

By Executives, For Executives

JUST **MEDIA** 

# “A View From the Top”



Featuring Paul Berry, Founder and CEO of  
RebelMouse



*Insight into marketing trends, key insights for marketers  
and predictions for 2014*

## Briefly describe RebelMouse and how it fits into the Marketing eco system?

**Response:** RebelMouse is the first digital publishing platform that is fully wired for social. Its solution enables brands, media companies and individuals to create vibrant content experiences that build communities and continually reach and grow audiences across the social web. Founded by the former CTO of the Huffington Post and with a board, investors and management team that come from BuzzFeed, WPP, VaynerMedia, Buddy Media. RebelMouse is an extension of the cloud, enabling a rich and hyper efficient CMS platform that brands and media companies can rent instead of build, dramatically changing cost structures and launch timelines. RebelMouse is quickly becoming a default part of the CMO's playbook, enabling continuity across campaigns, converting brand websites into powerful publishing platforms that bridge the gap from potential reach to actual reach. [Top Marketers Are Going Nuts Over This Low-Cost, Revolutionary Publishing Platform.](#)

## Last year RebelMouse was funded with 10.25 million. What is RebelMouse's story on how they get to where they are today?

**Response:** RebelMouse is blessed to have a management team, board, investors and advisors with an all-star record in publishing. As founder and CEO I have been lucky enough to draw on all that I learned leading product design and engineering at Huffington Post. Our Chairman, Eric Hippeau was CEO of Huffington Post and before that Chairman and CEO of Ziff Davis. Our first investor was Jonah Peretti, the founder and CEO of BuzzFeed and our advisors include Gary Vaynerchuk and John Battelle. So we have a team that really deeply knows what we are working on, the funding to get it done and the right partners to ignite the fire with.

## How can a marketer best use your technology to engage with their target audience?

**Response:** Marketers can quickly launch websites and mobile apps that immediately increase the performance of all their campaigns. RebelMouse enables content to be published and measured across all distribution channels, including existing and new sites, newsletters and their online display campaigns. With RebelMouse you can replace your ads with your best content, convert your content into communities, and tap content from your highest influencers. A great example of a real-time ad unit in action can be seen here: [Spokesperson Content Live from Sochi with the Olympics pushing out real-time ad units by United Airlines](#)

## RebelMouse has received a lot of great success and press! What makes RebelMouse so unique?

**Response:** I can't imagine knowing how to build RebelMouse without having had the experience of building HuffPost and the access to the team we have. We are taking the experiences and learning's we've had that make us unique as individuals and translating that into a solution that helps a massive market deal with a hard to solve but vital problem.

## What advice do you have for brands as they embark on building out their content marketing strategies?

**Response:** Now is the opportunity to deliver the promise of brands as publishers and to differentiate themselves from the pack. Content marketing done right is not just a one way broadcast but an opportunity to be inclusive, responsive and build a real and lasting community. Every marketer now has the opportunity to impact their company in a dramatic and positive way that will leave them remembered for many years to come. Take a look at the impact OpenForum.com has had on Amex Open. The opportunity to publish the content you already have to a rich platform and then to begin to create new content with continuity is tremendous. Unite your social teams with your classic marketing teams and your CRM with your CMS.

## How will RebelMouse help the Professional Digital Marketer? How will it help the Individual Freelancer?

**Response:** Marketers need to build real communities and enable real participation and become great publishers. The marketers who are using RebelMouse are having tremendous success within their companies and in their careers. We're here to back them and work like crazy with the best team to prove that the risk they take in putting their faith, time and money to work with us will slingshot them and their companies ahead in the digital race. Individual freelancers using RebelMouse are showing off how savvy they are in picking the right product – and we are dedicated to making them look like total hot shots. Dodo is a great example of a company that was able to hit **1 million views in one month using RebelMouse's publishing platform**. RebelMouse also powers the **GE Social News section** on their corporate site.

## What is the biggest challenge working with clients?

**Response:** Content marketing, community building and social engagement is still in its infancy. If only every brand had a VP of Content Strategy charged with bringing the pieces together, our life would be easy. Right now we are working through the many myriads of org structures across brands as they struggle to adapt and place the right systems in place to take advantage of the digital opportunities of 2014 and the years ahead.

## What changes in the market are you expecting in the next 12 months and how are you preparing?

**Response:** This is an extremely exciting time because while we are building ahead of where things are moving, we also see that marketers have had enough time trying to be good publishers and realize how hard it is. Marketers have had enough time to understand that they are stretched thin between all the emerging social networks and that they badly need a platform that acts as a Switzerland between them to leverage the open web and mobile marketplace and reach consumers who are going blind to traditional campaigns and efforts.

## Connecting and engaging with a target audience through relevant content is important but how do you translate this as a demonstration of revenue growth?

**Response:** We love tying measures of success back to core traditional metrics. For some brands, it's simpler to track and we can integrate with a Salesforce or Marketo API and measure what we've done for the sales pipeline. But for other brands, more complex studies are necessary. Most brands with complex measurement issues have spent the time putting that infrastructure in place. The key then is that the programs we are working on together are on topic, engaging and positive for the brand.

## Finally if you have advice for a CMO for 2014 what would it be?

**Response:** Create an organization and team that is in love with change. Find the right VPs to lead Content Marketing, Strategy and Community. Build an online property and presence that you will be remembered for. Right now, I'm obsessed with the World Cup so I'll push my luck with this metaphor; The brand you work for is the country in the cup and you are the coach - a coach and team that wins big in the World Cup will be remembered for decades to come. The only way I can see for a CMO to aim that big is to think beyond just a clever campaign, to the infrastructure and online site that can tie every clever campaign together.



## ABOUT PAUL BERRY



Paul Berry is Founder and CEO of RebelMouse. Previously, he was CTO of Huffington Post responsible for product, technology and design. He is a GP at Lerer Hippeau Ventures and on AMEX's Digital Advisory Board.

## ABOUT REBELMOUSE

RebelMouse is the first digital publishing platform that is fully wired for social. Its solution enables brands, media companies and individuals to create vibrant content experiences that build communities and continually reach and grow audiences across the social web.

Unlike other content management solutions that focus on publishing into web channels only, RebelMouse liberates content across sites, social, apps and ads. In addition, the platform incorporates social into its core design, including social login and calls to action, intelligent curation, real-time trending alerts and more. RebelMouse works with leading companies including GE, T-Mobile, United and Viacom, regularly seeing 4-7x increases in high-quality traffic, sharing and sign-ups within just days of implementation. Founded in 2012 by former Huffington Post CTO, Paul Berry, RebelMouse powers more than 500,000 sites around the world and was named by Fast Company as one of the 10 most innovative companies in social media and advertising. [www.rebelmouse.com](http://www.rebelmouse.com)

## ABOUT JUST MEDIA

Founded in 1996 and based out the San Francisco Bay Area, Just Media, Inc., is an 18-year old media agency specializing in all aspects of campaign management for search, lead generation, demand generation and branding with a focus on advanced analytics, performance tracking and optimization. Media agnostic, the agency's campaigns will be found across a full range of media platforms including TV, radio, out of home, and print as well as every conceivable web and mobile form from rich media campaigns, web events, content programs, virtual shows, content syndication and data driven, real time. The agency also services clients in verticals and other B2B and B2C segments including financial services, consumer tech, nonprofit education, green tech, electronics, logistics, commercial real estate and others. [www.justmedia.com](http://www.justmedia.com)