

New self-service ad portal AdSelf goes live at the VRM

The regional media house VRM (Mainz, e.g. Allgemeine Zeitung and Darmstädter Echo) is the first media company to use ppi Media's new self-service ad portal, which has been developed in close cooperation with the company, for its service VRM Anna. The browser-based solution offers end customers a convenient way to book ads in the publishing group's publications, also allowing them to use mobile devices.

June 18, 2018. AdSelf is a new self-service portal for ads that is now being used by a customer for the very first time. The solution has been developed using state-of-the-art technologies and is particularly suitable for publishers who work with the SAP IS-M/AM commercial ad booking system. Other ad booking systems can also be integrated if required.

Optimized presentation and handling

The HTML5-based portal is designed in a responsive style, meaning that it is also suitable to be used on mobile devices. Templates are easy to handle and the solution's GUI design by an experienced interface designer ensures that using the portal will be particularly simple for end users.

Suitable for B2B and B2C use

AdSelf can be used both by private customers and by professional users at service partners, who realize their customers' orders via the portal. Thanks to compatible templates, the solution also offers upselling options by suggesting alternative ad presentations. This way, end customers are able to book their individually designed ads quickly and easily in different categories - from the classified ad to the family ad. AdSelf also includes a function to have the booked ads checked by the publisher's back office.

Open interfaces

ppi Media's service is based on an open architecture, meaning that not only the ad booking system but also a publisher's user administration and their payment solution can be integrated with great ease. AdSelf is a white label solution, which means that it can be integrated perfectly into your company's corporate identity.

AdSelf was developed in cooperation with the VRM and the portal has now gone live on www.vrm-anna.de: "We are delighted to be able to offer our customers and

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readers a new, innovative ad portal; the development phase in cooperation with ppi Media was extremely successful. The portal has only been live for four weeks and we can already see a tendency for increased revenue”, says Katrin Hube, Head of Central Services at the VRM Media Sales GmbH.

About VRM

The VRM group, which is headquartered in Mainz, reaches more than one million readers and has a circulation of more than 320,000 copies. Its dailies in the Rhine-Main area include the “Allgemeine Zeitung”, the “Wiesbadener Kurier” and the “Darmstädter Echo”, while the “Wetzlarer Neue Zeitung” and the “Gießener Anzeiger” are among their publications in the middle Hessian newspaper market. In addition to this, the VRM is in contact with almost 2 million unique users across the company and reaches out to roughly half a million social media users. A wide range of target market media, advertisers and magazines plus numerous initiatives and involvements make the VRM's product portfolio complete. All in all, the company has one of the widest-reaching networks of all regional media houses in Germany.

About ppi Media

ppi Media GmbH is the leading international workflow specialist for newspaper and magazine publishers, as well as printers, corporate publishers and groups, and SMEs. Its main focus lies in the development of highly efficient software solutions on a global scale. ppi Media is the market leader in the field of automated newspaper production. 80% of all daily newspapers on the German market are produced using ppi Media products. Many more installations can be found in Asia, Europe, Africa and the USA. A subsidiary of the Eversfrank Group, ppi Media has its head office in Hamburg and branches in Kiel, Germany, and Chicago, USA.

For further information go to: www.ppimedia.de