

## Mondaq: Features and Benefits Summary

Benefit	Mondaq Feature	Explanation
<i>Brand development</i>	News syndication network: proprietary channels	Deliver your legal analysis in <a href="#">respected proprietary business channels</a> like Factiva, Lexis-Nexis, Westlaw, Chambers and Partners, FT.com, & Bloomberg. Your firm's brand benefits from the halo effect associated with these trusted information sources. The subscription services are often used by large corporates <sup>1</sup> , a key demographic for most firms.
<i>Brand reinforcement</i>	News syndication network: all channels	With 2000+ channels in the <a href="#">news syndication network</a> ranging from Google News to the Economist, your existing articles are seen more often by more people. Mondaq.com (although a large legal site) is roughly 1/13 <sup>th</sup> of the size of the combined proprietary channels <sup>2</sup> (which are only part of the network). Internal client surveys rank increased visibility as one of the key benefits of using Mondaq; Google and Factiva being two of the most important channels.
<i>Better search ranking for your website</i>	News syndication network: backlinking	Each article in the network links directly to your own website. The more articles supplied, the more backlinks to your website, the higher your ranking in search results (see <a href="#">PageRank</a> system).
<i>Higher traffic for your website</i>	Market Intelligence Reporting ('MIR'): keyword reporting	Mondaq's <a href="#">MIR system</a> tracks search phrases used by anonymous and registered users to find each of your individual articles. These can be used by authors to 'seed' future articles with appropriate keywords, and also in profile & practice area descriptions on your own website to attract more traffic to these areas.
<i>Continuously improve your publishing program</i>	Market Intelligence Reporting ('MIR'): for authors & managers	Articles represent a significant investment: \$500 to \$2000 <u>per article</u> <sup>3</sup> including lost billable time, printing, tagging, & reviewing. By telling you which named individuals and companies read each article the MIR system gives you and authors a feedback loop about whether you are actually hitting your target audience (large or small).
<i>Better incentivised authors</i>	Author management system: authors	Authors get configurable email reporting on their traffic, pre-release approval, participation in the awards system, and access to the MIR system about their personal named readers. They're seeing their audience and remaining engaged after the article leaves their desk.
<i>Passive lead generation</i>	News syndication network: full text search integration	The best time to demonstrate your expertise is when someone is actively searching for legal advice. By making sure your full text articles are carried in major legal search channels we maximise the number of business readers reaching you with queries.
<i>Active lead generation</i>	Market Intelligence Reporting ('MIR'): lead contact consent	To maximize readers Mondaq does not charge end-users (although some individual network channels do). However to access our entire article database readers must register & consent to be contacted by the authoring firm who supplied the articles they read. They can opt out (< 1% do) and Mondaq is registered under <a href="#">UK Data Protection</a> legislation. Our clients use the MIR system to include readers in seminar, conference, newsletter and other outreach programmes.
<i>Distinguish hot &amp; cold leads</i>	Market Intelligence Reporting ('MIR'): interactions, sort and export	Through detailed tracking (print requests, colleague forwards, newsletter topic subscription status, individual visit frequency, etc) Mondaq's MIR tools enable you to distinguish the merely casual from serious interest. All sortable & exportable to Excel and CRM formats. All web-based with no software installation required.
<i>Practice development strategic input</i>	Market Intelligence Reporting ('MIR'): test marketing	Thinking of expanding your litigation practice to include lawyers specialising in securitization litigation, but not sure whether the market demand is really there? Author some articles & examine the named leads generated through the MIR system <u>before</u> you hire.
<i>High ROI</i>	Cross-market statistics available from Mondaq	We compile figures on additional leads generated per additional article. With active lead generation the visible ROI from conservative conversion rates is high ( <a href="#">contact us</a> for an Excel model to test your own assumptions).

<sup>1</sup> 82% of Fortune 500 companies, for example, use Factiva (source: Factiva)

<sup>2</sup> Source: Alexa.com web rankings for Mondaq's proprietary channels as compared to Mondaq.com ranking.

<sup>3</sup> Mondaq customer survey.