



CROMA

A content distribution analytics platform for news publishers



STARTUPS FOR NEWS
FINALIST 2017
croma.io

..... **SECOND TIME FOUNDERS**



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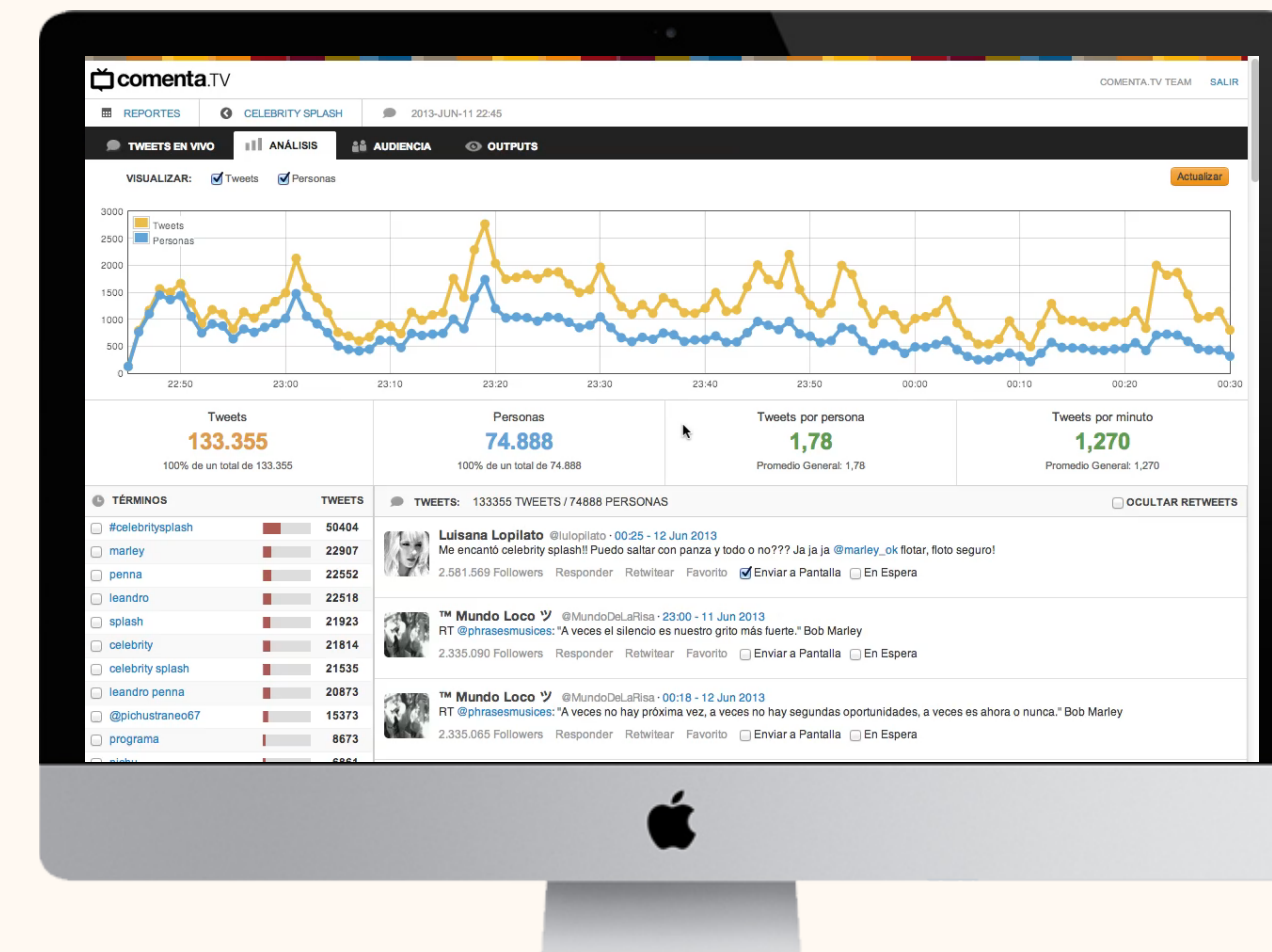
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Advisor



SUCCESSFULL
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IN 2014



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Sections

The Washington Post
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A Chipotle restaurant is closed after yet another foodborne illness outbreak

By [Caitlin Dewey](#) July 18



A Chipotle Mexican Grill employee prepares food in 2015 in Seattle. (Stephen Brashear/AP)

A Chipotle franchise in Sterling, Va., temporarily closed Tuesday morning after receiving multiple reports from customers who said they got sick after eating at the restaurant, sending the chain's stock plummeting 6 percent.

