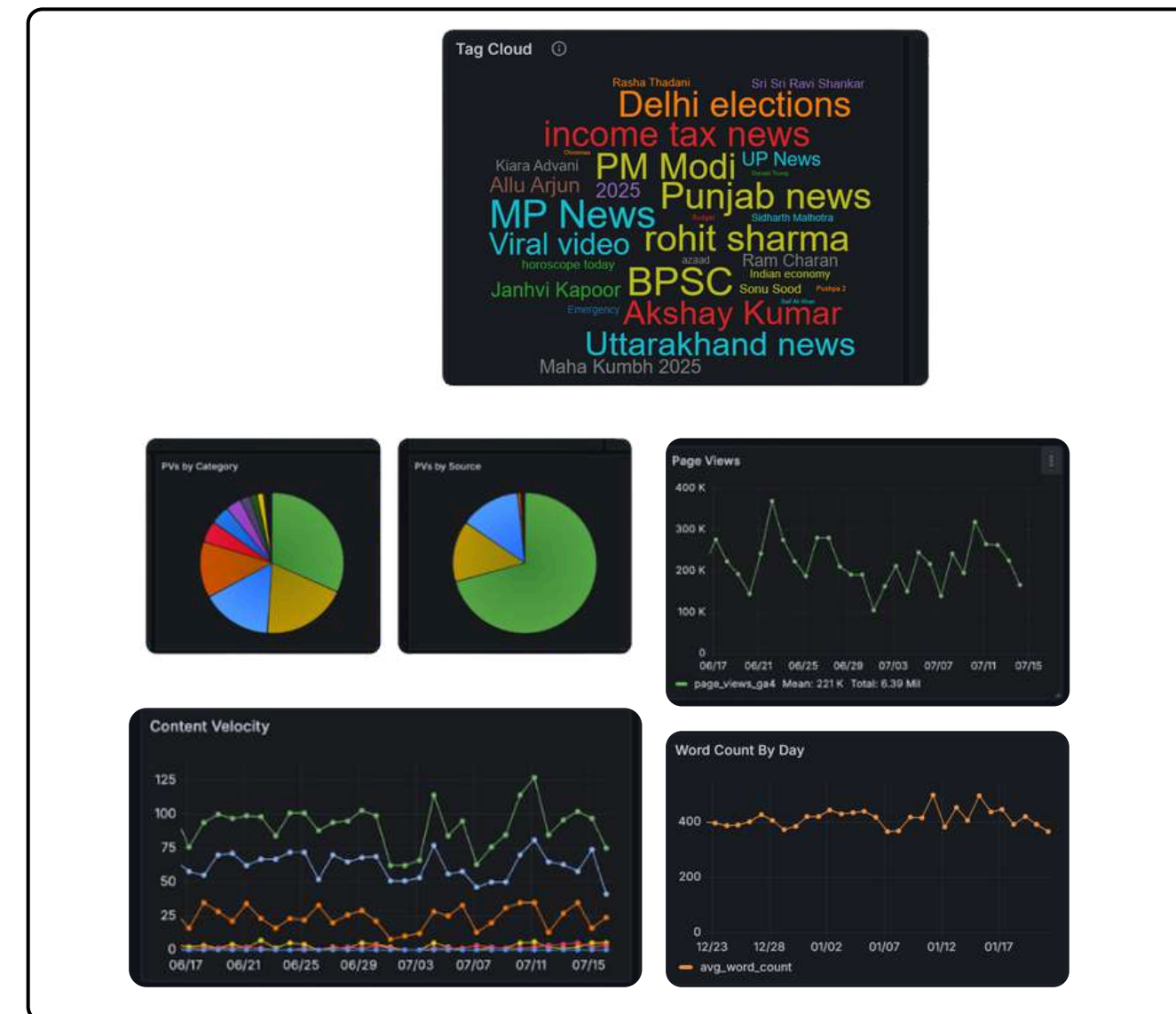
[Full Report](#)

