

> Newsroom automation Traffic Alerts

The traffic bot is one of our most popular automated products.

Publishers use it to serve readers with hyper fast, accurate and consistent traffic news 24/7 with no effort from the newsroom.

The robot covers all traffic incidents: accidents, road works, road blocks, animals on the road, queues.

Every traffic text comes with deep linked Google Maps and satellite images.

The traffic bot is our most affordable and easy-to-deploy product.



Immediate

The traffic texts can be distributed directly to sites or apps with notifications to readers on the road. The robot also serves the newsroom with accident alerts, for reporter follow-up.



Easy to set up

For content automation, the traffic bot is the perfect place to begin. Together we'll map out your area, and have the robot set up in a few weeks. We send the texts, including maps, images & links, to your systems and you start publishing.



Affordable

The traffic bot is our most affordable product. Each text/update is 10 cents, allowing you to provide readers with a fast traffic service over large geographical areas at a reasonable cost.



High end data

For the traffic robot, we use high-end, reliable data from global supplier HERE, who serves us with traffic data for every country.



Drive PVs

German regional publisher **ZVW** have set up a Staumelder (traffic jam) section on their site. Each traffic text page has 2 programmatically sold ad placements. The new traffic updates have given the site up to 20% traffic lift.



Beat competition

For Sweden's top breaking news site **Aftonbladet**, the instantly updated traffic alerts are all about beating the competition, especially local radio, in terms of speed. The page views generated support the publisher's advertising business.



Subs benefit

Swedish local group **NTM** use traffic updates as a benefit for paying subscribers, and behind the payroll they act as a retention tool.



Contact us to get started!

> Pro tip: Thanks to automatically inserted URL links you can drive internal CTR and CTA to commercial partner destinations.