

Contextually Related Content & eCommerce Increase Revenue **100%**



Modern
Distribution Management[®]
Wholesale Distribution News, Expert Analysis & Market Research

Gale Media's relaunch of MDM.com tapped ePublishing's Enterprise Publishing System (EPS) to enhance reader engagement and increase subscriptions, sponsorships and product sales. The innovative BtoB business achieved positive ROI in only 12 months.

MDM focused on increasing Revenue per Reader (RPR): Search tools deliver contextually related products, events and listings, leading readers to view more pages and sponsored features. Gated premium articles target likely buyers with subscription offers. A dedicated subscription landing page increases conversions. **The shopping cart's intuitive, streamlined checkout process reduced cart abandonment by 40%.**

↑80%

time on site

↑100%

free eNews subscriptions

↑175%

subscription signups

Key Features

- Gated, Premium Content, Pay-per-View, Pay-per-Issue
- Targeted Advertising, Offers and Upsells
- Contextually-Related Content and Marketing
- Sponsored Buyers Guide, Webinars, Downloads
- Streamlined, Secure, PCI-Compliant Shopping Cart

ePublishing empowers media companies to drive maximum profit from web, mobile and eCommerce. Responsive design combined with state-of-the-art tools and integrated behavioral data create diverse income streams and deep reader engagement with Contextual Content, Community and Commerce.