Agility ● Performance ● Cost

Enterprise-level Content Analytics



Real time insights through GA & GSC Connectors

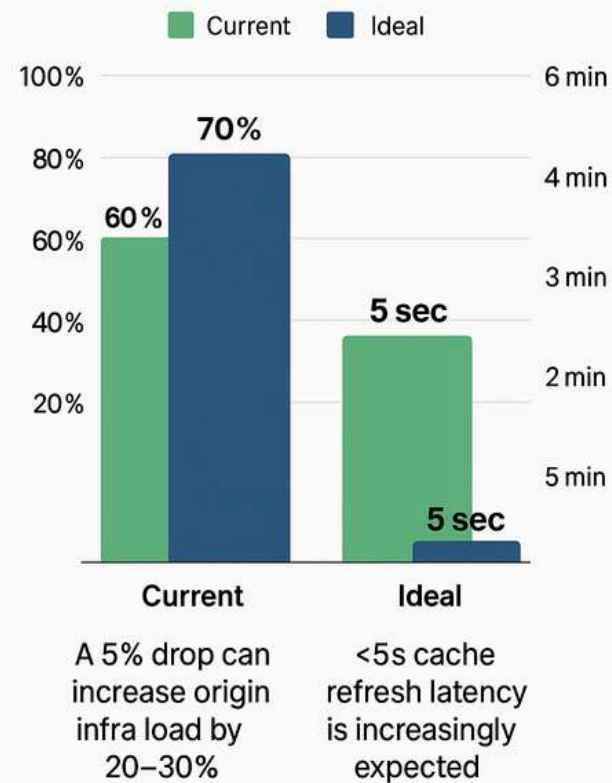


Identify high-performing content categories, tags, formats, and more

Agility



Cache Metrics for Media Publishers

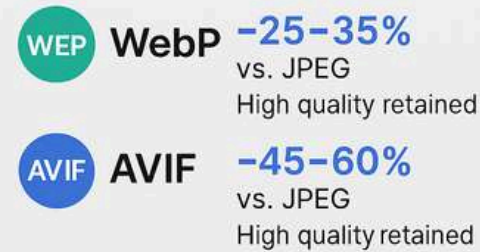


**Smart Caching + Purging +
Auto-scaling Infra**

Performance

Image Optimization: Savings & Cost Impact

Compression Savings



Dynamic Resizing & Caching

- Generate and deliver optimized sizes
 - Cache on CDN, not on storage
- Bandwidth savings
-30–60% per image delivered

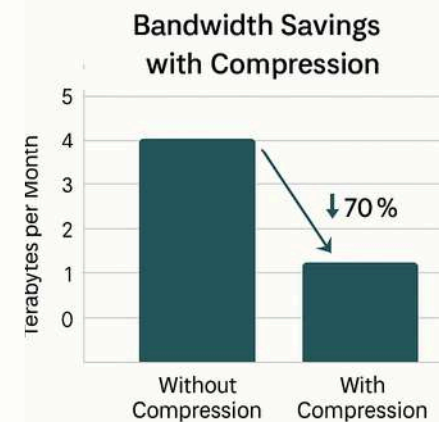
-400–800 ms

Lower LCP

Faster page loads, improved SEO & UX

Text Compression:

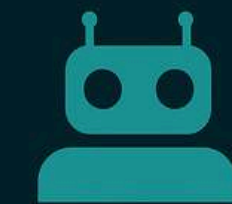
Lower Egress Costs, Faster Load Times



**Image & Media Optimization +
Text Compression**

Cost

Bot Traffic vs Human Traffic – The Hidden Cost Factor



40%–60%
BOT TRAFFIC

GLOBAL ESTIMATE
Bad bots make up
25% – 35% of traffic,
rising each year



40%–60%
HUMAN TRAFFIC

INDIA ESTIMATE
Media sites in India see
>50% of traffic from bots

Cost Impact

Bots degrade cache hit ratios,
inflate CDN and bandwidth costs

**Better Bot Protection → Save
Bandwidth**

Solving by **streamlining your content journey**

Content Ideation

AI led* ✨ **Creation*

AI led* ✨ **Distribution*

Engagement

Monetization

Analytics

AI magic?

AI-LED CONTENT CREATION

Few Suggestion

Write a summary for this content to attract more views

Rephrase this summary and optimize it for SEO

Shorten this summary

Expand this summary

Explain Your Thought

Describe your content idea here for AI-generated suggestions

Select Tone

Professional

Generate

AI CONTENT & SEO CO-PILOT

AI INTERNAL LINKING

File Edit View Insert Format Tools Table Help

Paragraph B I Link Image Video Table

Paragraph

...revolutionised the way **Businesses market** there...

1998/11/business-marketing-understand-what-customers-value

Add Link

digital marketing has revolutionised

/market /seo-digital-marketin

AI Internal Linking

1998/11/business-marketing-understand-what-customers-value

Add Link

1998/11/business-marketing-understand-what-customers-value

Add Link

SEO Warnings

9 Pending Seo Warnings

AI BASED LOCALISATION

Publication Language

Choose languages for effective audience reach

Distribute Your Content On Sister Site

Cross promote your content on your other online properties

Select Website*

Publive (https://tamil.thepublive.com/)

Select Language To Translate In To

Tamil (Default)

Tamil

Hindi

Punjabi

Telugu

Cancel Distribute On Sister Site

AI magic?

