

Every day, nearly a billion people read articles about companies, brands, products, organizations, politicians and individuals.

People

Disneyland Will No Longer Require Masks for Fully Vaccinated Visitors

By Vanessa Etienne
June 15, 2021

The facade of unity President Joe Biden built with European allies ahead of his Wednesday summit with Russian President Vladimir Putin required some hard-headed diplomatic wrangling.

WIRED

Lyft's Revamped Bike-Share Ebike Is Sleek

By Julian Chokkattu
June 1, 2021

EASY. TOO EASY. That's what it feels like riding Lyft's new electric bike.

I took a prototype for a spin in New York City by the waterfront

TIME

How Biden Wrangled Europe's Backing Ahead of His Meeting With Putin

By Brian Bennett
June 15, 2021

The facade of unity President Joe Biden built with European allies ahead of his Wednesday summit with Russian President Vladimir Putin required some hard-headed diplomatic wrangling.

THE NEW YORKER

"A Quiet Place Part II," Reviewed: John Krasinski's Limited View of Horror

By Carrie Battan
June 14, 2021

When "Chappelle's Show" first aired, in 2003, it was novel for its content and, more crucially, its attitude. The show had an

THE VERGE

Dell XPS 13 OLED review: more pixels, more money

By Monica Chin
June 14, 2021

If you've been waiting for a 13-inch laptop with the best display technology out there, Dell now has an option for you. Dell has finally released an OLED version of its XPS 13, and I'm typing this review on it right now.

The impact has never been properly measured because the engagement data is siloed across thousands of publications' sites.

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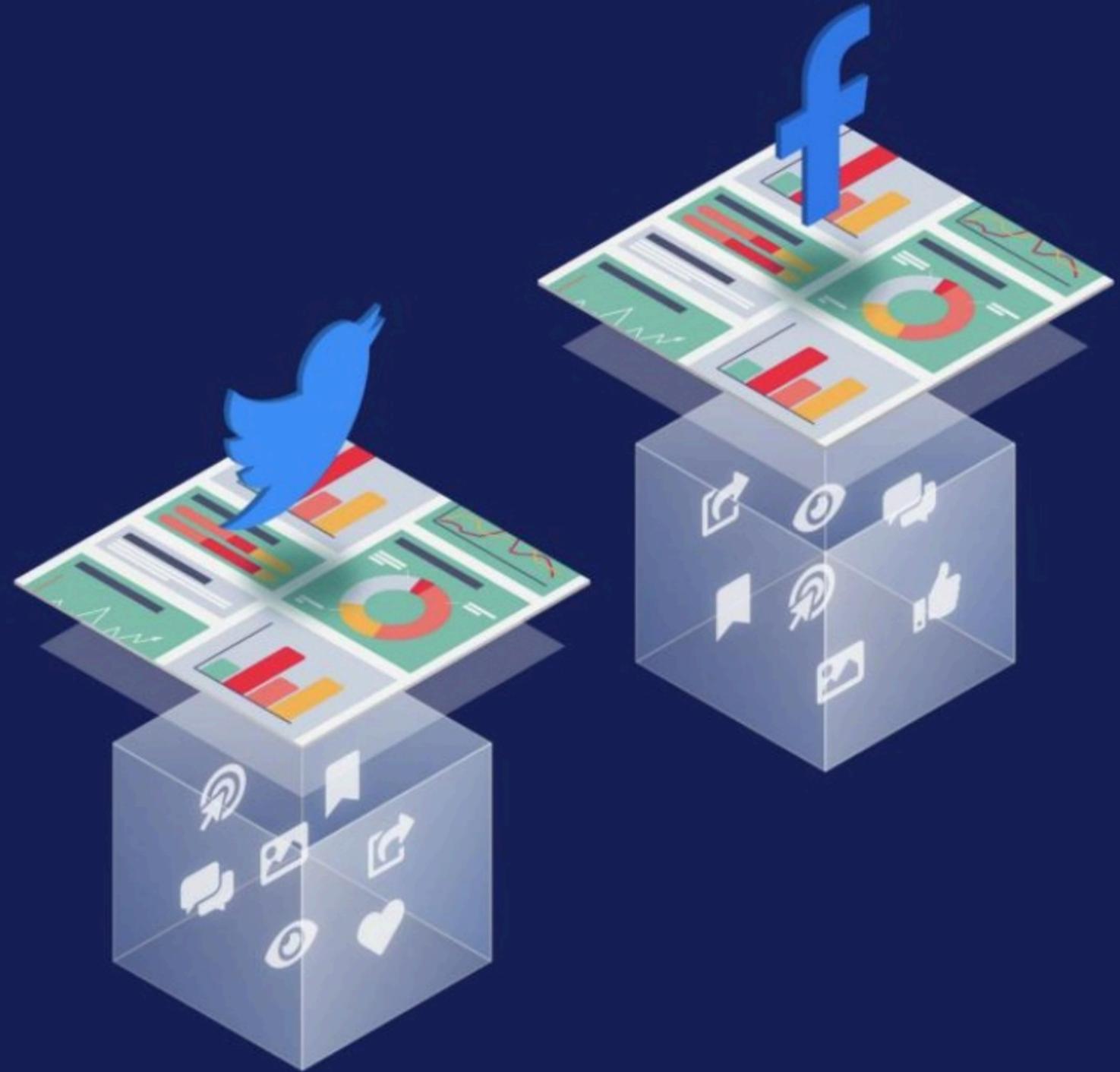
GQ

