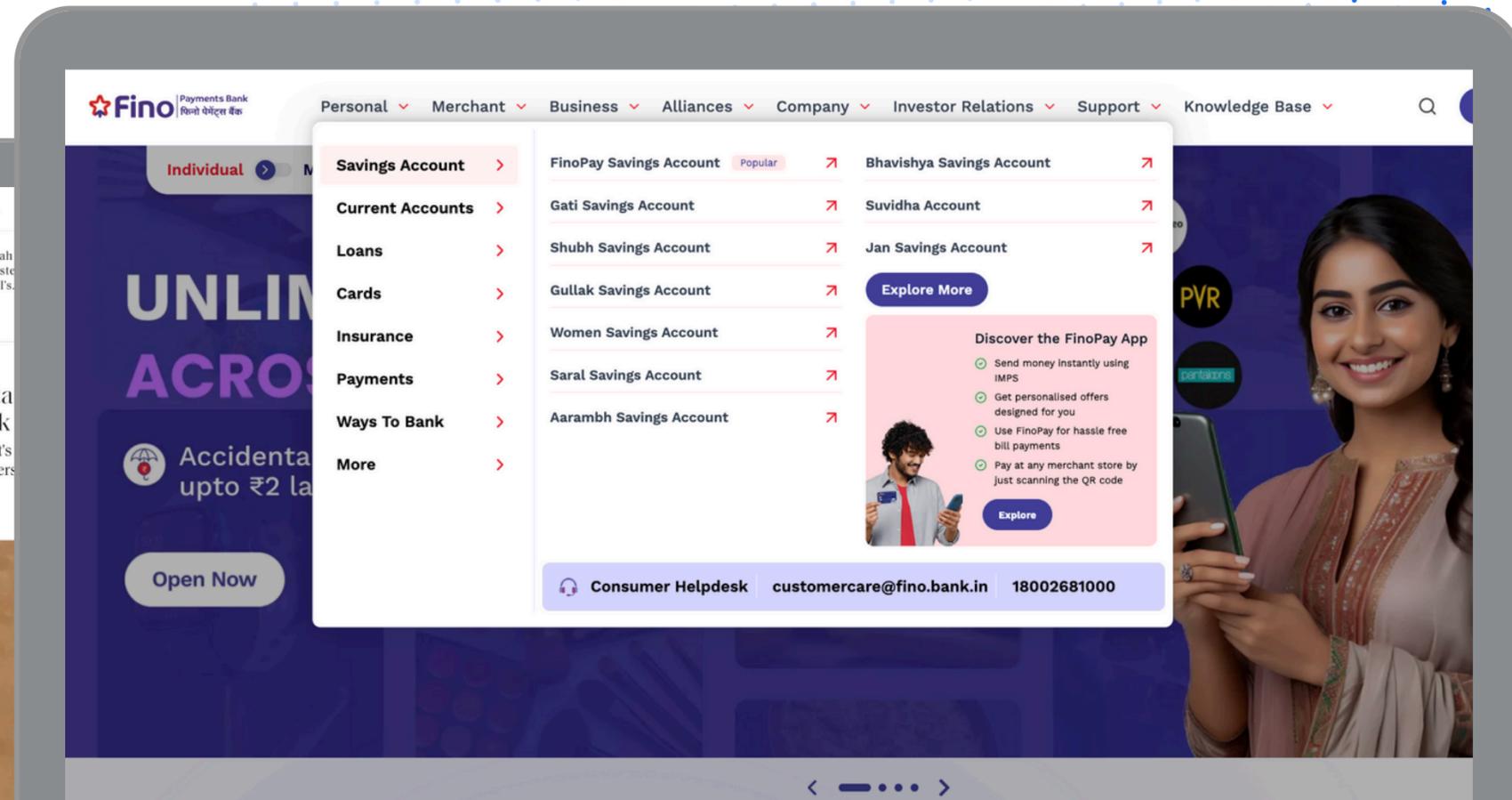
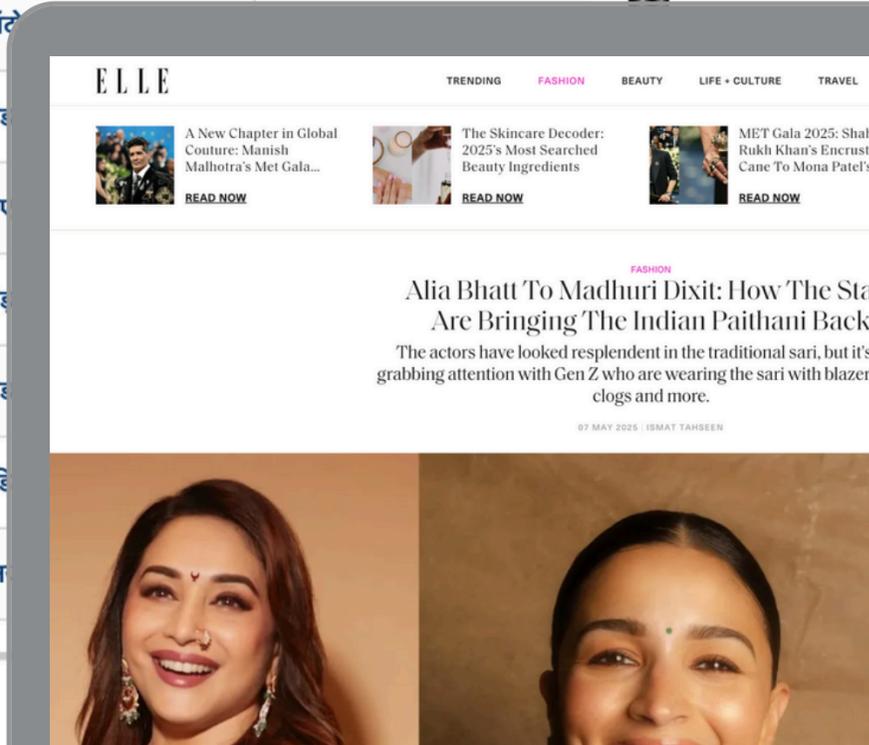




