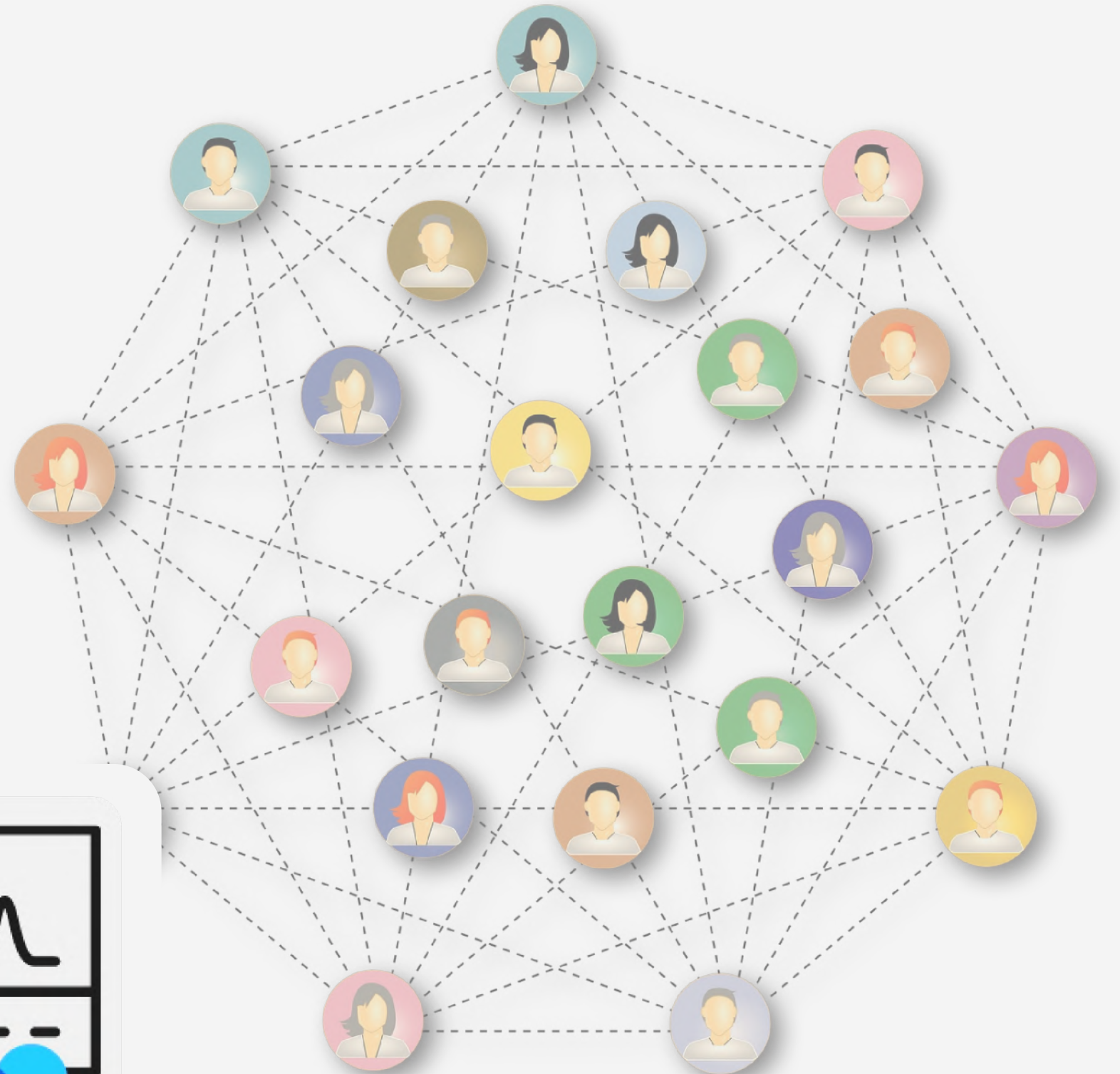


---

# SimPPL



The Good News

# The World is going Digital. So is Local News.

VTD



**With 3 more departures, more than a 3rd of Vermont's state senators plan to vacate their seats**

By Sarah Mearhoff

May 16 2022, 5:52 PM

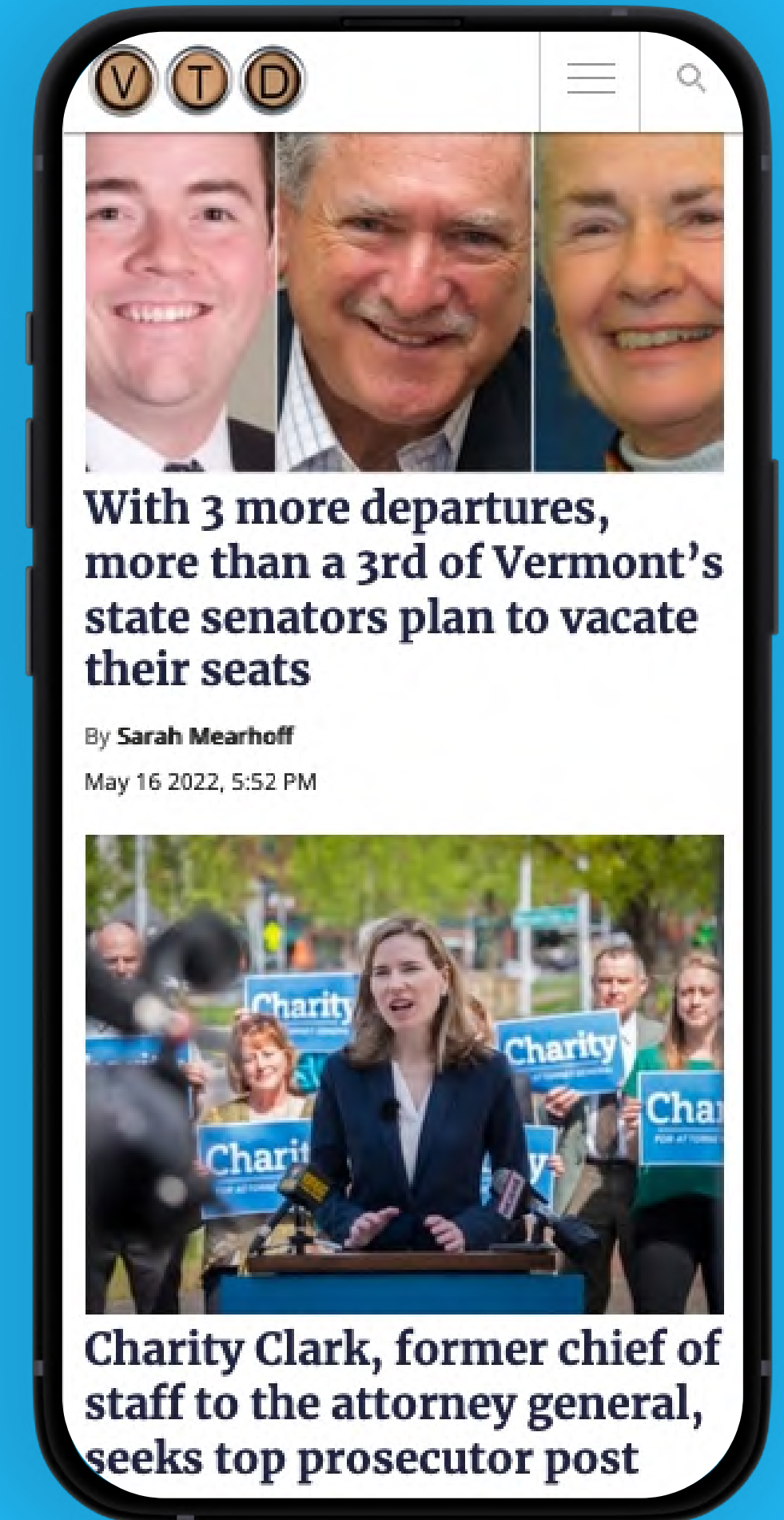


**Charity Clark, former chief of staff to the attorney general, seeks top prosecutor post**

The Good News

**33% higher revenues for Local Independent Online News (LION) Publishers, post-COVID.**

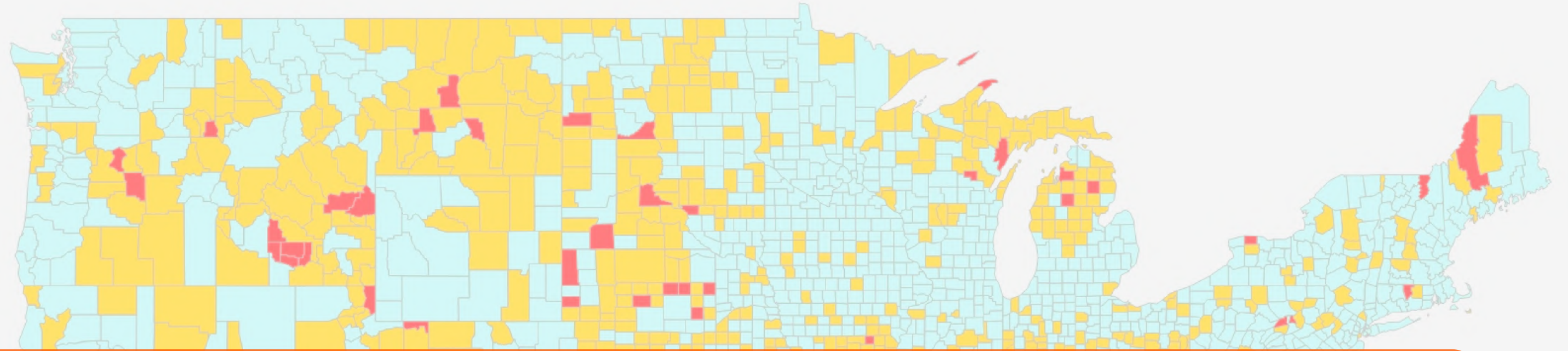
**Increasing attention and trust in online news across 46 countries.**





# Do You Live in a News Desert?

In the U.S., 225 counties do not have a local newspaper. Half of all counties - 1,528 - have only one newspaper, usually a weekly.



The Problem

**Most Local News Orgs. aren't big enough to focus on digital audiences 24/7.**

■ No newspapers  
■ One newspaper

---

Our Solution

**SimPPL** distills insights from multi-platform audiences to improve digital strategy.



---

# SimPPL for Newsrooms

- 01 **Track Engagement and KPIs**
- 02 **Monitor Subscriber Preferences**
- 03 **Predict a Post's Reach**
- 04 **Automate Digital Strategy.**

