ALLOVER

CONNECTING CONTENT AND PLACES

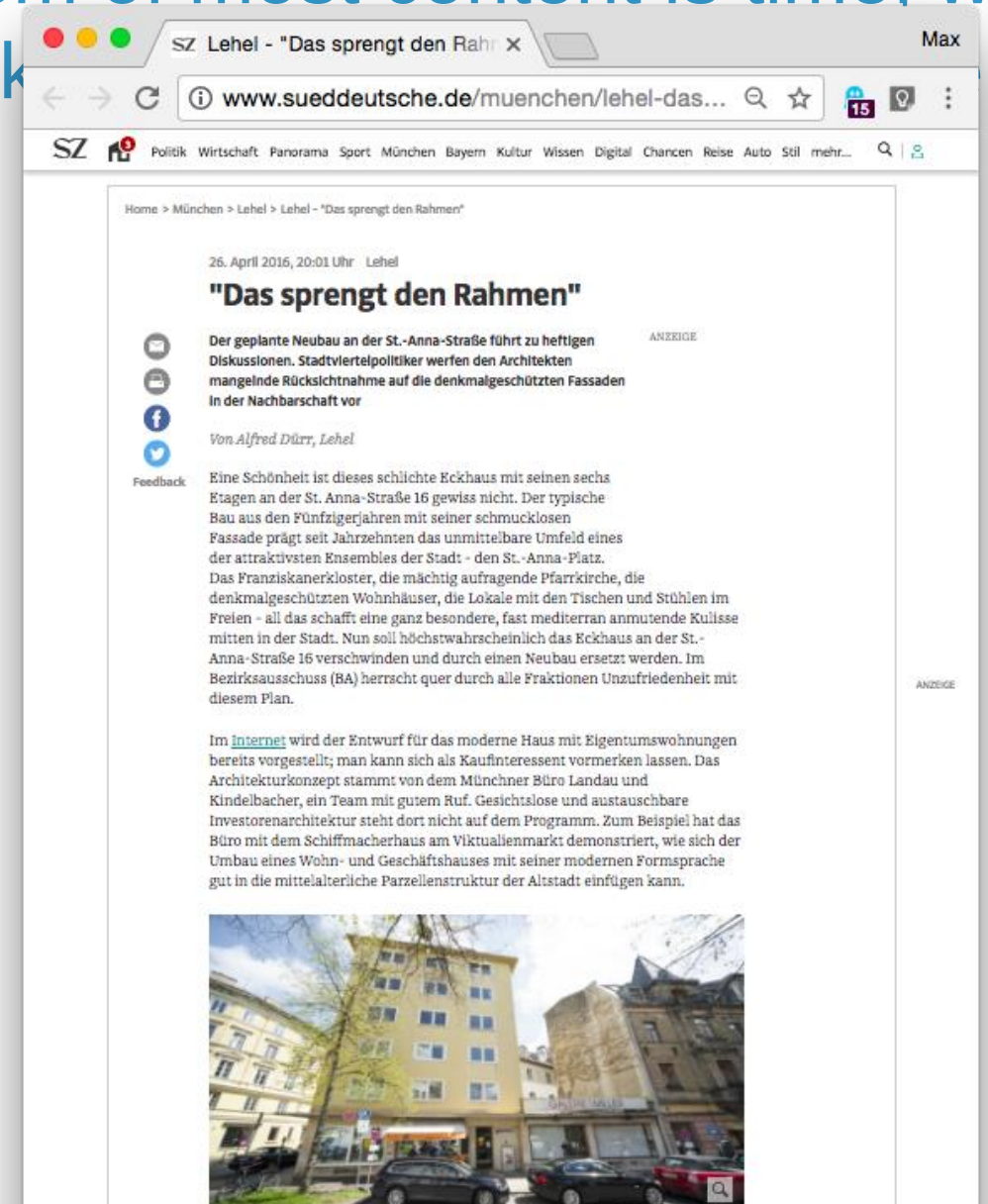
GeoDev Meetup – MAR 2017

INTRO

Have you ever come across a lost treasure to be re-discovered?

