



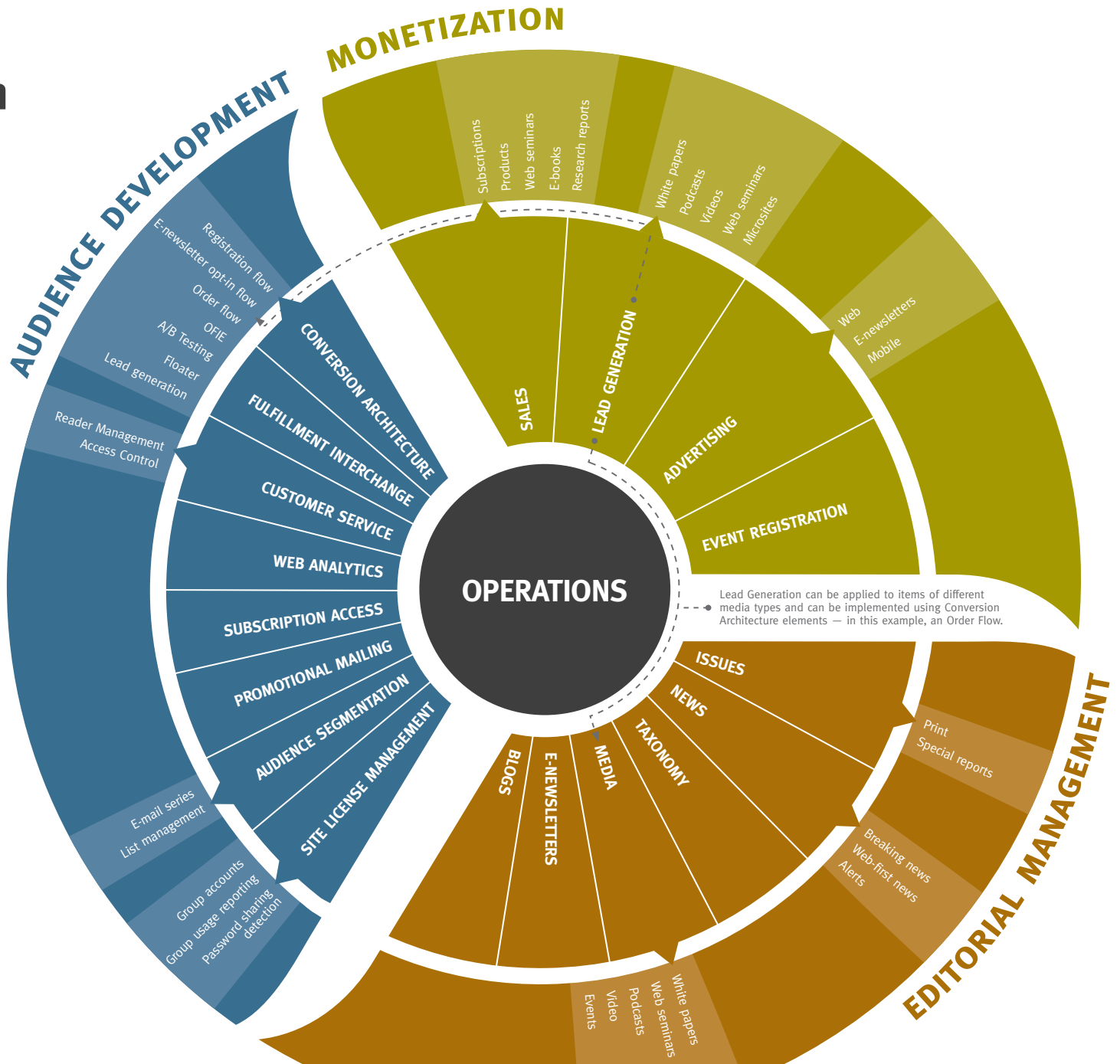
iproduction

THE INTERNET PUBLISHING PLATFORM

Manage editorial content
Develop your audience
Turn assets into revenue

iProduction does it all

iProduction is specifically designed to take full advantage of the Internet's flexibility while centralizing all aspects of the operation.



Editorial Management

iProduction simplifies content delivery. You can consolidate the presentation of Web pages, videos, editorial e-newsletters, podcasts, white papers, blogs, and even Web seminars. At the same time, you have the ability to control editorial taxonomy, which drives targeted advertising and is the basis for navigation and search. iProduction supports the organization of content into issues, simplifies the posting of breaking news, and handles aggregation of content for, and distribution of branded editorial e-newsletters. Finally, you can provide readers with sophisticated full-text search capability, RSS feeds, and automated related item presentation.

Audience Development

iProduction builds circulation. Interfacing with the fulfillment system, you have the flexibility to deliver content based on registrations and subscriptions, lead data, product sales, mailing lists, and individual usage patterns. iProduction will automatically offer the unknown reader content or products in exchange for registration or subscription via a comprehensive conversion architecture. This architecture incorporates registration for premium content, opt-in for e-newsletter delivery or order entry. In addition, it manages order-forms-in-editorial which solicits registrations, subscriptions, or renewals. The system does A/B testing, so you may compare the performance of alternative offers. A sophisticated reporting system measures audience behavior and marketing effectiveness, online usage, e-newsletter circulation, sources of registrations, and much more.

Monetization

iProduction turns assets into revenue, supporting all aspects of revenue production. These include sales of subscriptions and products, advertising placement, lead generation, and advertiser sponsorships. iProduction integrates with all the major advertising systems to seamlessly place advertising on Web pages and in e-newsletters. You can increase subscription sales resulting from promotional e-mails or order flows on Web sites. The delivery of white papers, podcasts, and videos can easily be managed as sources of leads, and even Web seminar access can be sold or offered in exchange for registration. Similarly, registration for conferences can generate cash, leads, or both. If appropriate, specific editorial content can be sponsored by advertisers, with registration data transferred to the sponsor as leads. You can even support special ad placement in mobile editions. For paid publications, iProduction provides a powerful site license manager that controls group access to multiple publications.

Sophistication made simple

A system this advanced could require a lot of hardware, a lot of training, and a lot of babysitting. iProduction requires none of these. The entire system is offered as a vendor-hosted service that you access via the Internet. You get all the service, all the flexibility, all the security, and all the control you want with none of the hassles of installation or maintenance.

To request a demo or more information,
visit us at www.iproduction.com



iProduction

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