

**Increasing Readership & Revenues
through
Online Products**

ACP | A Case Study

Electron-borne information is clearly transforming publishing; not just affecting how journals and books are assembled and distributed, but stirring up the culture that surrounds the creating and sharing of digital information. Along those lines, many international book and journal publishers have started digitizing their content to improve efficiency and profitability of their business.

ACP Press, a part of American College of Physicians, was looking for an affordable solution to take their print content online. They found iPublishCentral, Impelsys' self service portal solution, as the most efficient and cost effective solution to aptly market, distribute and deliver their content online. It empowered ACP Press to

- manage, and showcase their titles online; and
- increase readership, and revenues through viral marketing tools and enhanced content delivery



American College of Physicians

The American College of Physicians (ACP) is the leading professional organization of internists — physicians who specialize in the prevention, detection and treatment of illnesses in adults. It is the largest medical-specialty organization and second-largest physician group in the United States having 126,000 internal medicine physicians (internists), related sub specialists, and medical students.

Challenge

ACP Press, a small unit of the American College of Physicians (ACP), is the publisher of books in STM segment. ACP Press was formulating a digital strategy to create online marketable products to enhance their readership and revenues. However, they encountered few key challenges in pursuit of their goal. These were:

- Establish a digital presence for their titles
- Directly sell content to the customers
- Limited budget and resources

SOLUTION

ACP Press chose Impelsys's self service portal solution — iPublishCentral, to better monetize their content and create alternative revenue streams. iPublishCentral offered an end-to-end workflow solution that empowered ACP Press to leverage their existing content and launch a feature-rich end user portal to host multiple titles, almost instantly.

iPublishCentral

- Allowed for a self customization option to select features relevant to their needs
- Created a digital repository for assets, from where the content could be pushed to online retailers and infomediaries
- Generated a fully functional end user portal without manual intervention
- Delivered an integrated ecommerce suite to sell content online
- Hosted features like search, virtual reader, book shelf and user communities
- Provided features like page flip, single/double page view, thumb nail view and table of contents
- Offered robust metadata and full-text search to easily find the content desired
- Incorporated an advanced administration system to manage users, content and subscription
- Created interactive reports and usage statistics
- Provided a platform to create viral marketing programs for web using widgets and ViewInside

iPublishCentral allowed ACP Press to control their content's marketing, distribution and delivery within one simple platform.

BENEFITS

iPublishCentral empowered ACP Press to monetize and manage their content online in a simple, self serving, and cost effective manner. It yielded other benefits like:

- Boosted efficiency and time management with easy content storage and retrieval process
- Empowered ACP Press to sell directly to readers
- Enabled them to experiment with their digital strategy at low cost and with little risk
- Assisted ACP Press in reaching the global audience with online marketable products