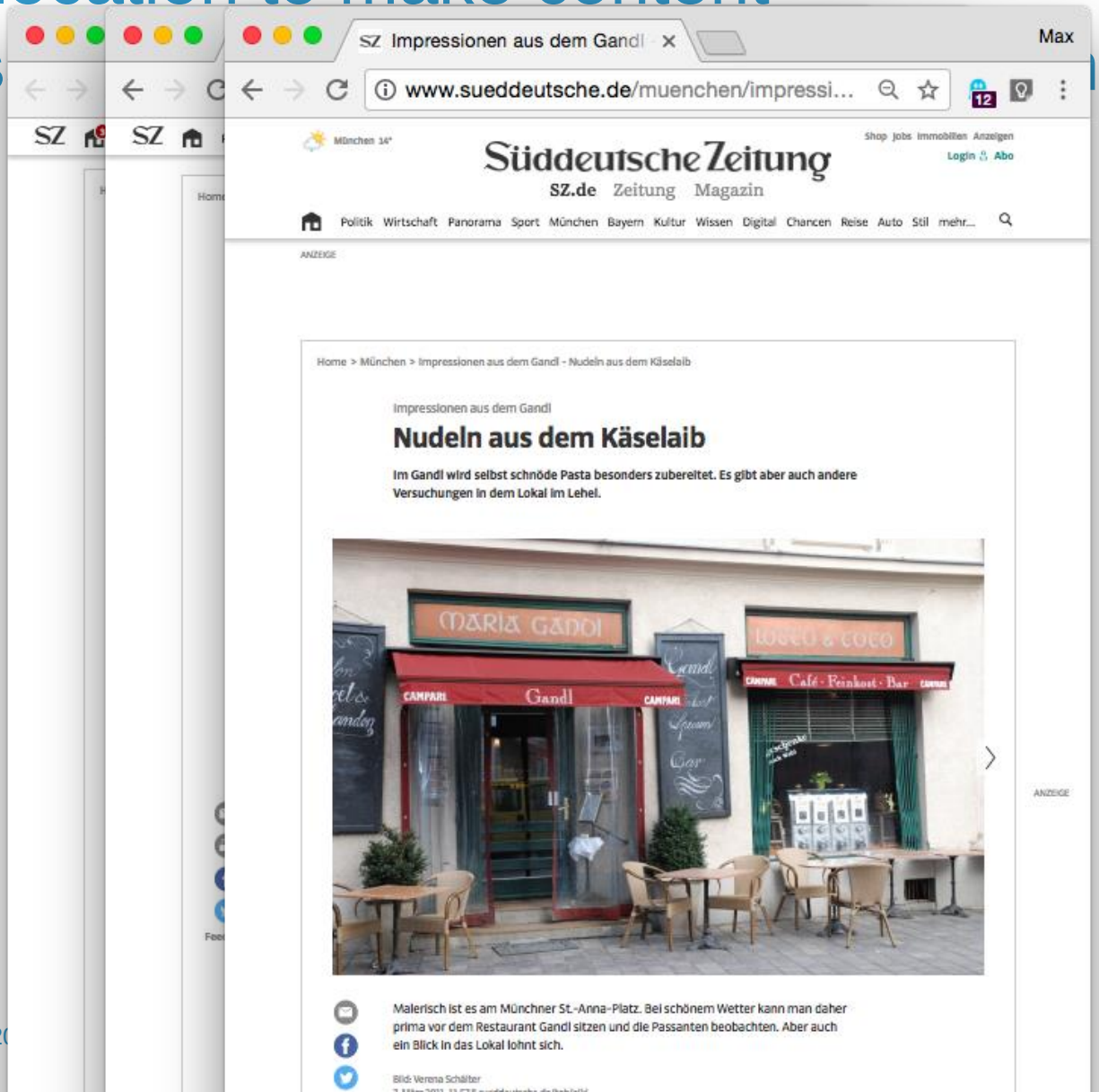
We did about two years ago – and since then have worked on the re-discovery of a precious asset we lose every minute, hour, day

The problem of most content is time, which rapidly mak its value)