# Reddit

# Twitter

## Users belong to Subreddits

r/politics	10	8.1m
r/blm	8	4.8k
r/AskReddit	4	35.9m
r/ragecomics	3	48.1k

## You're Getting Traffic From



Build a comprehensive picture of your subscribers with data



# Reddit

# Twitter

## Related Engagement

151

r/CRT\_so\_scary

100

r/Enough\_Sanders\_Spam

1400 ↑

r/Residency

sevendaysvt.com



## Related Engagement

14

Politics

23

Elections

86 ↑

Bernie Sanders

@sevendaysvt

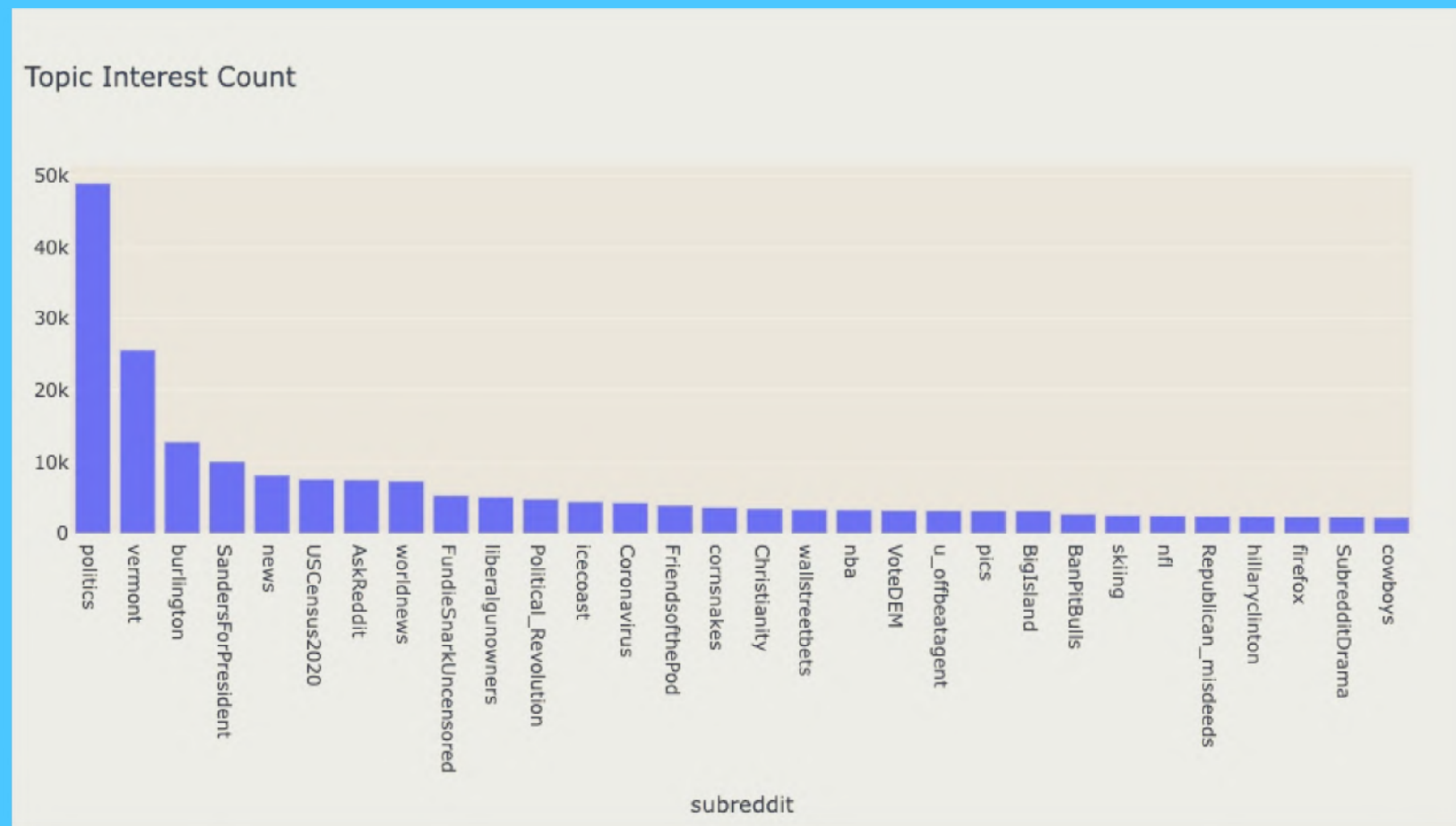


Glean insights from the go-to market strategies of other players.

