

Competitor Review

A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the slide.

PDFs

Can I upload a PDF and turn it into a Foleon?

No. Unlike some other tools which simply create static online flipbooks, Foleon's distinguishing feature is *responsiveness* – the ability to adapt and rearrange layouts according to the screen size of the viewer. While this requires you to upload and place assets like images and text individually, it creates a much better (and more dynamic) experience for the reader.

Share high-quality content, instantly

Go from PDF to everything you need –in a flash. Simply upload a PDF. Then get an embeddable link that expands into the Issuu fullscreen reader.

Turnstyle automatically renders static documents – including PDFs – into responsive, easy-to-consume interactive articles. - GTxcel

With Nxtbook Media, the choice is yours. You can design your digital content on your own or simply send us the PDF or InDesign file and we'll help deliver a flawless digitally optimized publication.

Upload your PDF and start quickly with an exact representation of your designed PDF in a superior digital form. That means it looks like your print but works on all devices and platforms. - BlueToad

Taglines

Foleon

- Fuel your customer journey with content that works
- The content experience platform
- Foleon empowers business teams to create engaging and intelligent content experiences at scale.

GTxcel

- Transform print to a responsive reading experience. Deliver across mobile and web. Drive engagement. Measure success with powerful analytics.

Issuu

- Your all-in-one content system with every tool you'll ever need
- Transform your PDF into a suite of amazing assets your readers can view on the Issuu fullscreen reader wherever they are.
- Convert your static PDFs into ...
 - Instagram stories
 - Mobile-ready flipbooks
 - Digital magazines

BlueToad

- Do More With Less

Ceros

- Experiential Content Creation Platform
- Your digital intervention starts here

Nxtbook

- Curated Digital Content Experiences
- Publish your print, PDF, & website content in our interactive, deeply engaging platforms

Production/Design Support











	Production	Design
Foleon	External Partners	External Partners
Issuu	No	No
Ceros	Yes	Yes
GTxcel	Yes	No?
BlueToad	Yes	No?

Social Media

Comparison with competitors *i*

Audience Activity Engagement






☒ Facebook ☒ Twitter ☐ Instagram ☒ LinkedIn ☐ Pinterest

Name		Total audience	Change	Growth (%)
 issuu		363,458	+1,664	+0.46%
 Ceros		35,168	+74	+0.21%
 Foleon		3,167	+4	+0.13%
 www.nxtbookmedia.com		2,572	-16	-0.62%
 bluetoad		909	0	0%
 gtxcel		660	+1	+0.15%

Social Media

Comparison with competitors *i*

Audience **Activity** Engagement ☒ Facebook ☒ Twitter ☐ Instagram ☐ Pinterest

Name		Total activity	Change	Growth (%)
issuu		130	+31	+31.31%
bluetoad		88	-2	-2.22%
Foleon		38	+18	+90%
Ceros		23	-5	-17.86%
www.nxtbookmedia.com	 You	16	-1	-5.88%
gtxcel		0	0	0%

Social Media

Comparison with competitors *i*

Audience

Activity

Engagement

☒ Facebook

☒ Twitter

☐ Instagram

☐ Pinterest

Name		Total engagement	Change	Growth (%)
<div><div>issuu</div><div><div></div><div></div></div></div>		625	-207	-24.88%
<div><div>bluetoad</div><div><div></div><div></div></div></div>		132	-18	-12%
<div><div>Ceros</div><div><div></div><div></div></div></div>		84	-18	-17.65%
<div><div>Foleon</div><div><div></div><div></div></div></div>		82	+11	+15.49%
<div><div>www.nxtbookmedia.com</div><div><div>You</div><div><div></div><div></div></div></div></div>		52	-23	-30.67%
<div><div>gtxcel</div><div><div></div><div></div></div></div>		0	0	0%

Social Media

What are they sharing

- Blogs
- Customer examples
- Release notes/KB articles
- Email Newsletters
- Video summaries/previews of thought leadership articles/events

Engagement

- Organic engagement is not great for anybody really
- Pay to play on most platforms

Takeaway

- Potential Q4 Rock for increased - sustained activity for 60 days to see how it compares

Foleon

**idea to borrow*

Strengths

- Great Website - robust content by use case, industry, learning opps
- Prestige Partners - Salesforce, Deloitte, SAP
- Highlights integration with marketing/sales tools*
- Case studies
- Blogs
- Lead magnets - downloads
- Animated gifs - do a good job of showing what they offer*
- Social proof - G2 and Capterra
- Live chat

Foleon

Weakness

- No pricing listed
- No mention of production support
- Could be better at describing the curated part, to uninformed this could just look like a responsive website

Issue

Strengths

- Prestige brands - Patagonia - Red Bull - Guess -
- Stats on overall usage*
- Pricing and basic free tier available on site*
- Persona and industry “solutions” pages
- Pushing one tool for a number of different uses including social
- Tools to promote your content on social videos/gifs from content

Issue

Weakness

- Not incredibly clear what they do if you don't already know
- Stronger delineation between already published content that you can find on their site and accessing the platform to create your own
- No mention that they own your content

Ceros

Strengths

- Use of statistics in copy*
- Prestige brands - Red Bull, Bloomberg, NBC above the fold, lots more brands near the bottom
- Animated everything, including little icons - brings life to the site
- Industry report lead magnet
- Ceros examples just to show what it can do - they do it themselves

Ceros

Weakness

- Experiences is kind of nebulous, what is the service you offer?
- Some copy a little presumptive "We KNOW we can help" "Get help now"

GTxcel

Strengths

- One of the few I've noticed that talks about accessibility WCAG 2.0*
- "Automatically" responsive - sounds easy
- Notable brands mentioned

GTxcel

Weakness

Pretty basic site, not a ton of content,
doesn't go in depth with examples

BlueToad

Strengths

- Like reference to branding and social distancing
- Tons of features listed
- Seems easy to get started
- Pricing points per page as well as different packages

BlueToad

Weakness

- Busy site especially compared with GTXcel - not sure where to start
- Weak imagery

BlueToad

Taglines

- Do More With Less
- Responsive version of content (content is pulled from PDF or separately provided and formatted for responsive viewing on phone or desktop – appears by article, product, offer, advertiser, or other content unit)
- Upload your PDF and start quickly with an exact representation of your designed PDF in a superior digital form. That means it looks like your print but works on all devices and platforms.

Nxtbook Media

Strengths

- Quickly see applications of platforms - what you can create with Nxtbook
- Phone number (one of only companies to do this)
- Animated section fly-ins on home page
- Full or a la carte production
- Customer quotes

Nxtbook Media

Weaknesses

- Two platforms - is this confusing?
- No video explainer on home page
- No animated gifs
- Brands too far down?
- No mention of integration with other apps
- No pricing or plan information (currently)
- Tagline kind of unclear