pulse

Get 25% (twice) off your subscription when you create your account today!
OPEN

President Buhari is very excited about the P&ID judgement, appreciates team of lawyers

The judgment is a huge relief for the Nigerian government at a time when the economy is struggling.

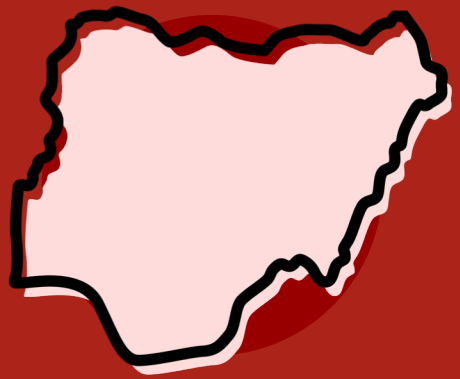
ADVERTORIAL
CSER
CENTRE FOR SOCIAL AND ECONOMIC RIGHTS
...equity and justice
Right Wing, 2nd Floor, Obafemi Awolowo House, Ikeja, Lagos. Tel: 08023172694, 08097591028.
GOVERNMENT INSTITUTIONS' UNHEALTHY FIXATION WITH PRICE FIXING

TRENDING

The federal government is fighting DSTV at the moment

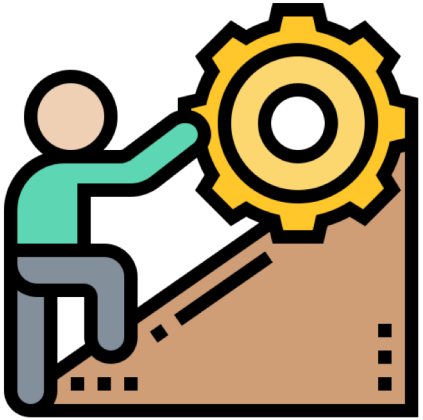
Our Media Platform

Nigeria's leading innovative media company - via **www.pulse.ng**



Our Challenge(s)

- Reduced User Engagement
- Reduced Traffic From Newsletter
- Funding



Enter GNI Innovation Challenge!

Google News Initiative Overview About Partnerships Programmes Products English (UK) Get the Newsletter

Innovation Challenges Overview Selected Projects How to apply

GNI Innovation Challenges

The Google News Initiative (GNI) is our global effort to work with the news industry to help journalism thrive in the digital age. Through rounds of regional funding, the GNI Innovation Challenges will empower news innovators from around the world to demonstrate new thinking in online journalism and the development of new publishing business models. In turn, we hope to share knowledge

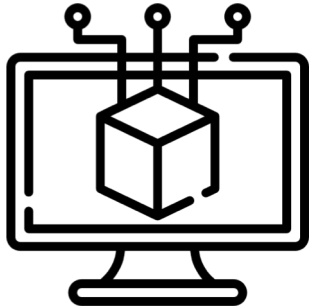
GNI Innovation Challenge: Our Ideas

Personalization

User Engagement

Sustainably

GNI Innovation Challenge: Our Plan

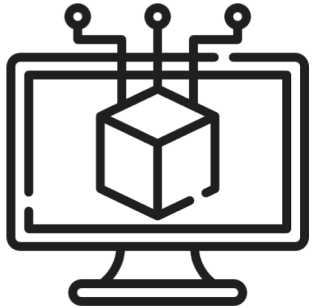


- Develop Technology Logic
- Develop User Profiles
- Integratable Newsletter Software
- New Hires!

- Site Placements
- Logic Algorithms
- Newsletter Frequency
- Resurfacing

- Marketing
- Sharing Learnings

GNI Innovation Challenge: Where We Are Now



- **Develop Technology Logic**
- **Develop User Profiles**
- **Integratable Newsletter Software**
- **New Hires!**

- Site Placements
- Logic Algorithms
- Newsletter Frequency
- Resurfacing

- Marketing
- Sharing Learnings