The AI-First Platform (DXP) that transforms websites into **powerful, Digital-first** Experiences.





The Challenge – Digital Content Industry

High Pressure. Low Margin for Error

Rising Compliances **Rising AI led Discovery**

Infra Costs because of surge in **Crawling**

Generative AI based

Changing formats

content creation **Failing CWV**

evolving content **distribution**

Poor site performance

Slow Publishing cycles

Disintegrated journey



Our Edge

Superior **Digital 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



Agility

Performance

Cost



The screenshot displays the Publive dashboard with a 'Content Warnings' section showing 10 pending warnings and a 30% score. A 'Suggestions' panel is open, listing integrations for Facebook, LinkedIn, X (Twitter), and YouTube. A 'Need Help?' button is visible. Below the suggestions, there are warnings for 'Featured Image Missing' and 'Tags : Marketing Digital Market not present in content' with an 'AI Fix' button.

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

The screenshot shows the 'Integrations' page with categories: Analytics (Google Analytics 4, Google Search Console, Hotjar, Microsoft Clarity), Social (Facebook, LinkedIn, X (Twitter), YouTube), E-Commerce (Razorpay), Survey (Typeform), and Automation (Zapier). Each integration card includes a 'Connect' or 'Disconnect' button and a 'How does it work?' link.

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

The screenshot shows a dashboard for social media distribution. Overlaid on the dashboard are several blue rounded rectangular buttons with white text and icons, representing different distribution channels: Dailyhunt, Sister Site, LinkedIn, Google, Jio, Distribute Posts, Facebook, X, Flip board, and Push Notification.

