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 enhances reader experience using Olive Software

COMPANY
Newspaper Publisher

ESTIMATED REVENUE
$13 million / year

INDUSTRY
Media & Publishing

IGNITETECH SOLUTION
Olive Digital Newsstand 2.1
Olive Cross Media

DEPLOYMENT
SaaS

SUMMARY
Olive Digital Newsstand 2.1 (ODN 2.1), a world-class e-Edition newspaper service, provides a reader experience exactly like reading the actual physical newspaper. Olive Cross Media (OCM) differentiates from ODN in that it uses RSS and other live feeds to provide up-to-the-minute news for readers.

WHY OLIVE SOFTWARE
This daily newspaper wanted to deliver an experience similar to reading a physical newspaper.

CUSTOMER BENEFIT
Olive Software is a cost-effective publication digitization and archiving system that's ideal for this publisher to provide a true newspaper reading experience online for their customers as well as update readers throughout the day on the latest news.

CUSTOMER OUTCOME
The newspaper has a large and dedicated set of readers that consume their Olive Software published content on a daily basis. They consistently have 3,000 – 4,000 readers per day across their Olive products.

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

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