The reports — which were collected on [the crowdsourced early-warning site “I Was Poisoned”](#) — describe severe vomiting, diarrhea and stomach pains contracted in the hours after eating at the Chipotle Mexican Grill at 21031 Tripleseven Rd.

..... **THE PROBLEM**

What Facebook **knows**:

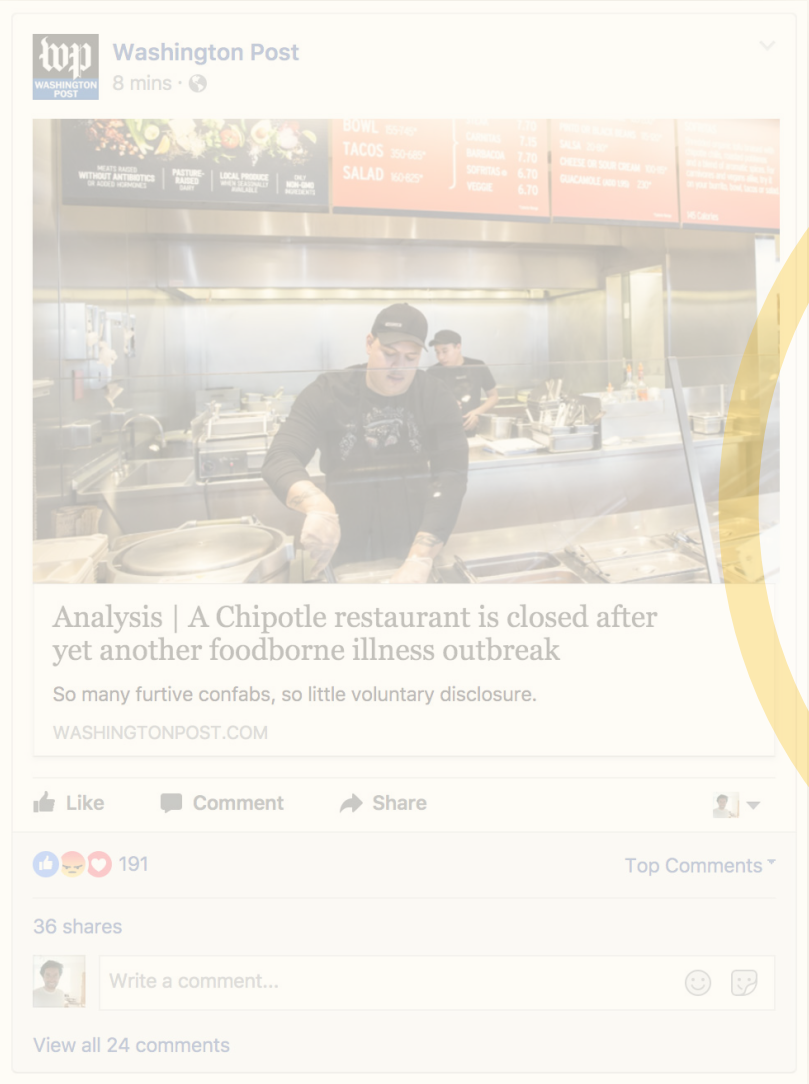
ARTICLE:
4,599
organic shares



VS.