02 SOLUTION

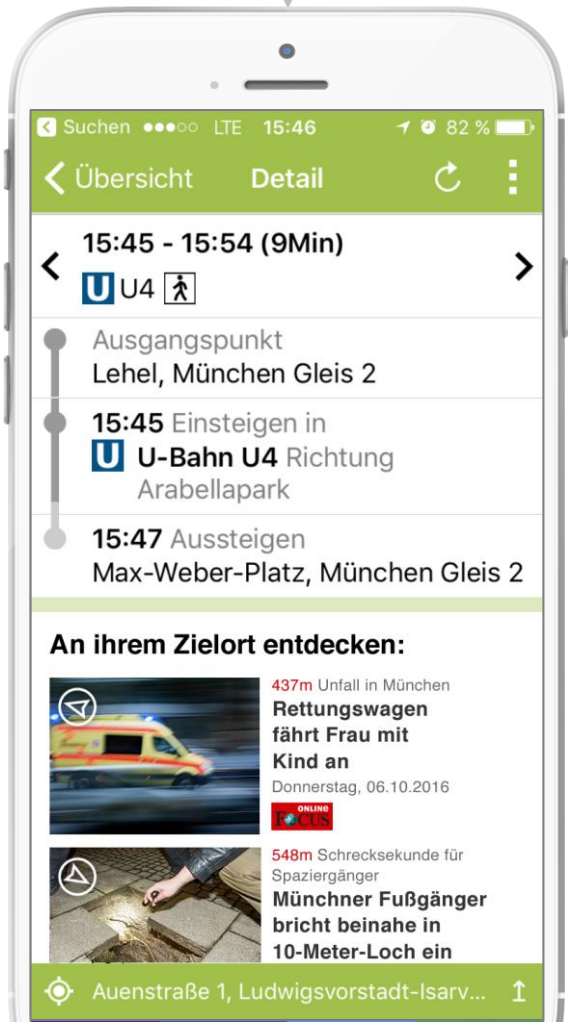
We use location to make content re-acces



03 PRODUCT

We build *Location Content Discovery Widgets* for mobile platforms of Publishers and LB-Services

USERS
Discover content where it's relevant, not just when published
» Motivation: Entertainment



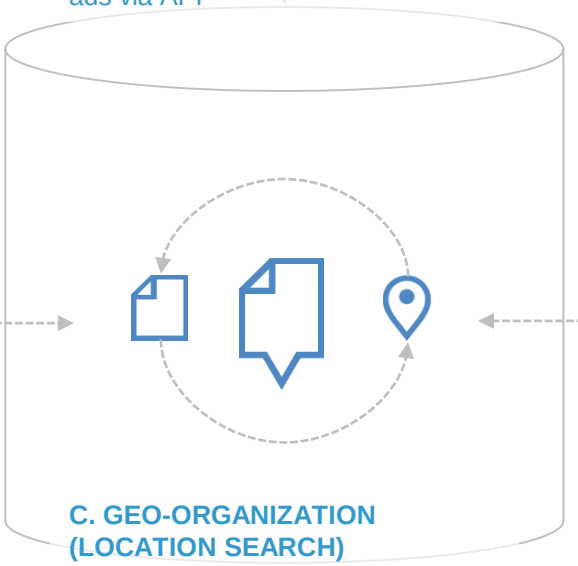
PUBLISHERS
Generate additional reach
(extend monetization windows)

ADVERTISERS
Reach audiences based on location and situation

04 PLATFORM

The asset behind our Widgets is our integrated platform to Geo-Organize and Geo-Distribute content

E. GEO-DISTRIBUTION
Situative distribution of content and ads via API



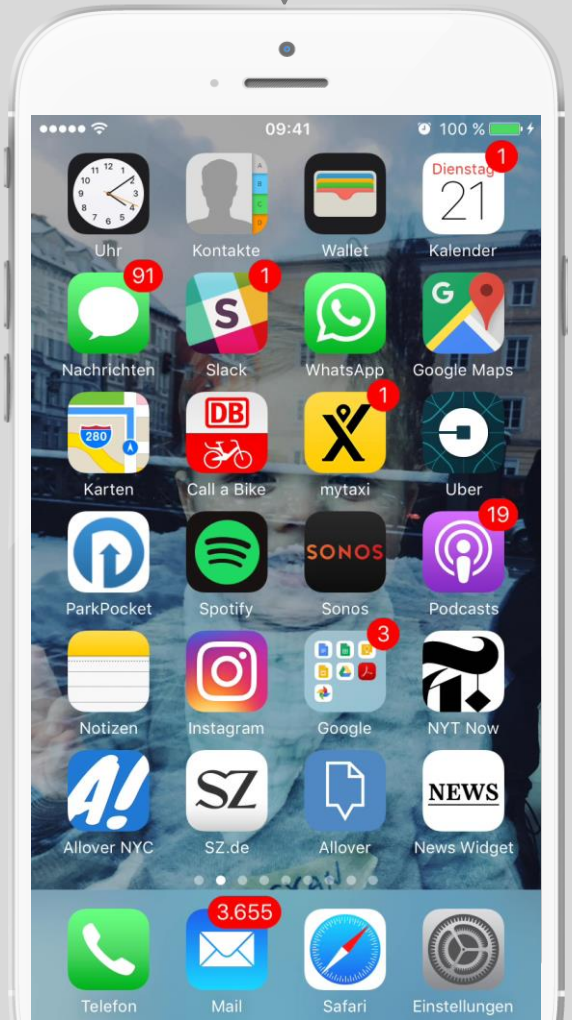
A. CONTENT IMPORT
Detection of content type and velocity