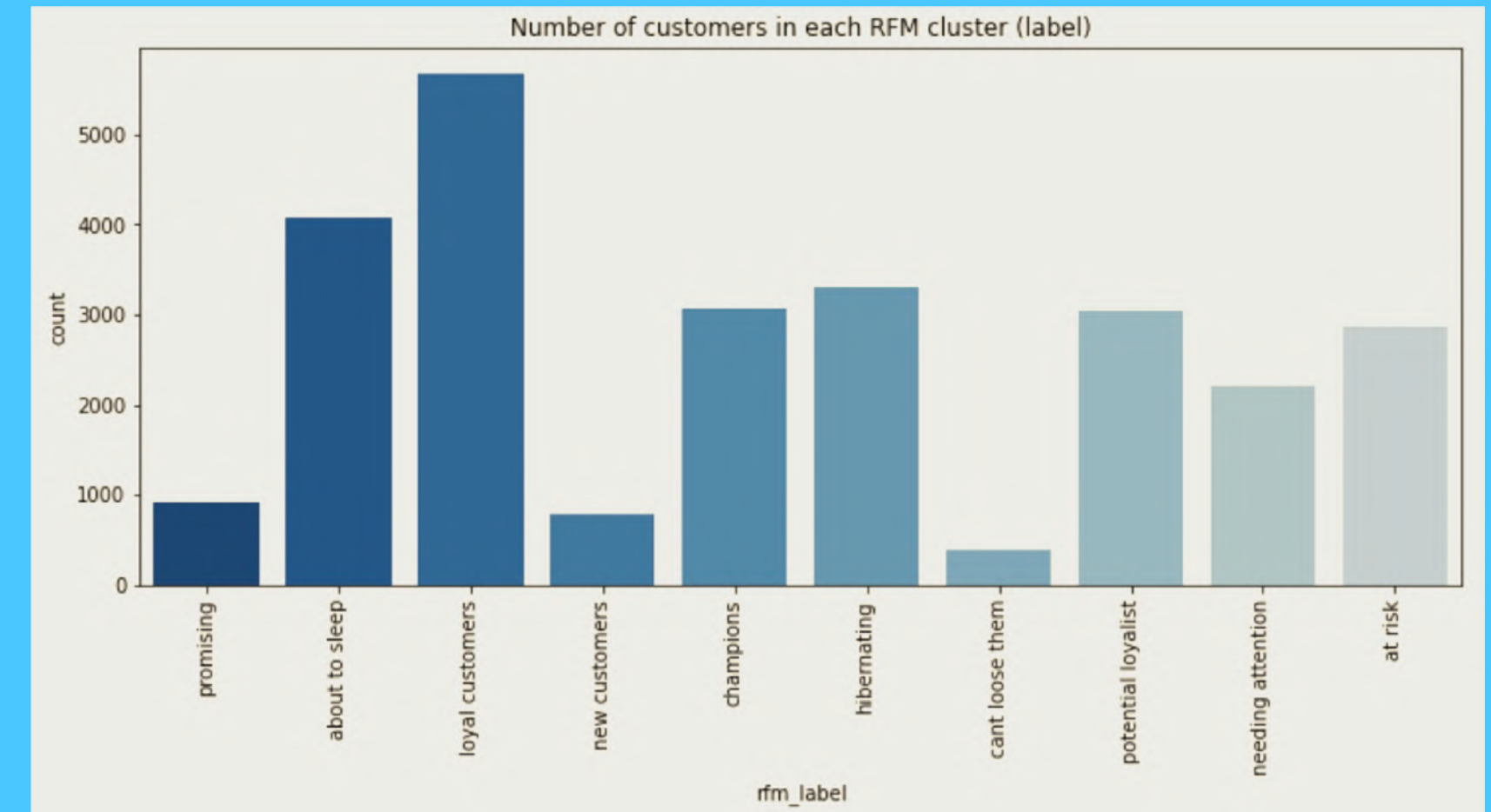


# Monitor Subscriber Preferences

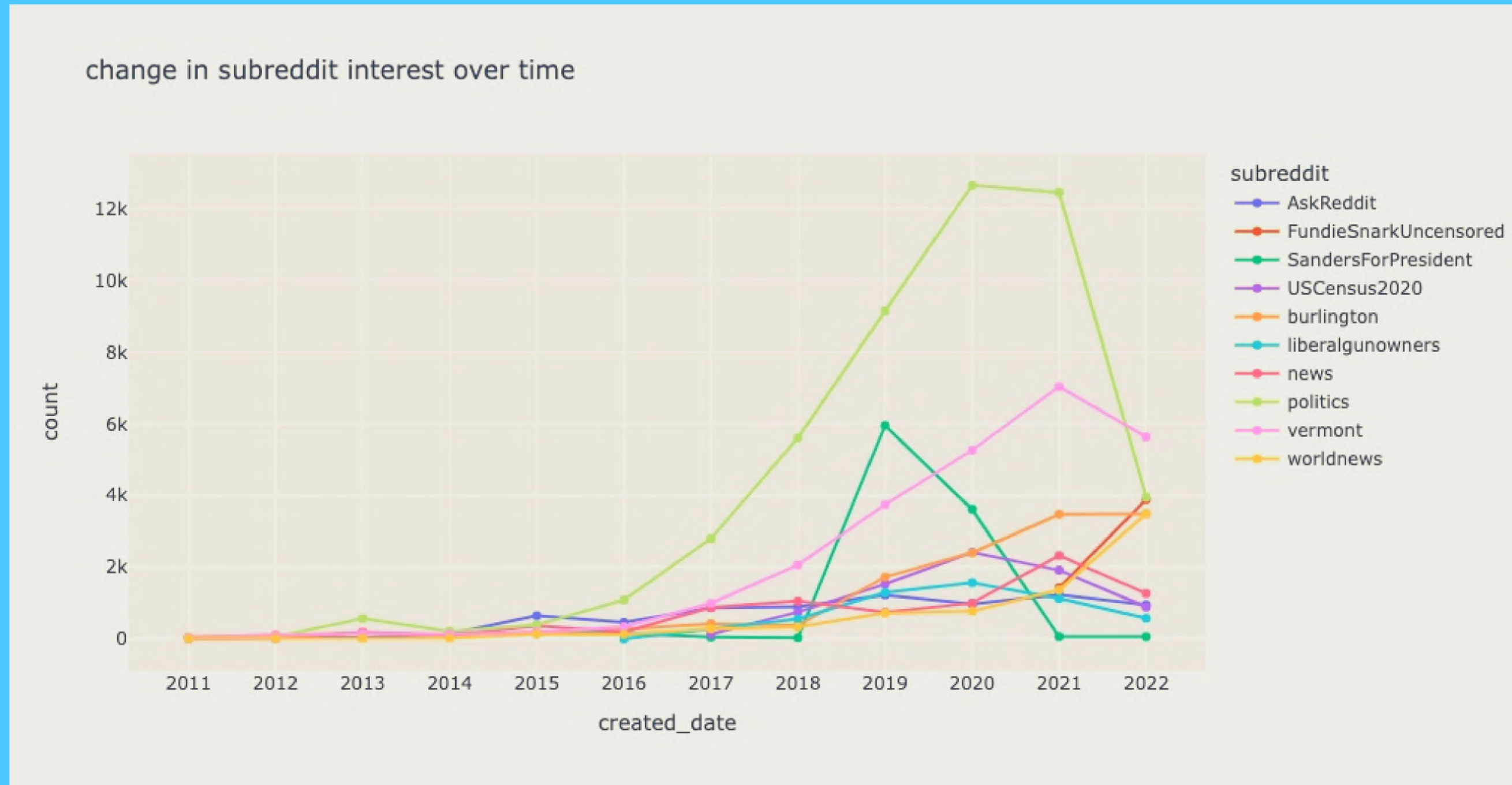
## Reddit



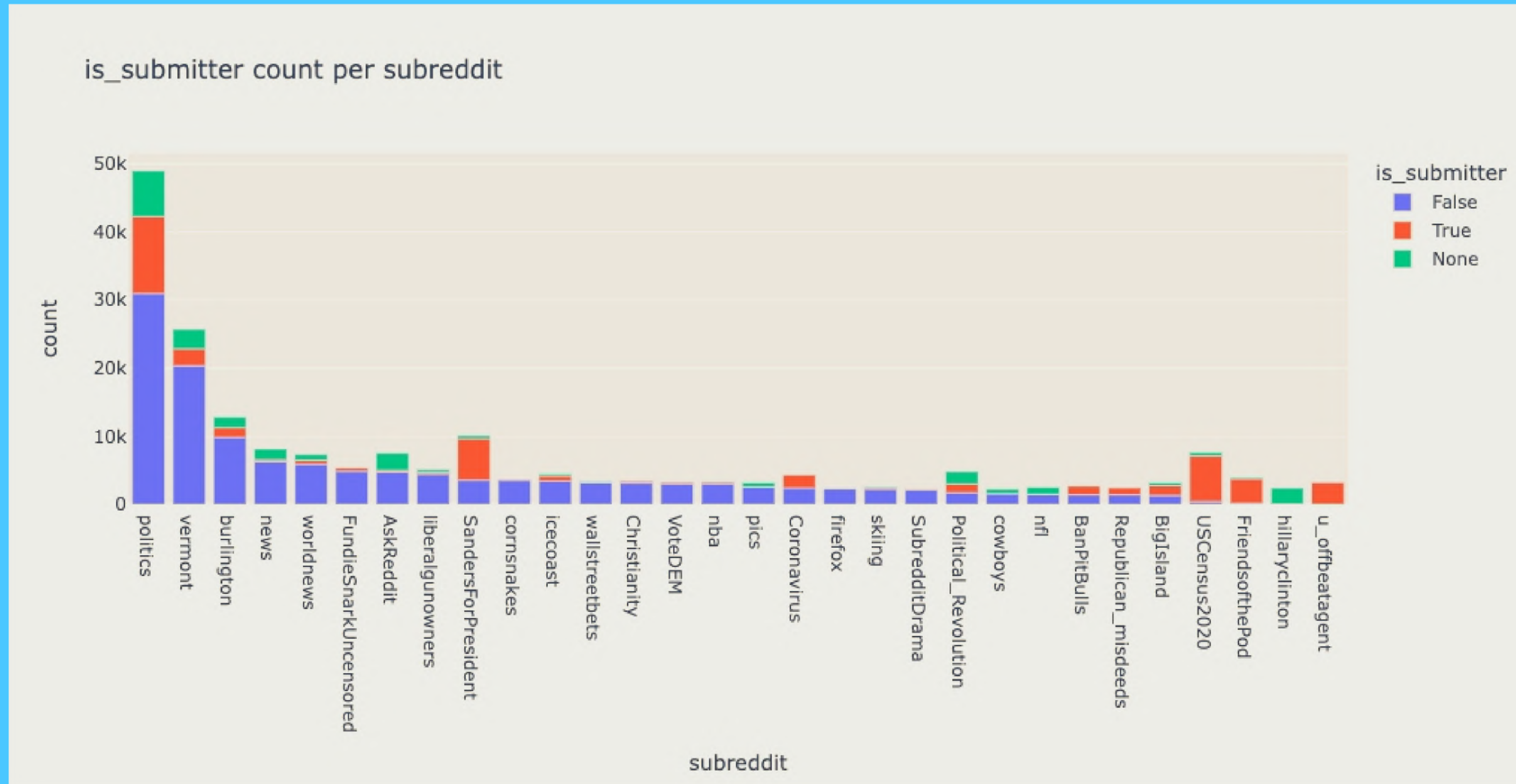
## Twitter



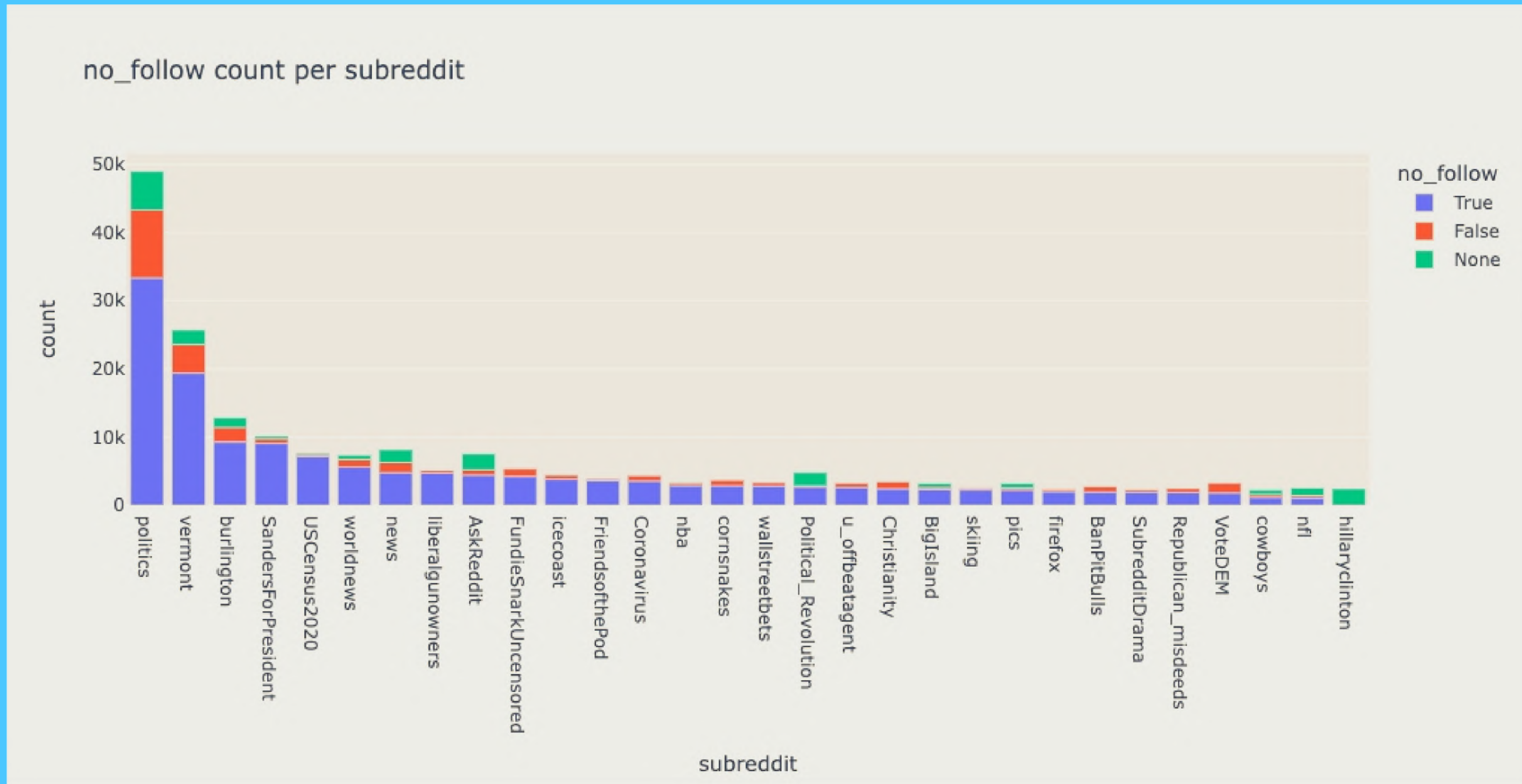
# Temporally Valid Estimates of Preferences



# Tracking Active Subscribers



# Tracking Passive Subscribers





simpl.org
🔍
🏠

**Projection Dash**

Audience Dashboard

