

iMoneza is now Wallit

► BY CHRIS BENNETT CONTRIBUTING WRITER

What is in a name? Wallit is about to learn, and will be more than happy to share any findings with the world.

In early November, iMoneza became Wallit. The hope is a new name will open new horizons for the Waukesha, Wisconsin-based business. The rebranding initiative went through a soft roll-out in early November, and will get a more intense unveiling in February 2017.

“The first thing that kind of got this rolling is our name,” said Tim Hunter, Wallit’s director of marketing. “No one knew it and couldn’t pronounce it. Everyone has been very up front with Hunter saying, ‘That’s really not that great.’”

What we’re trying to do is build a network of users that have account-based, digital wallets that they can use at all of our partner sites,” Hunter said. “The way we approach content is through payable accounts.

“It’s a good representation of who we are.”

A wallet allows one to pay for goods at the moment of truth – it is within the wallet that ability exists to turn decisions into purchases.

Wallit functions in similar form. Much as one can execute a purchase with cash, a debit card or more, Wallit aims to allow the financial fashion in which content is delivered.

“We could work with anyone,” Hunter said. “We partner with the customer to help sell the content. What we do a little differently is that in traditional models, you buy a monthly subscription, or you buy a print and digital subscription for the month or year.”

Wallit realizes there are other ways to engage readers and deliver content and focuses on offering consumers what they want when it is desired. Consider it the buffet of content payment systems.

Hunter said some readers might not want to pay for the Wall Street Journal for a full year, but might be willing to pay a fee for a week’s worth of access.

In light of the Chicago Cubs’ recent World Series, some individu-

als might only want access to the Chicago Tribune’s sports section, and are unconcerned with the business and home sections.

“I would like to watch ‘Game of Thrones,’ but then nothing else on HBO Go really interests me,” Hunter said. “It would be cool if I could just get ‘Game of Thrones’ for the season.”

Publishers are also offered the flexibility of an intelligent dashboard. The feature allows them to monitor what is working and what is not, and perhaps tailor coverage to better fit consumers’ needs and desires.

“They’ll be able to monitor specific articles and pieces,” Hunter said “What’s working and what’s not, and be able to adjust those on the fly.”

Wallit sees the days of offering limited subscription options as being over, and wants to work with publishers and clients to build a network of reflexive users viewing and paying for what they want. Offering one option might be too limiting, but offering 15 might be overwhelming.

Wallit is more resource management system than it is content provider. Wallit will not produce anything, but will instead use the data it gathers from users and clients to tailor a better experience for consumers.

And that trickles all the way down to the manner in which consumers interact with content, the paywall and advertising. Wallit developed a way to keep content out of the way and let the paywall and advertising share the same space.

“Our new paywall sits on the page, and even if the person doesn’t purchase, the publisher gets a page view for ads,” Hunter said. “Once we introduced that, we really garnered a lot more traction.

“In the original model, the paywall pops up and takes over the page,” Hunter said. “We wanted to change how it was.”

Wallit is online at wallit.io/ and www.facebook.com/mywallit. ▲