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finance

Platforms centralize all engagement data that happens within their walled gardens, but there is no equivalent, centralized data for publisher content.

Twitter generates \$400 million in pure data licensing revenue. A number of insights & analytics companies have achieved billion-dollar valuations by leveraging the Twitter firehose.

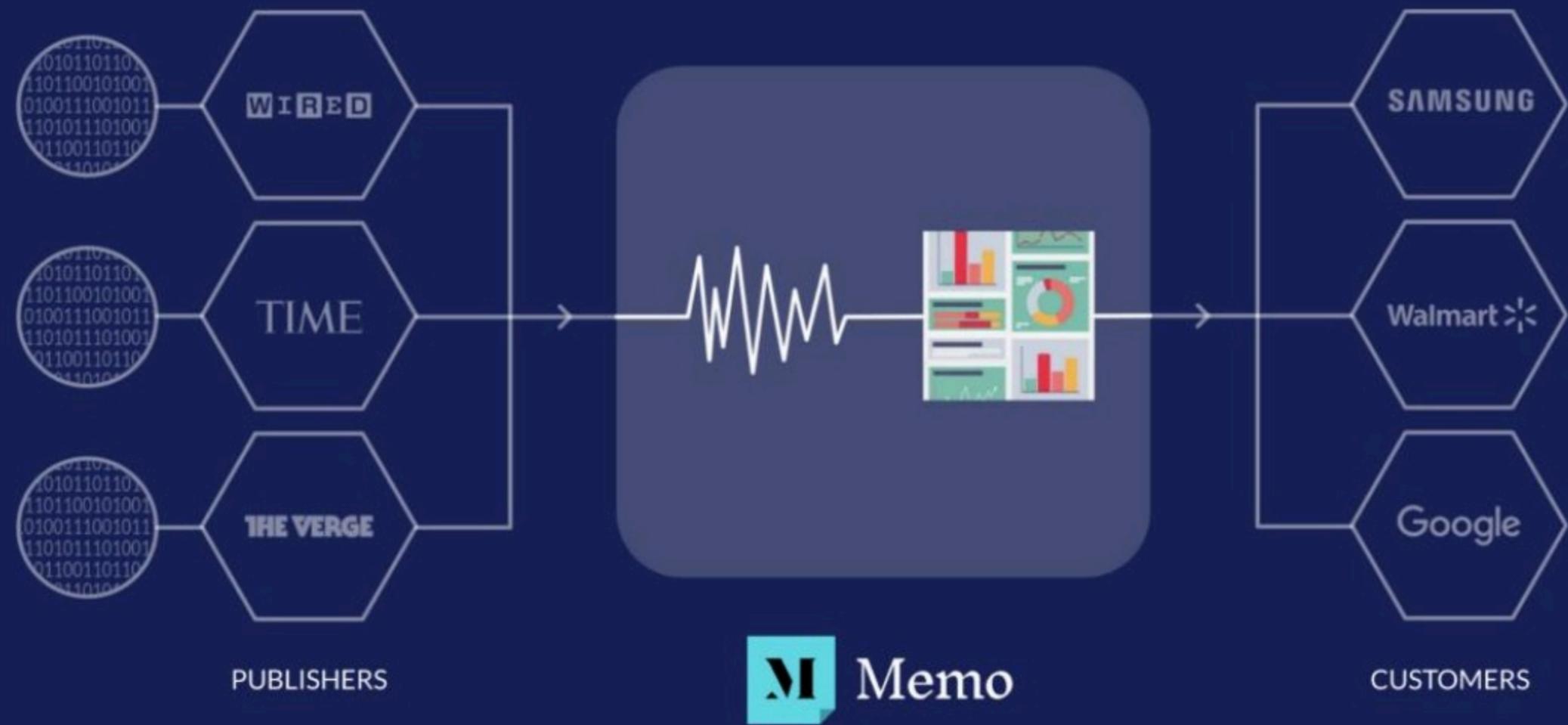
What if a company could centralize a comparable data source through a verticalized SaaS solution?





