

MEET *SPORTSMAX* AI-POWERED SITE SEARCH



A sports-grounded, AI-powered answer engine and search experience that lives on your site and apps. Built for engagement. Designed to monetize. Delivered at zero cost to you. It transforms your property into a discovery engine and unlocks a new, incremental revenue stream.



WHAT YOU GET

- ➔ **Zero Cost Revenue Generator**
Built in contextually-relevant ad units and sponsored answers
- ➔ **Deeper Engagement**
Integrated generative AI search prompt modules drive interaction rates, increase time on site, & reduce bounce
- ➔ **Simple, Lightweight Integration Options**
Front-end only, easy tag-based implementation
- ➔ **Natural Language Search**
Fans ask real questions and the conversational AI answer showcases your content and editorial voice
- ➔ **Better Answers: Storylines & Timely Stats**
Understands players, teams, and matchups to returns context-rich, fan-friendly versions of the latest results
- ➔ **Visual Search UX**
From jerseys to game highlights, every asset becomes a searchable entry point into your content

NATURAL LANGUAGE ANSWERS AND SEARCH FOR DEEPER FAN ENGAGEMENT


“Who scored more points head to head?”

Here is what I found:

Clark has scored 128 points and Reese has scored 70 points over 5 games, three times in the NCAA basketball and twice in the WNBA.


Shop Nike gear for those who aim higher. FANDUEL Bet on the brightest stars.

LATEST NEWS



Caitlin Clark vs. Angel Reese matchup history: How Fever star a...

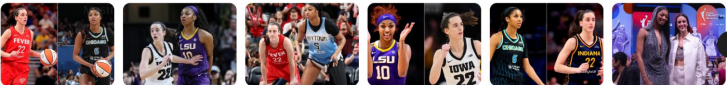
GILBERT MCGREGOR
April 23, 2025 • 3:44 pm EDT



Caitlin Clark vs. Angel Reese beef history, explained: What WNBA riv...

EMILY DOZIER
23 hours ago • 5:11 pm EDT

PHOTOS



⚡ What is the most points Caitlin Clark scored in a game?

⚡ How many points did Caitlin Clark score in college?

Kylian Mbappé

Answer Sources Reasoning Path

What France national team gear is available?
Is World Cup 2026 gear available for purchase?

According to Sports Illustrated

Kylian Mbappé, captain of the French national team, is set to headline the 2026 FIFA World Cup. Known for his lightning pace, sharp finishing, and ability to decide matches, he remains France's most dangerous weapon. Sports Illustrated highlights his breakout at Monaco, record-breaking transfer to PSG, and World Cup glory in 2018. With a highly anticipated group-stage clash against Switzerland ahead, Mbappé will once again carry the nation's hopes on football's grandest stage.


Sports Illustrated

Career Statistics France Men's International Friendly Show add'l stats


YEAR	TEAM	STRT	FC	FA	YC	RC	G	A	SH	ST	DF
2025	France National Team	3	0	5	1	0	1	3	15	4	0
2024	France National Team	2	0	4	2	0	2	4	18	3	1

Turn Mbappé's Magic into Your Victory Sponsored by FANDUEL


Upcoming Games Show add'l games




GROUP G



GROUP G

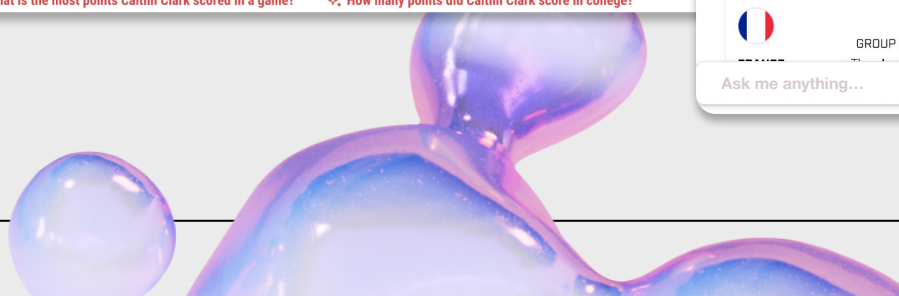


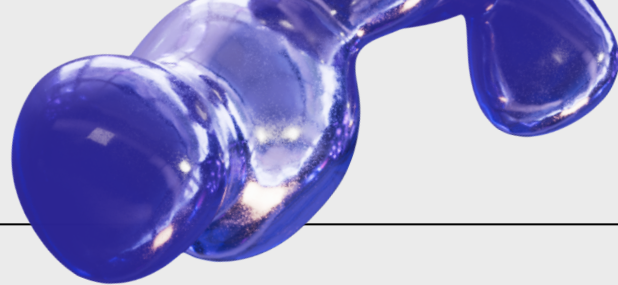
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GROUP G

Ask me anything... 🔍





BOLD AND EFFECTIVE MONETIZATION

In-article formats where brands live inside the sports story.

Sportsmax ad experiences are self-contained and can be contextually embedded within your sports content. Several formats also function as entry points to the SportsMax search experience, creating a two-touchpoint journey from editorial to intent.

IMAGE OVERLAYS:

Brand “Patches,” product carousels and search prompts on top of editorial images.

SPONSORED DATA & PROFILE

CARDS: Sponsor live scores, statistics, schedules, and player profile cards.

Within search results. Net-new inventory. Declared intent. Incremental revenue.

When a fan moves from editorial content into a SportsMax conversation, they shift from passive reading to active discovery. That experience creates a standalone monetization surface, entirely additive to in-article inventory, that captures fans at the exact moment they express interest.

INCREMENTAL BY DESIGN

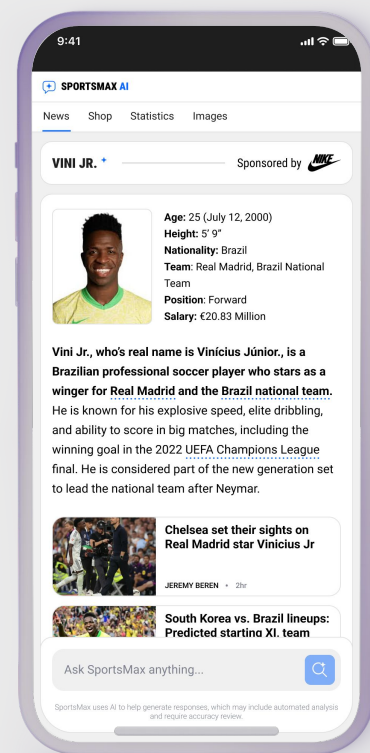
A net-new revenue surface that captures fans the moment they decide they want more, capturing fans before they bounce.

INTENT AT SCALE

Active search signals higher purchase consideration than passive scrolling. Fans on the SERP have already told you what they want.

BUILT FOR RE-ENGAGEMENT

Fans arriving via in-article formats are already warm. The SERP becomes a natural, high-value second touchpoint.



WHAT MAKES IT DIFFERENT

CAPABILITY	YIELDMO SPORTSMAX	OTHERS
Sports-trained LLM	✓ Grounded in live, credible feeds of sports stats and news	✗ Not always up-to-date, prone to generalization
Q&A-style answers	✓ Natural language, not keyword lists	⚠ Limited
Visual query UX	✓ Search by image or highlight	✗ Not offered
Built-in monetization	✓ Premium ads inside answers	⚠ Optional, missing, generic
Free to publisher	✓ Fully subsidized, share of ad revenue	✗ SaaS fees apply

READY TO SCORE? Contact bjones@yieldmo.com for more details.