

About Enterprise Search solutions

NetSprint systems enable to manage and effectively monetize online content by collecting, classifying, retrieving, searching and presenting the data contextually. NetSprint Enterprise Search solutions are based on the universal advanced and own-developed technology – NetSprint Advanced Search Platform.

Top European publishers (e.g. Berlingske Media, Edda Media), reputable Internet portals & verticals (e.g. infor.pl; rp.pl), online shops (e.g. agito.pl, vobis.pl), classifieds, yellow and white pages (e.g. Eniro's pf.pl) decided to standardize their business on NetSprint technology. NetSprint Enterprise Search solutions help companies which possess large archives distributed in various repositories to manage and keep their data searchable and accessible for their customers or employees .

NetSprint Enterprise Search solutions are designed for companies and institutions which are:

- focused on Internet business and wish to monetize their content in the most effective way;
- aiming to increase website traffic, number of visiting users and improve website usability or the information workflow within the company/institution;
- looking for the way to increase their revenue from online activities (content sales, contextual advertising, publishing, eCommerce);
- willing to improve access to data from numerous internal and/or external sources, such as: CMSes, repositories, databases, intranets, business applications and websites;
- aware that building users loyalty results in gaining competitive advantage.

NetSprint Information Access Platform – optimized content access and better traffic monetization

NetSprint Information Access Platform based on advanced search engine algorithms, improves website usability in effective way by letting internet users to find all the desired content with just a few clicks. The system significantly increases the number of website users and page views which results in growth of advertising revenues. NetSprint supports internet operating companies by allowing their users to search both structured and unstructured content from internal and external sources. The system provides advanced functions for crawling, searching, sorting, narrowing, navigating and presenting contextually related content. Furthermore, Information Access Platform supports SEO activities by use of Topic Pages module potential. The solution is also integrated with contextual Pay-Per-Click adserver (nsContext), which opens new revenue streams.

NetSprint Information Access Platform consists of following modules:

- **Federated Search** module allows users to access relevant content published on various sites, regardless on which web page search engine was used. The module presents search results with multiple sorting options, various criteria in order to restrict the search to most relevant results. This is the way, how the whole published content, without 0 search results, will be shown to users avoiding traffic loses.
- **Related Content** module presents contextually related links and content from various sources by fully automatic keywords extraction mechanism. This is the way to navigate users among thematically-related products and/or articles (e.g. laptop => docking station, extended battery, laptop bag, pocket mouse). Additionally, the module increases site visits duration per unique user and improves website usability.
- **Topic Pages** module was designed for automatic creation of thematic pages and verticals related to a specified subject. The module dynamically aggregates all relevant content from predefined internal and external sources in the form of a landing page. It is a treasure trove of information and a great SEO tool at the same time.

- **Contextual advertising** module allows to display ads on search results list and/or specified websites – always contextually related to a user query or currently browsed content. Publishers can significantly boost their advertising revenues by use of this module.

Key benefits to customers

- Improved conversion rate and website usability
- Higher users' loyalty – lower bouncing rate
- Longer site visits duration per unique users
- Minimized time required to launch verticals
- Longer content life cycle
- Increased number of unique users (UU)
- Increased number of page impressions (PI)
- New sources of revenue streams – displaying PPC contextual ads

Company overview

NetSprint provides advanced IT solutions customized for Internet content search, management and monitor. Systems offered by our experts at NetSprint are based on 10 years of extensive experience in sector of search technology development.

Our solutions, used by leading European online publishers, allow for the building and reinforcement of relations with users and advertisers. **NetSprint** operates in Central Eastern Europe and in Scandinavian countries. Our strategic investor is Mecom Europe – the second largest daily press publisher in Europe.

We are the exclusive provider of advertisements in the **Adkontekst contextual advertising network**, covering over 1100 top opinion-making Polish websites, as well as the top search results from NetSprint.pl and WP.pl. Our total coverage is more than 15,9 million (more than 90%) Polish Internet users (Megapanel PBI/Gemius, November 2009).

We also offer dedicated solution, named **Information Access Platform**, based on the universal **NetSprint Advanced Search Platform technology**, which is used for searching and contextual presentation of corporate resources and websites. We provide enterprise search solutions especially adapted to needs of publishers, portals, verticals, corporations, online stores as well as "yellow & white pages".

Another area of our company's operations is Internet monitoring. **NewsPoint** and NewsPoint UGC are professional solutions that supports marketing and PR activities. NewsPoint monitors more than **17,000 websites worldwide and features 14 languages**. **NewsPoint UGC** is a solution, which monitors social media content, such as blogs, forums, microblogs and social networks (in Poland **575,000 forums** and more than **141,000 blogs**).

nsContext is a solution addressed to the media companies or advertising networks, which need a tool to build contextual ads network.

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