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

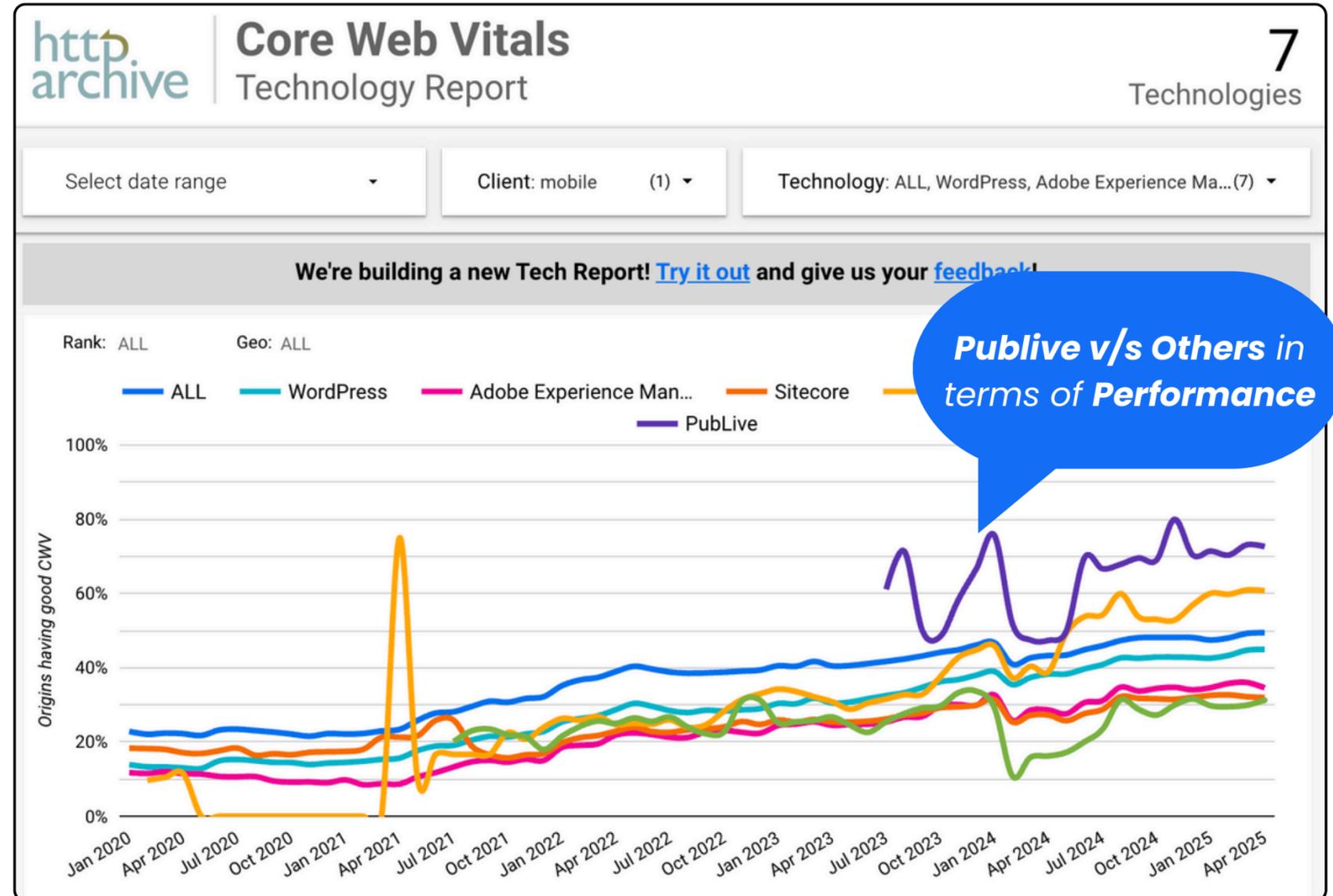
Core Web Vitals optimization

Quick **Server response times**

Structured **schema**

70%+

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





Agility

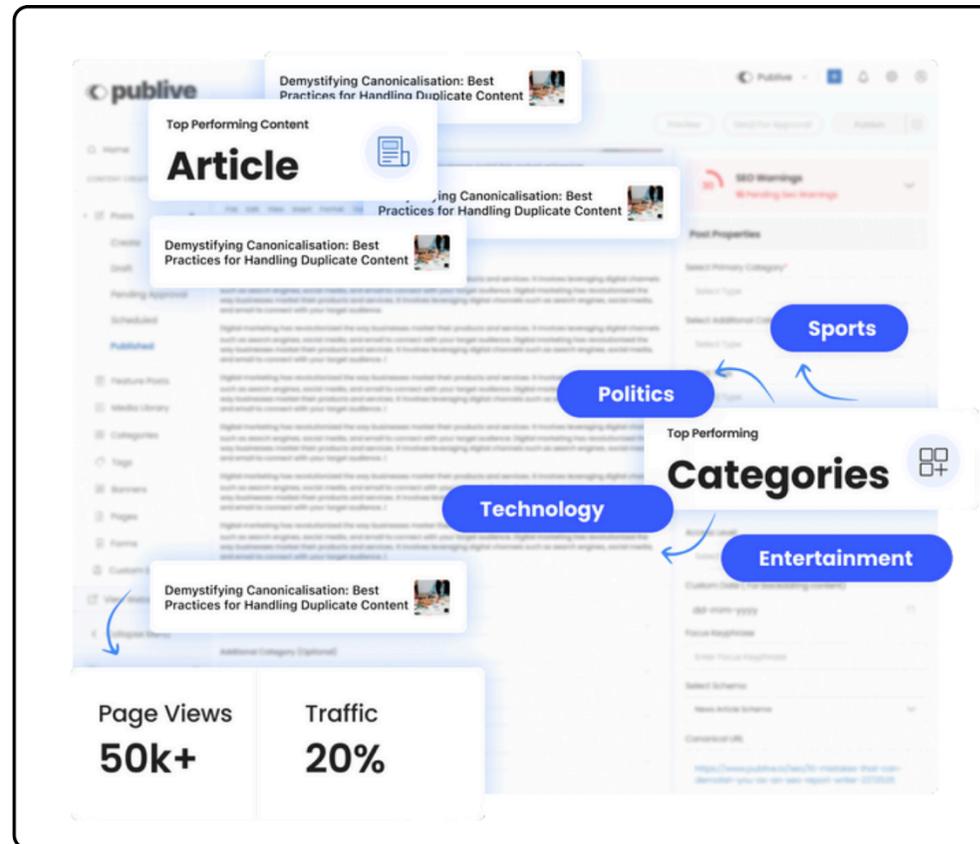


Performance



Cost

Enterprise-level Content Analytics



Real time insights through GA & GSC Connectors



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



Agility

Performance

Cost



Cache Metrics for Media Publishers

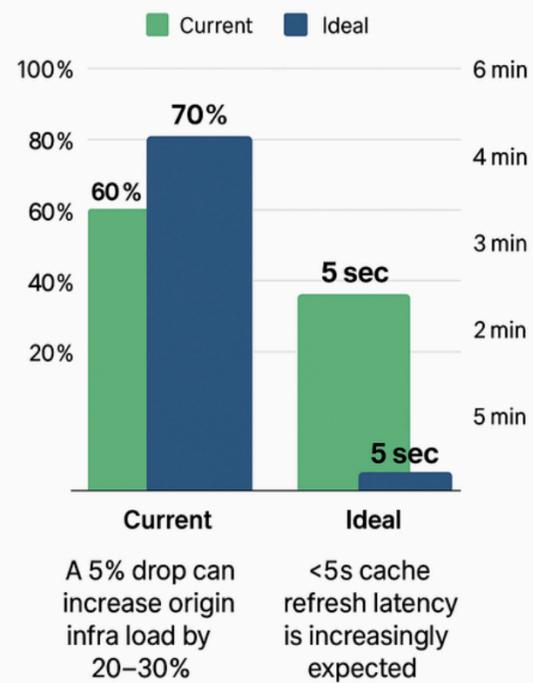


Image Optimization: Savings & Cost Impact

Compression Savings

- WebP** -25-35% vs. JPEG
High quality retained
- AVIF** -45-60% vs. JPEG
High quality retained

Dynamic Resizing & Caching

- Generate and deliver optimized sizes
- Cache on CDN, not on storage
- 50-80 GB** per 1M images