AI-LED CONTENT DISTRIBUTION

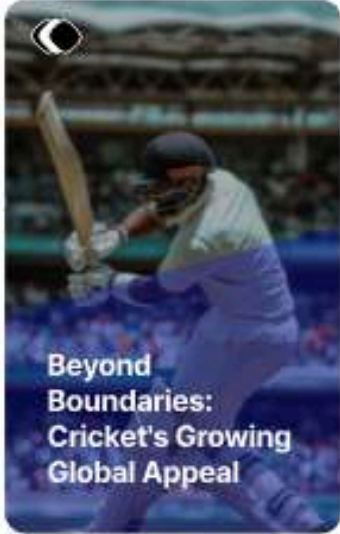
Web Story Details

Preview

Publish

Cover Preview

Edit



Beyond Boundaries: Cricket's Growing Global Appeal

Title (Optional)

Beyond Boundaries: Cricket's Growing Global Appeal

80 Characters

Description (Optional)

"Beyond Boundaries: Cricket's Growing Global Appeal" explores how cricket is transcending its traditional borders, captivating new audiences worldwide, and evolving into a truly global sport phenomenon.

300 Characters

Permalink

https://demo.thepublish.com/testing/blog/internet-marketing-e-marketing-web-marketing-digital-advertising

300 Characters

Edit Permalink

Web Story Properties

Permalink

https://thepublish.com

Edit Permalink

Select Primary Category*

Select Type

Select Additional Category (Optional)

Select Type

Select Tags

Select Type

Credits

Aseem shah

Custom Date (For backdating content)

2020-11-08

Create Ai Web Story

Distribute Post

Edit Permalink

Unpublish

Delete

**AI CONTENT REPURPOSING TO DIFF
CONTENT FORMATS**

Share On Facebook

Distribute

Reach your audience on the world's largest social network.

Share On X (Twitter)

Distribute

Engage with your followers on the real time social platform.

Send Newsletter

Cancel

Newsletter Details

Distribute

Choose Recipients

All subscribers

OR

Select Newsletter Group

OR

Select Email

Send

Send

Share On LinkedIn

Distribute

Showcase your expertise and connect with professional

Send Newsletter

Cancel

Newsletter Details

Distribute

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100+ Enterprise Content platforms



Success Stories



3x Growth within 45 days of Migration → 7x after 1.5 yrs



Date of Migration

***Started with Indian Express Tamil
Expanded with Indian Express
Malayalam, Financial Express
Hindi, and Indian Express Bengali.***

During this short period, we have seen growth and stabilise (less volatility) our traffic. We are hopeful that these positive outcomes will grow further. I look forward to the continued success of our collaboration.

Sanjay Sindhvani, CEO, IE Online

[Link to Full Case Study](#)

Success Stories



48%

MoM Growth in
Discover Clicks



155x

Growth in
Discover Clicks



76%

Traffic Growth



7.3x

Traffic Growth

[Link to all case studies](#)

Hear from our clients

I am happy to express my satisfaction with our collaboration with Publive. Since joining forces, we have seen an initial spike in our engagement metrics and overall audience reach. During this short period, we have seen growth and stabilize (less volatility) our traffic. We are hopeful that these positive outcomes will grow further. I look forward to the continued success of our collaboration.



Sanjay Sindhvani
CEO



We've experienced a significant increase in page views and unique visitors. The Publive team has been supportive since day one. The platform has helped us eliminate website backend concerns and focus entirely on content. It provides all the necessary integrated tools for running the publication.



Deepak Chauhan
Founder



Working with Publive has been a great experience. Their team seamlessly took over the management of our website, ensuring a smooth and efficient transition. Since migrating to their platform we've seen significant improvements with optimized user experience, faster load times and increased user retention. They are always responsive, proactive and dedicated to finding the best solutions. We're excited about this partnership and look forward to achieving even greater success together.



Rachita Kapoor
Brand & Marketing Strategist



Publive stands out as a secure and user-friendly platform tailored for digital publishers. In just six months, it has remarkably amplified our website traffic. The product offerings from Publive, spanning a comprehensive newsletter feature, adept advertisement management, and swift responsiveness to inquiries, solidify its standing as a dependable solution for content teams



Rashmi Pratap
Founder



In Publive, we have discovered an invaluable ally for both technological and business advancements. Such comprehensive support is particularly beneficial for small to medium-scale news platforms, enabling them to concentrate on editorial content. The Publive product encompasses all essential elements for a news platform, featuring a lightweight, user-friendly design that is both simple to navigate and consume.



Niraj Sharma
Founder & Editor In Chief



Publive provides us with CMS and backend tech services, and they played a crucial role in increasing our website's traffic multifold. By optimizing the backend infrastructure and implementing a user-friendly CMS, Publive enabled our website to load faster, deliver a seamless user experience, and rank higher in search engine results.



Bhuwan Bhatt
Chief Business Officer



Right Platform (DXP) = Speed + Control + Savings

*Don't choose what worked yesterday.
Choose what lets you grow tomorrow.*

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