



Echobox

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The Echobox Factsheet

The most powerful social media platform for publishers

Join over 800 leading publishers on Echobox

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Intelligent social media publishing tailored to your audience



“Since using Echobox we’ve seen a major upswing in our traffic and saved valuable time.”
- Le Figaro, Top 3 French Daily Newspaper

- 1 The only artificial intelligence solution tailor-made for your publication,** Echobox maximizes traffic and revenue from Facebook, Twitter, Instagram and LinkedIn.
- 2 Proven and refined over seven years,** Echobox is the **social media scheduling and automation platform** of choice for more than 800 leading publishers worldwide.
- 3 With Echobox you have your own custom artificial intelligence solution that continuously learns from your content and data.** By ensuring you share the right articles with the right audience at the optimal time, Echobox grows your audience and increases productivity.



AUGMENT

Used by thousands of social media editors every day, Echobox continuously analyzes your published website content to predict virality - so you can post less but deliver more traffic.



AUTOMATE

Speed up your workflow by using artificial intelligence to automate some or all of your social media sharing. Trained off 245 million data points, Echobox’s sophisticated algorithms drive reach and unlock time-savings.

+36%

average pageviews growth

2-4 hrs

saved each day for a typical user

800

publishers in 50 countries

Publishers using Echobox include

Newsweek **Le Monde** **The Guardian** **The Telegraph**  **South China Morning Post**
THE BUSINESS TIMES **H E A R S T** **VOGUE** **Handelsblatt**

Why choose Echobox?



“The A/B testing tools are amazing, and are increasing our clickthrough rates already.”

- US Regional Daily Newspaper

Built from the ground up for media and publishing organisations

- ✓ A single, streamlined interface for all your accounts with a simple workflow
- ✓ Automatically generated posts for your best content
- ✓ Automatic classification of breaking news and evergreen content
- ✓ Write share messages and headlines from your own CMS
- ✓ Algorithms select the best time and frequency for your posts

REQUEST A DEMO

echobox.com/contact-sales

sales@echobox.com

FOLLOW US



- ✓ **Mitigate Facebook algorithm changes.** Echobox constantly monitors changes to Facebook's Newsfeed so our users are the least affected
- ✓ **Unique to your audience.** Every audience is different, so Echobox learns from your content, your readers and your social pages so it is uniquely powerful
- ✓ **Perfect timing decisions.** Echobox has an unrivalled understanding of Facebook - based on almost a million posts made every month
- ✓ **Night-time and weekend posting.** Schedule posting at optimal times over weekends and nights or have Echobox select and post content automatically
- ✓ **A/B Testing.** Get to know your audience even better. Test two variations of the same post to increase CTR by an average of 20%



Echobox is used by **800+ national and regional news, magazine, TV and radio publishers** in 50 countries across the Americas, Europe, Asia-Pacific, Africa and the Middle East.

Publishers using Echobox include

CONDÉ NAST

EDeconomíaDigital

TimeOut

sport1

NewScientist

Clarín

DERSTANDARD

INDEPENDENT