- Bandwidth savings **-30-60%** per image delivered

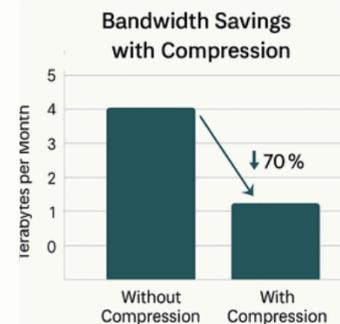
-400-800 ms

Lower LCP

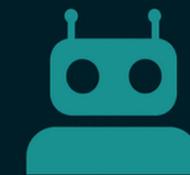
Faster page loads, improved SEO & UX

Text Compression:

Lower Egress Costs, Faster Load Times



Bot Traffic vs Human Traffic – The Hidden Cost Factor



40%-60%
BOT TRAFFIC



40%-60%
HUMAN TRAFFIC

GLOBAL ESTIMATE

Bad bots make up 25% - 35% of traffic, rising each year

INDIA ESTIMATE

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

Cost Impact

Bots degrade cache hit ratios, inflate CDN and bandwidth costs

Smart Caching + Purging + Auto-scaling Infra

www.thepublive.com

Image & Media Optimization + Text Compression

Better Bot Protection → Save Bandwidth

What Publive Delivers



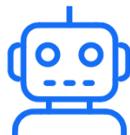
Enterprise-Grade Composable CMS + Hosting



