CONTENT

Farewell

DECEMBER 1, 2014 BY OLIVER

[26](#)

Since 2009, we here at nRelate have been recommending content to readers across the web. To date, we have provided billions of recommendations across more than 100,000 sites. With a scrappy and passionate team, we've built a platform that reaches more than 500 million people monthly.

We have built a valuable service, but the time has come to shift how we use what we have built. With our support, nRelate's parent company, IAC, has decided the best way forward for us is not to continue to compete in the marketplace, but instead focus our efforts within IAC's reference-style content properties. By the end of this year, we will discontinue the nRelate business and apply nRelate's assets to IAC's reference content portfolio to provide engaging content recommendation experiences for the millions of readers who visit these websites. Simply put, nRelate, the entity that provides recommendations to sites across the web, will no longer be a stand-alone business. Instead, our parent company has proactively opted to internalize our assets for competitive advantage, with the belief this strategy ultimately represents a bigger opportunity than our current path – a difficult decision, but one that makes a lot of sense, and one we both agree with.

There are way too many people to thank, but we do want to give special recognition to the following: the publishers and advertisers who have been loyal customers and partners. We want to thank you all for being non-conformists. We understand that there are many options available in the content recommendation space, and appreciate you using and valuing our product. We regret that we won't be able to support you any longer.

Additionally, we want to thank IAC for giving us the opportunity to grow, as well as our core team and the many contributors from Ask.com, Ask Partner Network and the broader IAC family. You have supported us, kept us in

check, worked until sunrise many a night/morning. You have made us better leaders. Together, we have built software of real value and you should be proud of that. We all made something special here and for that we will always be grateful and proud.

Now that we are shifting into solely being consumers of content as opposed to providers of content recommendations going forward, we hope to see the marketplace focus less on short-term revenues and more on providing a better reader experience. Ideally, companies in the space will aspire to what we tried to accomplish here at nRelate: more transparency to both publishers and readers about the ads that support the business. In the end, we wish for better quality content recommendations across the web, and for this space to be one we all can feel good to have been a part of.

nRelate will continue to serve recommendations until 5pm EST on December 31, 2014. Please contact your account representative or support@nrelate.com with any additional questions.

Thanks again for all of your support,

Neil Mody and Oliver Wellington, Founders of nRelate

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ON TWITTER

Our last day of service will be December 31. You can still reach out to support@nrelate.com until then. We wish you all the best of luck! ABOUT 7 HOURS AGO FROM HOOTSUITE [ReplyRetweetFavorite](#)

Thanks to all our bloggers and pubs, it's been great working with you over the years. Read our full farewell here: http://t.co/pvdBXspv9q ABOUT 7 HOURS AGO FROM HOOTSUITE [ReplyRetweetFavorite](#)

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DIGITAL BUZZWORDS THAT SHOULD EXIST

Digital Buzzwords That Should Exist: Squeezorithm

squeezorithm [skweez-uh-rith-uhm]

noun

the increasingly tight math formula that determines how many ads, content recommendations and general clickable distractions a publisher can cram onto a single web page, without actually distracting from the featured content. **Usage:** Their squeezorithm must be mighty complex. I tried so hard to read one article, but was blinded by 44 ads tempting me to click elsewhere.

Digital Buzzwords That Should Exist: Incredigraphic

incredigraphic

noun

the competitive new breed of visual data with which content marketing spruikers attempt to outdo, out color and out create the next, by reinventing the same old statistics everyone has already seen a million times. **Usage:** Of the gazillion incredigraphics I've seen this week, this one definitely belongs in MoMa.

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