Projections

Engagement >

Messages >

External Data >

Settings

Product Page

Support

🔥 Update Projections

on event...
1
1
↓ 1

### User Profiles See all

- Chris Wood**  
● Active

Profile
- Jose Leos**  
● Inactive

Profile
- Bonnie Green**  
● Disengaged

History
- Neil Sims**  
● Disengaged

History

### Track Projections Milestones

- Improve Twitter Engagement**

75 %
- Expand into New Subreddit**

60 %

**Unique Visitors** 2,200

**Country Rank**  
United States ▲ #150

**Category Rank**  
Media > Local News ▲ #11

**Acquisition**  
Tells you where your visitors originated from, such as search engines, social networks or website referrals.

**Bounce Rate**  
12.88%

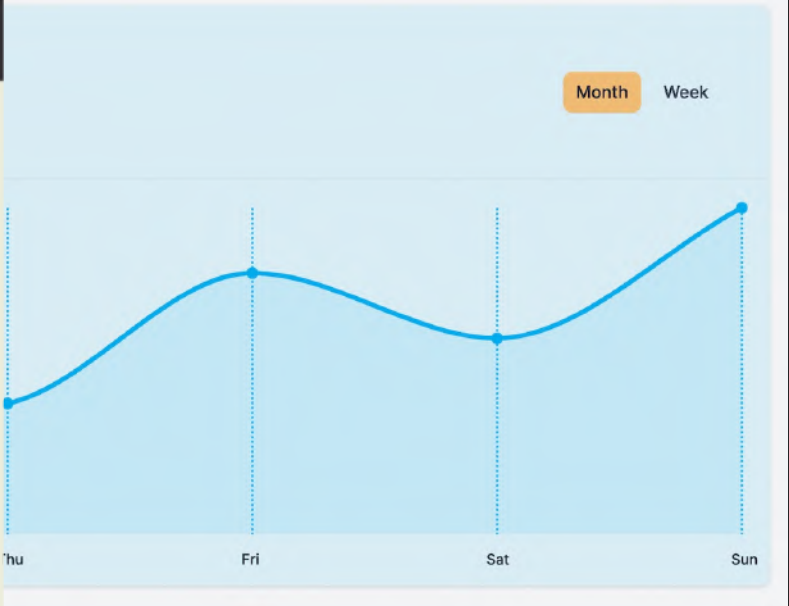
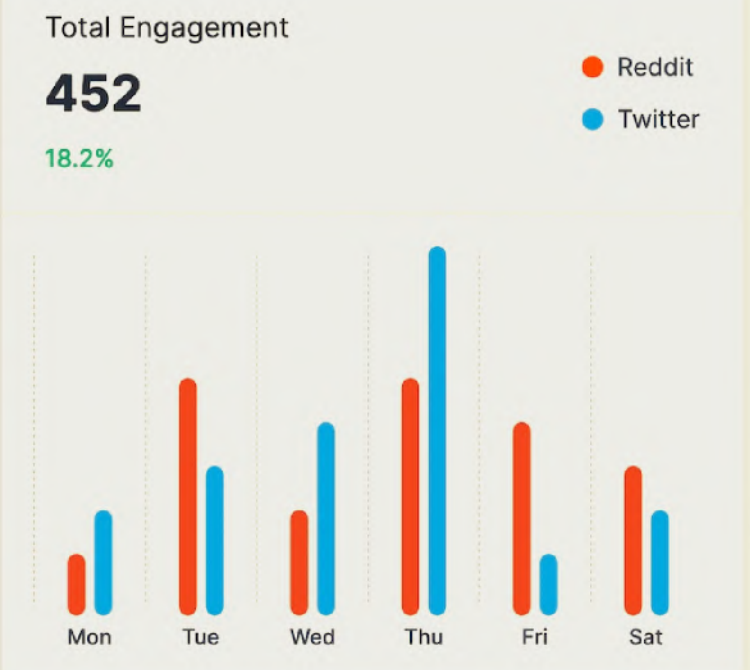
**Sessions**  
9,567