Content Workflows & Governance



Multi-Site, Personalisation & Localisation



AI-Assisted, SEO + GEO Ready Content Engine



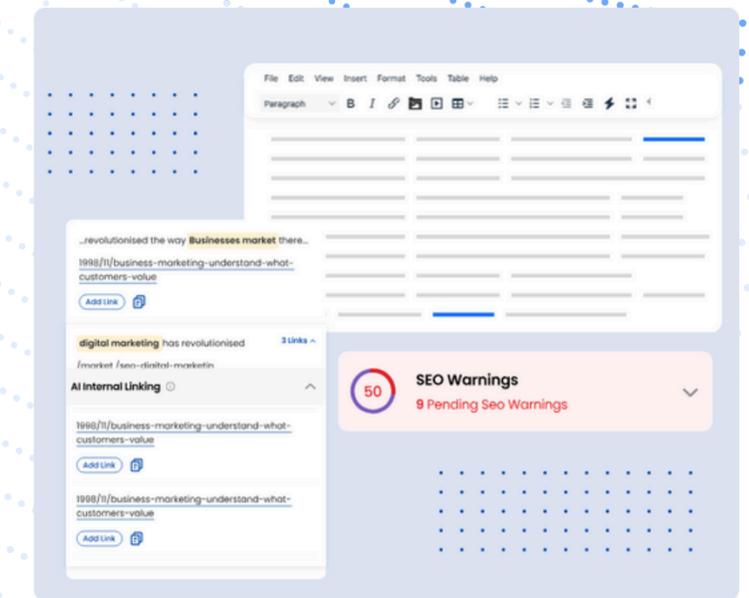
Golden Signals Content Analytics



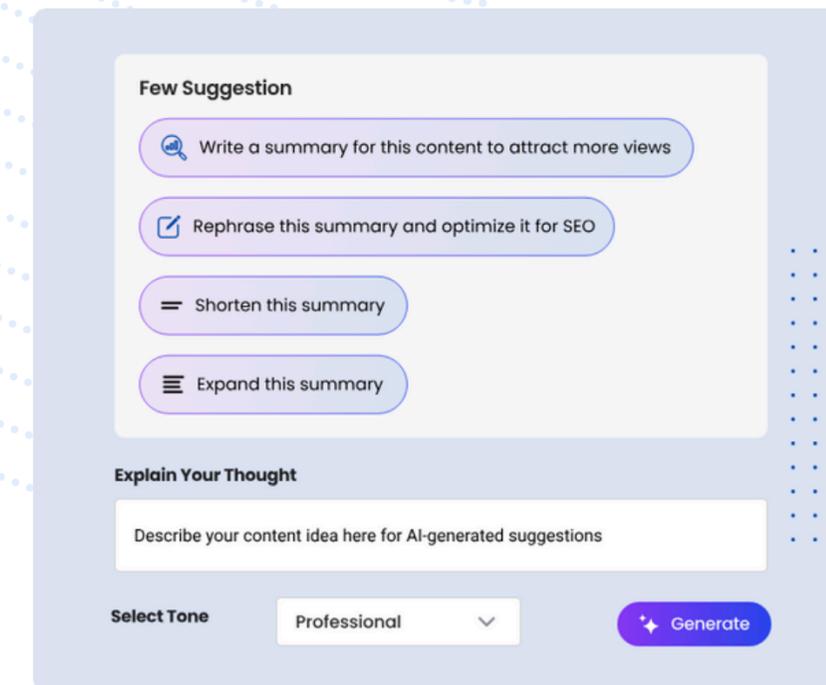
Content Repurposing & Distribution

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.
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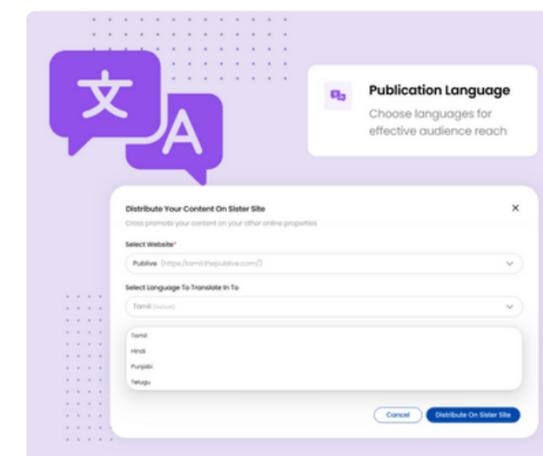
Hybrid CMS – Rapidly launch new brands, languages, and content formats.