What the publisher **knows**:

POST:
36
shares



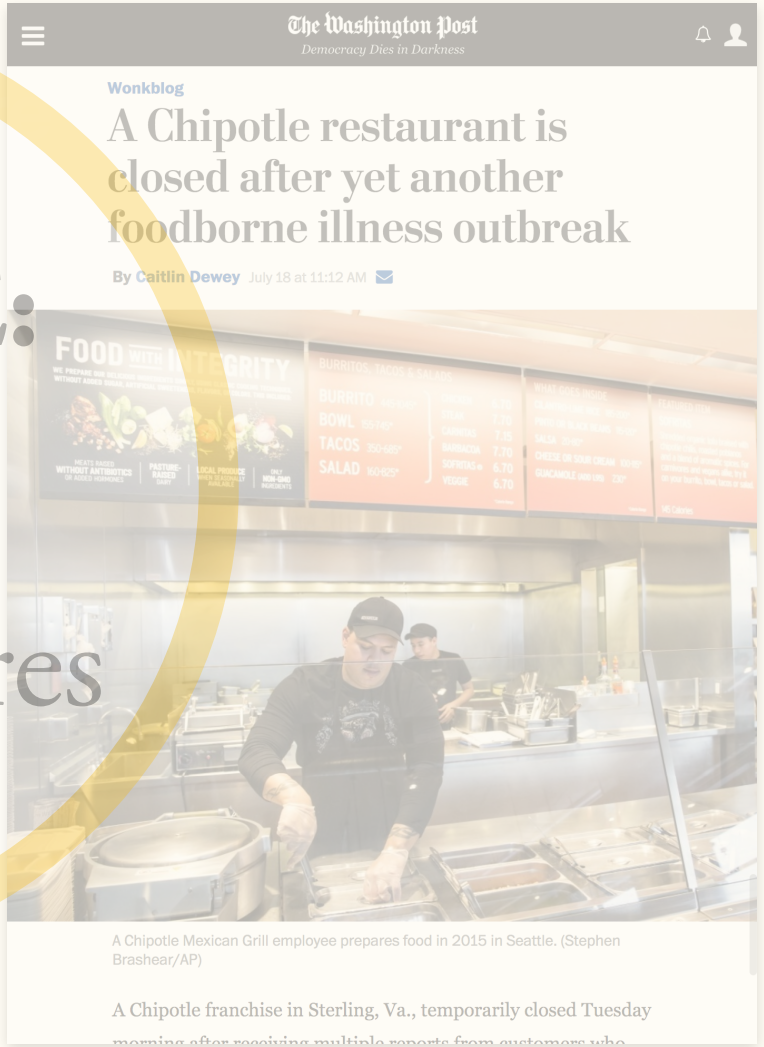
People copy / pasting and organically sharing the **article** url

Only get data from their own posts
(Not the article performance)

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What Facebook **knows**:

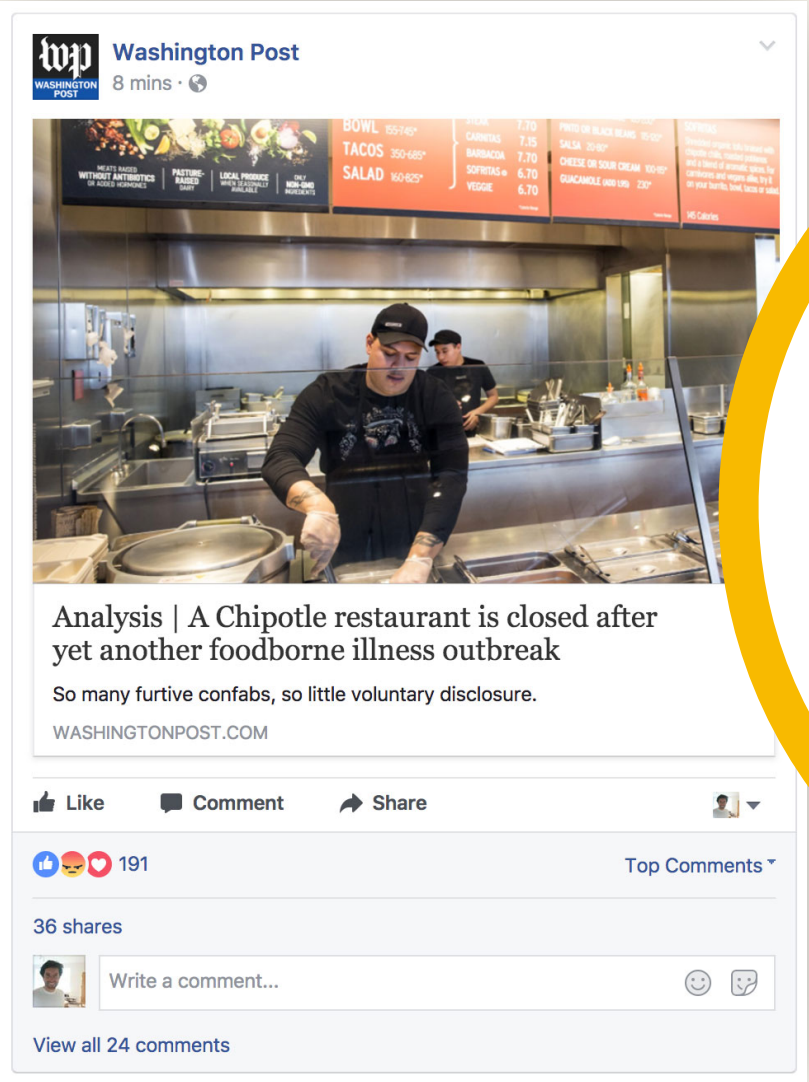
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What Facebook **knows**:

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4,599
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NO ACCESS

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**POST:
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People copy / pasting and organically sharing the **article** url

Only get data from their own posts
(Not the article performance)

THE SOLUTION

We connect the news publisher website with social networks API's to surface their trending web articles.

The screenshot displays the CROMA dashboard interface. On the left is a dark sidebar with navigation options: Home, Compare Publications, All Trending Stories, BBC News (selected), Dashboard, Trending Stories, Top Stories, World, UK, Business, Politics, Health, Education, Science & Environment, Technology, Entertainment, Sport, US & Canada, and London. The main content area shows a list of news stories from BBC News, filtered by 'All content', 'Highest score', and 'Published Today'. The top story is 'Election results 2017: May to finalise cabinet amid DUP talks - BBC News' with 6,978 engagements. Other stories include 'Labour election result not good enough, Chris Leslie says - BBC News' (5,508), 'French Open: Jelena Ostapenko beats Simona Halep to win first Grand Slam' (5,066), 'Election 2017: Was it Facebook wot swung it? - BBC News' (4,758), 'TV Batman actor Adam West dies at 88 - BBC News' (4,641), 'Ex-Top Gear host Richard Hammond injured in crash - BBC News' (2,908), 'Yacht crews rescued after Atlantic storm - BBC News' (2,463), and 'Newspaper headlines: May 'clings on' with 'coalition of crackpots' - BBC News' (2,444). On the right, a detailed view of the top story shows its social media metrics: SCORE 6,978, FACEBOOK 5,604, TWITTER 1,327, and LINKEDIN 48. Below the metrics is a line graph titled 'Total Engagements - 6,979' showing engagement trends for Facebook and Twitter from 4:00 AM to 12:00 PM. At the bottom, a table lists the story's distribution across social media platforms and the time it was posted.

Story distributed at:	Posted on:
https://twitter.com/BBCNews	Jun 10, 05:22 AM
https://www.facebook.com/BBCPolitics/	Jun 10, 09:44 AM
https://twitter.com/BBCNews	Jun 10, 13:10 PM
https://www.facebook.com/bbcnews/	Jun 10, 13:44 PM
https://www.facebook.com/BBCPolitics/	Jun 10, 13:47 PM

..... **THE MARKET**

60%

**OF US ADULTS
LEARN ABOUT NEWS
ON SOCIAL MEDIA***

* PEW Research Center / 2016



\$168B

**GLOBAL REVENUE
FOR THE INDUSTRY**

* PEW Research Center / 2016

..... INITIAL TRACTION

7

FULL PAYING CUSTOMERS

12

IN TRIAL PERIOD

..... PIPELINE

1,200

NEWS PUBLICATIONS IN THE US

..... POTENTIAL MARKET

35,000

NEWS PUBLICATIONS IN THE WORLD

..... TOP PARTNERS

THE WALL STREET JOURNAL.

HUFFPOST

BBC NEWS

The Washington Post

LA NACION

BUENA VIBRA

LATERCERA

■ HUFFPOST ■

“Croma is the best solution to
surface our internally trending articles
for social distribution.”

Ethan Kapler

Global Social Media Editor



STARTUPS FOR NEWS
FINALIST 2017
croma.io



FOTO CREDITS: GETTY IMAGES



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THE WALL STREET JOURNAL.

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