B. LOCATION DB
Continuous merge of data and signals from multiple location sources

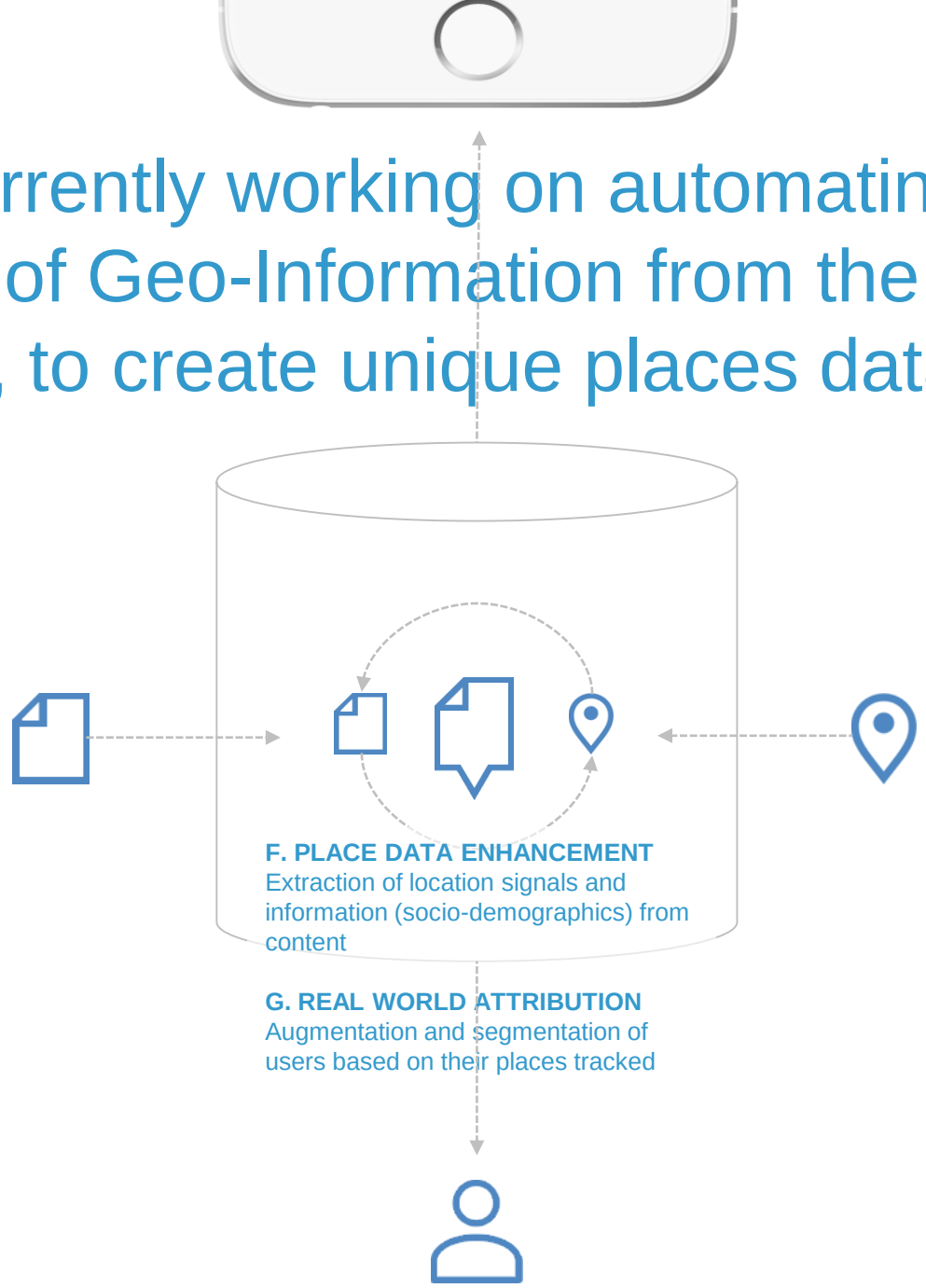
C. GEO-ORGANIZATION (LOCATION SEARCH)
Automated detection, scoring and assignment of locations to content

D. LOCATION CMS
Integrated management and visualization of content and locations assigned

Our platform was originally built to power our owned location content aggregation app



We are currently working on automating the extracting of Geo-Information from the content organized, to create unique places data



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THANK YOU

MAX@ALLOVER.PLACE

Questions?