FUTURE PUBLISHING
A Global Leading eCommerce Content Publisher
THE FUTURE ADVANTAGE
We Understand And Influence Consumers’ Path To Purchase

DISCOVER
Our EDITORIAL EXPERTISE and SEO LEADERSHIP help surface content that informs the purchase decisions of valuable consumers.

ENGAGE
We CONNECT our community through CREDIBLE CONTENT and meaningful EXPERIENCES, empowering them to SHARE.

PURCHASE
We are the NEW STOREFRONT directly driving the purchase of technology products, gaming hardware and software through our proprietary eCommerce engine - Hawk.
SEO LEADERSHIP
The #1 Destination For In-Market Tech & Gaming Buyers

Our editorial expertise and definitive SEO leadership helps surface content that informs the purchase decisions of influential consumers.

- Future’s websites ranks **TOP 3** in 80% of gaming and tech search terms including: reviews, news and ‘best of’ lists.
- **65%** of all traffic comes from SEO. For sites like TechRadar this is as high as 84%.

**Future’s sites rank #1 in organic search results for tech, gaming & creative news and reviews including:**
- best phones, best smartphone, best laptops, best computers, best headphones, best TV, best running headphones, iPhone 7S, iPhone 8 release, Samsung Galaxy S7 review, Samsung S8, Samsung Galaxy S8 review, best games 2017, best PS4 games, best Xbox One games...

Source: Google Search Rankings 2017; Google Analytics Q1 2017
SEO LEADERSHIP
Up-To-Date And Consistently On The Top

TechRadar.com was the **#1 organic search result** for Samsung Galaxy S9 pre-reveal and #2 below Samsung’s own site post-reveal.

TechRadar is the **#1 organic search result** for best laptops.

Source: Google Search Rankings 2018
ENGAGEMENT
Specialised Content

- **Buying Guides**: Educating audiences on the latest products available and helping them choose the right ones based on their needs.
- **Reviews**: Delivering expert, in-depth reviews on each product’s features, benefits and performance.
- **How To**: Sharing top tips and advice to get the most out of various products.

**PAGE DEPTH**
- 3 average pages per session
- 31% of users that continue their journey, visit 5 or more pages

**Dwell Time**
- 2 min 31 sec average dwell time

**Influential**
- 3 in every 5 of our audience say that product reviews have a major influence on their purchasing decisions
In 2013, we identified a gap in the affiliate advertising market, and the need for consumers to access a relevant and seamless experience. We developed Hawk, an automated system that:

- Downloads, stores and serves millions of products from affiliate feeds
- Allows the most up-to-date prices and links to be served against articles in the form of price comparison widgets
- Optimised for technology products globally and scalable for new product verticals
- Strong article match rates and conversions
Hawk is unique as it has been developed within a publishing environment. Hawk merges both our technological and editorial expertise to provide a unique and integrated eCommerce platform.

We have a global eCommerce team of 20, including developers, UX experts, an Editor In Chief of eCommerce, and a board member responsible solely for eCommerce.

What makes it special?
- It’s an integrated part of the CMS, so loads at the same time as content.
- Optimised UX for each individual page and retail category, and is built to serve our users.
- It can detect and counter ad blocking.
- Geo & device targeted.
- Yields advanced data analytics that we use to power further improvements.
- Our editorial teams use Hawk results to determine content strategy.
- Compares 1000s of prices across 250m+ products on a daily basis.
- Drives 5000 Transactions A Day.
OPTIMISED & RESPONSIVE

12 widgets available in the Hawk catalogue, ranging from comparison engines through to automated deep links

1. Dell XPS 13

Dell's latest Ultrabook is simply the best laptop in the world


- Gorgeous bezelless display
- Faster than ever
- Lightweight, compact frame

The Dell XPS 13 is, bar none, the best laptop you can buy today. It features a revolutionary design that is astonishingly thin and light. Fitting a 13.3-inch screen into such a small frame means Dell has created a nearly borderless Infinity display. It’s a powerful and long-lasting machine even by today’s Ultrabook standards. The XPS 13 comes outfitted with Intel’s latest Skylake processors plus lighting, quick storage and memory, all while coming in at a very affordable starting price. For these reasons, it easily takes the top spot as the best Ultrabook, the best Windows laptop and the best overall laptop.
HAWK SUCCESS
2017 Overview