⚙️ Settings



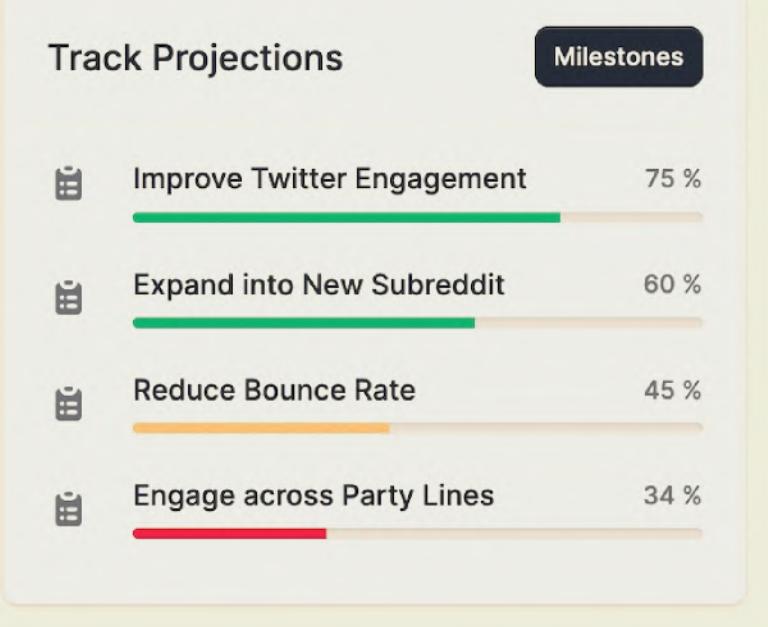
### Twitter Metrics See all

TWEET LINK	TWEET COMMENTS	TWEET FAVORITES	TWI
Vermont reports 67 Covid hospitalizations and 4 deaths ...	0	0	↑
Indi Schoenherr stood on the steps of the Vermont Statehouse ...	3	3	↓
On today's Vermont Conversation with @davidgoodmanvt ...	2	3	↓
Charity Clark, former chief of staff to the attorney general ...	1	1	↑
From @VNewsUV: Annual Post Mills balloon event...	1	1	↓



### User Profiles See all

	Chris Wood Active	Profile
	Jose Leos Inactive	Profile
	Bonnie Green Disengaged	History
	Neil Sims Disengaged	History



Unique Visitors	2,200
Country Rank United States	#150
Category Rank Media > Local News	#11

### Acquisition

Tells you where your visitors originated from, such as search engines, social networks or website referrals.

**Bounce Rate**  
12.88%

Settings

Site Rate  
**38%**  
Apr 1, WWW  
last month ↓ 2%

Site Visits  
**82,786**  
Feb 1 - Apr 1  
Since last month ↑ 4%

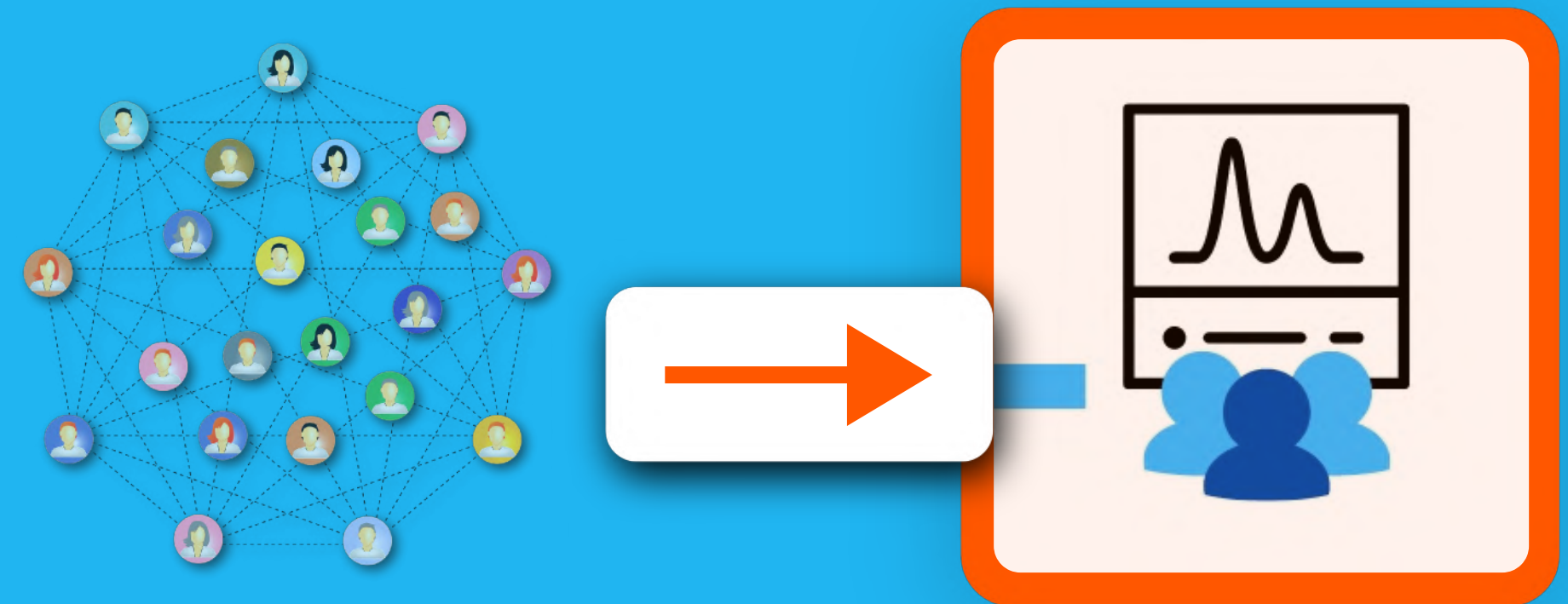
See all Total Engagement 452 Settings

# Technology

Simulate social networks using AI.

