Interactive Digital Publications

Customer Experience

Olive Software is a digital publishing SaaS platform to transform print-first content into rich, interactive online content. It can be custom-configured with various modules to meet your specific requirements.

Customer Success

Newspaper publisher Walla Walla Union Bulletin improves reader experience using Olive Software to publish online replicas of physical paper

COMPANY
Newspaper Publisher

ESTIMATED REVENUE
$9.6 million / year

INDUSTRY
Media Publishing —
Newspaper

IGNITETECH SOLUTION
Olive Software

DEPLOYMENT
SaaS

"Olive is miles ahead of the other choices … it is the best solution."

Summary
Walla Walla Union Bulletin, a Seattle Times-owned newspaper publisher, uses Olive software to publish e-editions of its physical paper.

Why Olive Software
The ease of use and excellent user experience coupled with the ability to produce high-quality online replicas makes Olive the best solution for this newspaper publisher. Olive also happens to be GDPR compliant.

Customer Benefit
The online replica has helped Walla Walla Union Bulletin engage the older demographic, as the e-edition provides an experience that's very similar to a physical newspaper. It has been perfect for readers that don't want to navigate a website.

Customer Outcome
Olive has allowed for this newspaper publisher's audience to access the e-edition across tablets and desktops. The online replica has seen 100% customer satisfaction with no complaints by end-users.

Solution Benefits
- Turn digital content into revenue by harnessing robust content distribution models for additional revenue and audience growth and engagement
- Find new revenue streams by monetizing your content and generating new revenue streams from existing content
- Grow your audience and improve retention through leveraging proven apps, best practices, engagement tools and content distribution channels
- Reduce cost and pressure on internal circulation, content, IT and field sales resources

For more information,
visit ignitetech.com/olive-software

IGNITETECH