$210m+
Total Revenue Generated Through Hawk in 2017

3.3m+
Clicks Sent A Month Through Hawk

$574k+
Product sales per day

Black Friday 2017

$33m
Worth of Product Sales during Black Friday 2017

250k
Transactions over the Black Friday period

60.8m
Total Page Views during Black Friday 2017

Source: Future eCommerce Data 2017
HAWK SUCCESS
2017 Breakdown

$42m
Of Mobile Phones, Contracts And Sim Only Sales

$82m
Of Consumer & Business Laptops & Tablets Sales

$10m
Of TV And Audio Sales

$46m
Of Consoles, Pc Hardware And Games Sales

$1.4m
In Home, Kitchen And Garden Sales

$29m
In Fitness And Wearables Sales

Source: Future eCommerce Data 2017
PARTNER WITH FUTURE

Increased Exposure Opportunities
OPTION 1: CPA INCREASE
Merchant Preference Score Increase and Further Curation

Merchant Preference Score Increase:

Hawk Ranking Algorithm:

**Consideration 1:** Product on page is matched to 1000s of advertiser datafeeds. Anything with 90%+ match accuracy is put forward

**Consideration 2:** Hawk ranks all matched products in order of lowest price first

**Consideration 3:** When pricing is equal ranking depends on Merchant Preference Score (MPS). MPS is made up of a calculation of Conversion rate, CTR and CPA

Increasing your CPA will automatically increase your preference score ensuring your listing ranks higher on relevant pages

Further Curation:

Currently Hawk automatically pulls products and details through from datafeeds, however datafeeds are never an exact science.

We will dedicate a minimum of 2 days resource on curation to ensure your products are more likely to match at a higher rate where relevant, therefore increasing potential exposure (Consideration 1)
CPA INCREASE: ADVERTISER X’S PERFORMANCE

Advertiser X’s revenue performance after MPS increase and curation

+1% CPA increase: MPS boosted and curation begins

+2% CPA increase: MPS boosted further and curation optimised

+2% CPA increase: MPS increase remains and curation optimised further
OPTION 2: BESPOKE OFFER & CPA INCREASE

Full Exposure Package

**Backend:**
- Merchant Preference Score increase
- Further retailer and product curation

**Marketing Support:**
- Newsletter
- Social Posts (Facebook, Twitter)

**Editorial:**
- Bespoke editorial articles (Dependent on deal value)
- Inclusion in Deals articles
- Top position placements in deals content (dependant on deal value)
- Offer callouts and additional information
OPTION 3: SPONSORED POSTS

We can run advertorial pieces regarding your brand or products across our sites for a fixed fee of £5000. A link to the article appears in 1 of 3 centre boxes on the homepage.

Each Article:

- Remains on the homepage for 7 days, is then archived but still live and searchable
- Can be written to brief
- Is written by the staff of its website, maintaining a consistent tone

We then promote this article through a paid Facebook campaign to drive high traffic volume alongside organic promotion across our Facebook, Twitter and newsletter channels.
STASTISTICS
Newsletter Subscribers & Social Media

580k Facebook Fans
200k Twitter Followers
128k Newsletter Subscribers

N/A Facebook Fans
11.4k Twitter Followers
12k Newsletter Subscribers

179k Facebook Fans
84.1k Twitter Followers
63k Newsletter Subscribers

3.85m Facebook Fans
1.98m Twitter Followers
23.8k Newsletter Subscribers

1.36m Facebook Fans
1.03k Twitter Followers
27.7k Newsletter Subscribers

Source: Social Media 2017; Future Newsletter Stats 2016
At Future, we deliver strong results for our partners through a simple formula: clever ideas underpinned by insights, which engage passionate audiences and communities.

For more information about our products or partnership opportunities, please get in touch.

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