Model how people behave online.

Based on real data.



**Probabilistic AI**

Learn generative models from data



# Real Data



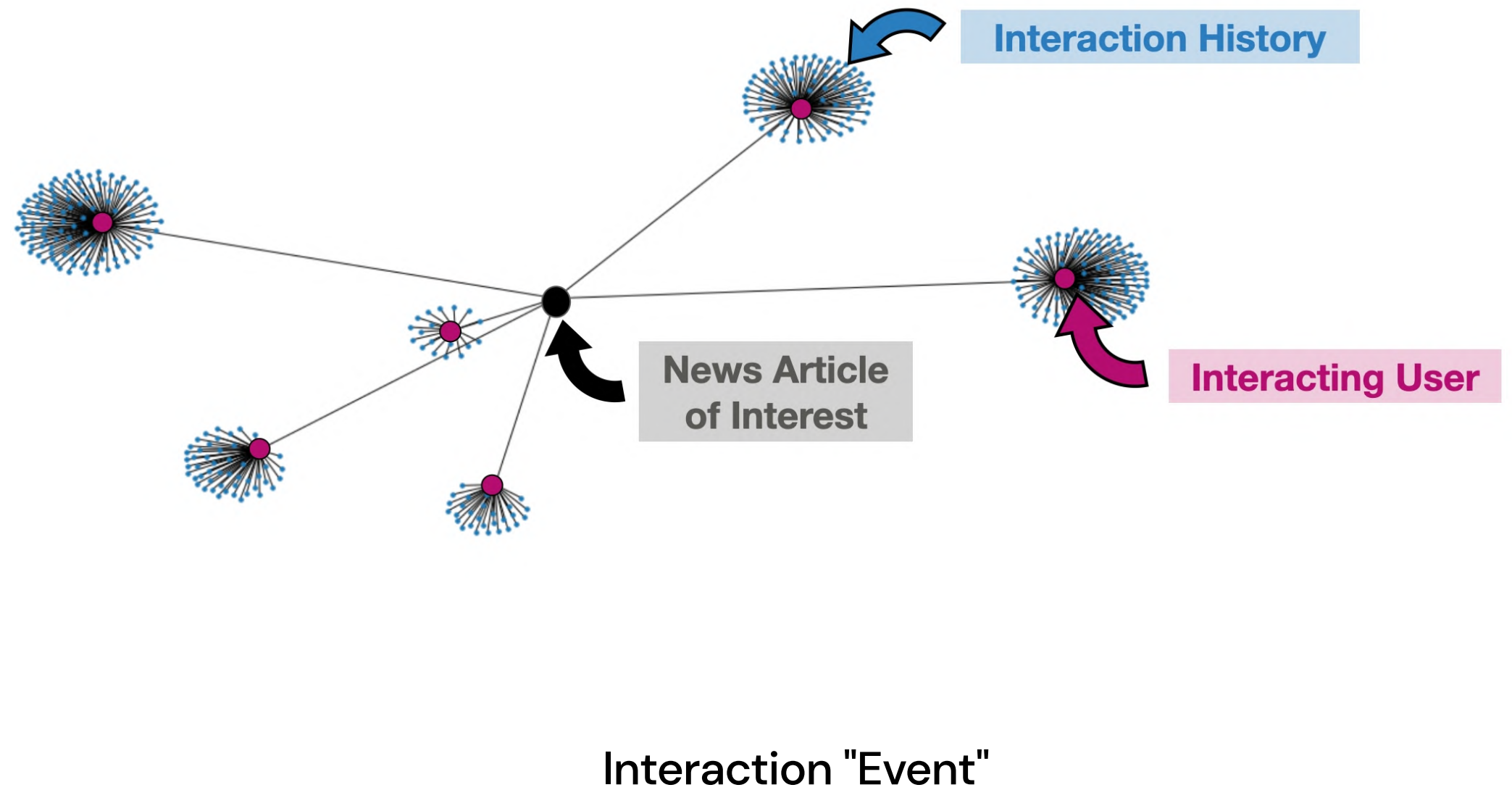
Reddit  
**pushshift/api**  
Pushshift API