AI Internal Linking



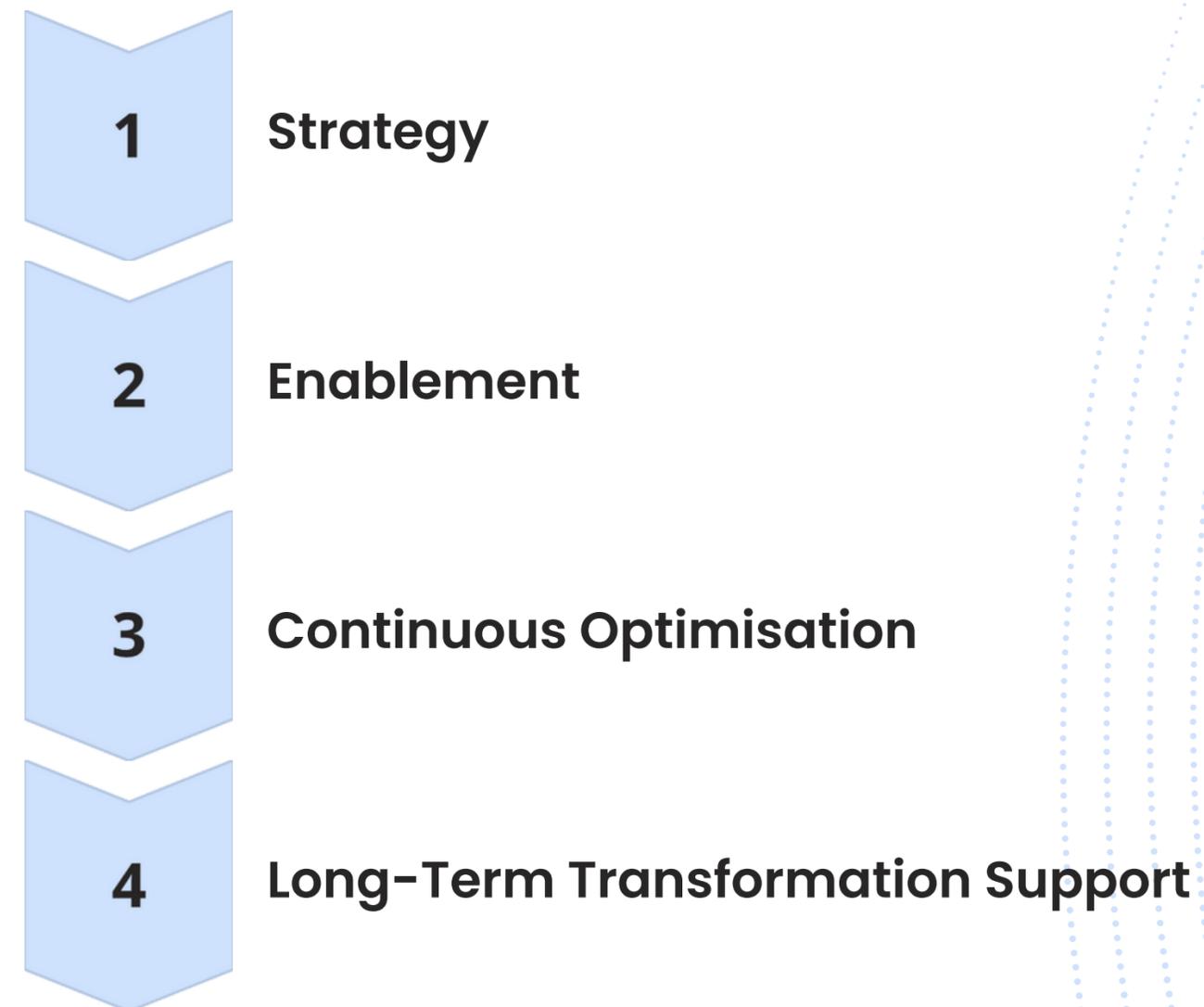
AI Content & SEO Co-pilot



AI based Localisation

Not just a Platform or Agency but a **Platform led Partner**

We act as an **end-to-end digital experience partner**:





Trusted by 150+ Enterprises across the Globe



Best Tech for Media



Best Marketing Startup



Best SaaS Product for Digital Marketing



Content Marketing Tech Vendor/User of the Year



Best Digital Innovation



Best SEO Platform



Media/ Entertainment Startup of the Year



Right Platform (DXP) = Speed + Control + Savings

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

Contact

sales@thepublive.com