Publishing House Nürnberger Presse commits to AdSelf by ppi Media

AdSelf, a modern self-service-portal, allows advertisers to book ads in daily publications simply and comfortably. Starting now, the publishing house Nürnberger Presse is among those using the solution from Northern Germany in order to improve internal efficiency while increasing revenue. Hereby, the company becomes part of the AdSelf success story, first introduced in 2018.

May 2019: AdSelf, an HTML5-based white-label-solution, was developed for optimal application on mobile devices as well as desktop computers. Easy to handle models and an effectively designed interface guarantee a high-quality user experience – every time. Open interfaces with commercial ad order entry systems, user management, and payment solutions ensure quick integration into the existing environment. If desired by the provider, private as well as commercial customers using the portal to implement their clients' orders can use AdSelf.

A Future-Oriented Solution

With the introduction of this modern and responsive portal, the Northern Bavarian company is looking to improve the user experience of their advertising clients. At the same time the integrated alfa Stylo editor for editing ads, is meant to completely replace the existing internal editors. Nürnberger Presse is taking on the set up and implementation of the AdSelf themselves, thus making sure that the company can react quickly and independently in making system adjustments for new market conditions in the future. In addition, the new portal allows the publishing house the technology upgrade to Windows 10. "We expect the new self-service-portal to offer us significantly more efficient processing for small ads. Another important change for us is the improvement of the user experience for our readers as well as ad clients," says Torsten Wiethe, Head of Commercial Systems and Processes Advertising Marketing.

The progressive implementation of AdSelf at Nürnberger Presse is planned for the summer of 2019. The publishing house already introduced Content-X by Digital Collections and ppi Media for the creation of special topics and magazines in 2018.

About ppi Media

ppi Media develops highly efficient solutions and services for media companies. The owner-managed software house was founded in 1984 and has since become the leading workflow specialist for automated newspaper production. 80% of all daily newspapers on the German market are produced using products developed by ppi Media. Media companies in Europe, Asia, Africa and the US use the company's solutions in their daily work for the planning, production and editorial workflows of digital and print products. ppi Media also guides companies seeking innovation through their digital transformation process. ppi Media's portfolio includes the agile development of digital solutions using modern Design Thinking methods and the provision of innovation advice throughout the different stages of a company's change process. For more information, visit www.ppimedia.de