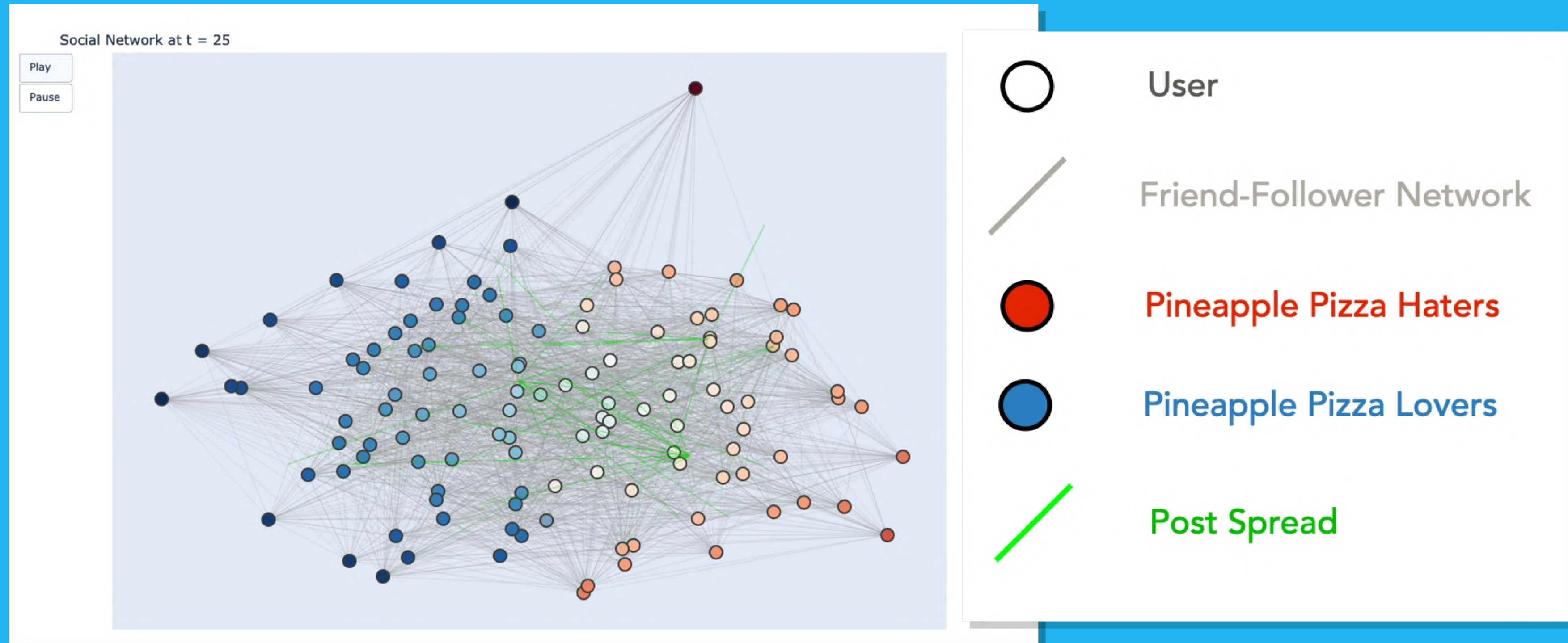


**Understand user interactions across platforms.**

**Estimate probabilistic models to make predictions.**



# Simulating Online Communities



Spread of Opinions from Pineapple Pizza Lovers in a Network



VTDigger

## Analyzing VTDigger Posts shared to Reddit.

 **r/VoteDEM** · Posted by u/kittehgoesmeow  MD-08 15 days ago

At VTDigger debate, Democratic candidates for US House carve out distinct policy positions [Vermont At Large]

[vtdigger.org/2022/0...](https://vtdigger.org/2022/0...)



9 upvotes 2 comments 0 awards

 **r/worldnewgame** · Posted by u/shawn19 1 hour ago

Vermont game wardens investigate fatal dog shooting in Tunbridge - VTDigger

[vtdigger.org/2022/0...](https://vtdigger.org/2022/0...)



0 upvotes 0 comments 0 awards

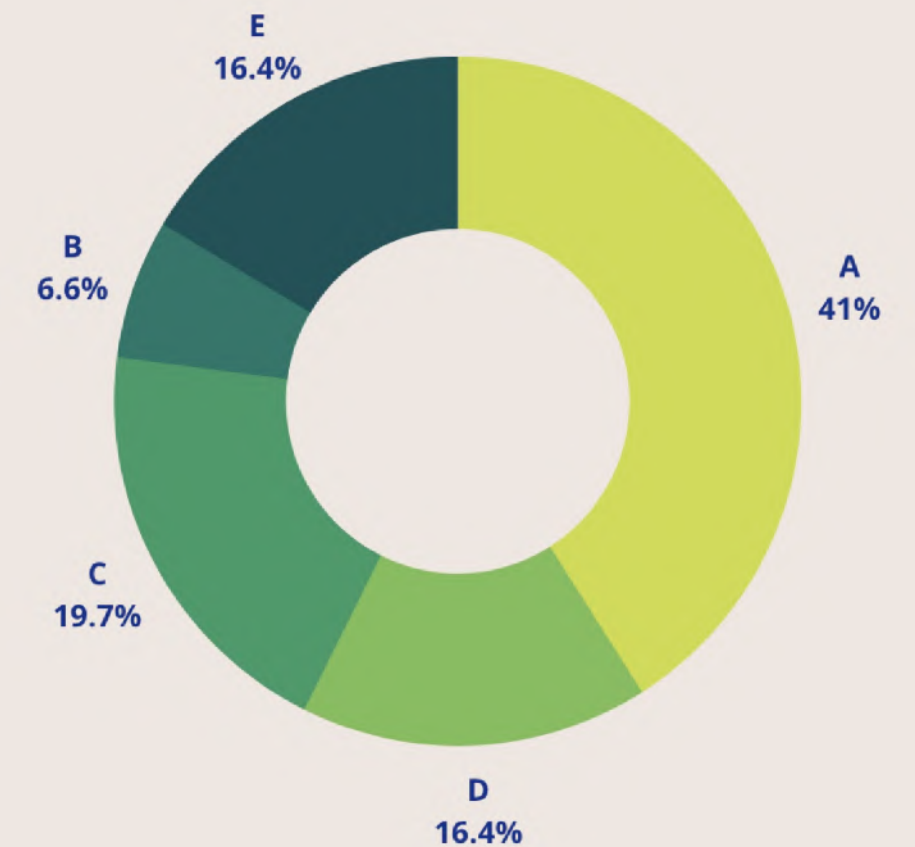
 **r/VTGuns** · Posted by u/PROPAGANDA-DESTROYER 8 days ago

<https://vtdigger.org/2022/04/13/christopher-herrick-conserving-wildlife-requires-respecting-differences/>

5 upvotes 4 comments 0 awards



- A. Politics**
- B. Education**
- C. Elections**
- D. Shooting**
- E. Jobs**



VTDigger

## Predicting where to share the next post!

 **r/VoteDEM** · Posted by u/kittehgoesmeow  MD-08 15 days ago

At VTDigger debate, Democratic candidates for US House carve out distinct policy positions [Vermont At Large]

[vtdigger.org/2022/0...](https://vtdigger.org/2022/0...)



9 upvotes 2 comments 0 awards

 **r/worldnewgame** · Posted by u/shawn19 1 hour ago

Vermont game wardens investigate fatal dog shooting in Tunbridge - VTDigger

[vtdigger.org/2022/0...](https://vtdigger.org/2022/0...)



0 upvotes 0 comments 0 awards

 **r/VTGuns** · Posted by u/PROPAGANDA-DESTROYER 8 days ago

<https://vtdigger.org/2022/04/13/christopher-herrick-conserving-wildlife-requires-respecting-differences/>

5 upvotes 4 comments 0 awards



Leahy, Sanders vote to change filibuster rules in failed attempt to advance voting rights bill - vtdigger.org

[vtdigger.org/2022/0...](https://vtdigger.org/2022/0...)



47 upvotes 2 comments 0 awards



---

## Mission

**"Provide the AI toolkit to help develop informed digital strategy."**



# Next Steps



**US Air Force, Geminos AI**

Causality,  
Simulation-based toolkit



**Govt. Funding**

Startup, Grant-funding



**Research**

Coordinated Behavior,  
Misinformation, Fact-checks