

INTRODUCING FIRST PARTY "DWELL" DATA

Smarter Insights. Stronger Connections. Better Results.

WHAT IS DWELL DATA?



Dwell Data measures the time readers spend actively engaging with your content – **100% First Party and privacy-safe.**

YOU SEE:

- ✓ How long content holds attention
- ✓ Which articles drive the most engagement
- ✓ Who clicks on each advertisement
- ✓ Deeper, more meaningful audience insights

+ LINK CLICK INTELLIGENCE



Know exactly which readers click which links – editorial, advertiser, or affiliate – and identify your most intent-driven readers by name.

Who **What**
CLICKED LINK

WHY IT'S A GAMECHANGER



DEEPER
INSIGHTS



PRIVACY-FIRST



BETTER
DECISIONS



LINK CLICK
TRACKING



STRONGER
RELATIONSHIPS



PROVE YOUR
IMPACT

NEW: ADVERTISER LEAD QUALIFICATION

1

IDENTIFY

Readers who spend meaningful time on your advertisers' sponsored content – articles, pages, and brand integrations.

2

QUALIFY

Filters readers by dwell depth, link clicks, and return visits – identifying genuine interest and purchase intent.

3

DELIVER

Verified, first-party qualified leads to share directly with your advertisers. Real names. Real intent. Real results.

THIS IS THE FUTURE OF ENGAGEMENT.

eMagazines



LET'S BUILD WHAT'S NEXT. TOGETHER.