Memo will be a global data layer for the open web, across hundreds of thousands of publisher sites, for industries such as PR, Marketing, Research and Finance.

Memo partners with publications who provide direct data access, combines this with additional data sources, and centralizes these insights.



Memo is taking on the \$100 billion PR/Comms industry.

Dozens of legacy PR measurement solutions are generating billions in revenue while underserving the industry with inaccurate, commoditized data.

CISION

SIGNAL AI

Ipsos

Dataminr

KANTAR

Meltwater

NETBASE
QUID

Brandwatch

signal LABS

Intrado



By unlocking the data of earned content, Memo is the first and only platform that can tell a company the actual number of readers on their articles.

With Memo, PR teams can finally prove their value and defend their budgets while improving their strategy.

Google

Google knew which columnists wrote about tech, but existing tools couldn't measure who had the most influence.

With Memo, Google is identifying the columnists who drive engagement on tech coverage to prioritize their Media Relations team's outreach.

J&J

When Covid vaccines hit the market, J&J had a barrage of press but no way to know what news was resonating with the public.

Now J&J benchmarks readership against competitors like Moderna and Pfizer to spot high-performing publications and narratives across the competitive set.

allbirds

Before Memo, Allbirds struggled to translate PR outcomes into hard numbers for Marketing stakeholders.

Today, Memo data is fed into Allbirds' marketing mix model, finally putting the team's earned-media measurement on par with their paid-media counterparts.

“We need platforms like Memo that have real metrics, straight from publications — tools that help give a more holistic view of the PR landscape.”

Jenna Clark, Head of Measurement & Insights, Google Communications

Memo's backers are the investors behind category-defining companies and media-industry leaders.



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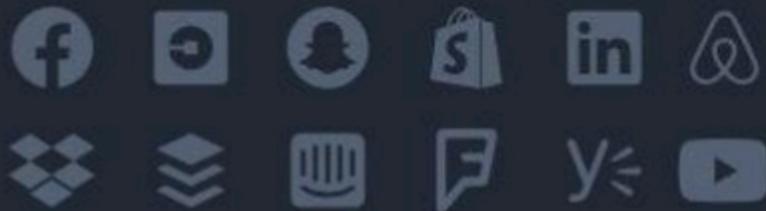
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