



Ingenta Connect: The complete solution for digital content publication, discovery and sales

ingenta connect is an end-to-end, affordable, and fast digital publishing solution for small scholarly publishers seeking to make their content discoverable and available online to a built-in audience. With more than 33 million page views representing a user base of over 1.6 million registered users, it is an established aggregated content delivery platform that supports increased online visibility, global reach, and sales. By outsourcing and automating the time-consuming and technical tasks of digitizing, managing, and selling content, small publishers are free to focus on their core function of sharing important research and ideas.

- **Discovery of your content:** Discovery of your content is automatically optimized.
- **Content management:** Track publications as they are prepared, uploaded, and made available on the platform.
- **Multiple purchase and pricing options:** Offer content as a subscription or as a one-time purchase.
- **Standards compliance:** Compliance is available for all industry standards.
- **Data analytics:** See what content is being purchased by which users and where.
- **Support:** Services for publishers and end-users.

Discovery of your content:

The discovery of your content is automatically optimized to enable end-users to quickly find content. ingenta works with all the major third parties to ensure your content is everywhere it needs to be.

Content management:

ingenta connect migrates your content (even hard copy) to a standardized digital format and uploads it to the platform. The online content platform includes a Content Tracker tool that allows you to see when publications are being prepared, uploaded, and available on the platform.

- Monitor content with a range of filters, including time periods, publication type, and status levels.
- Pull detailed reports with comprehensive information on the progress of all your content as well as the option of a summary overview.
- Get exportable .csv files to share and analyze the information offline.

Enhanced visibility:

In addition to making your content visible to millions of ingenta connect users, the platform optimizes discovery via external online research tools, including Google Scholar, EBSCO Discovery Service, Primo Central, WorldCat, and Summon.

Multiple purchase and pricing options:

ingenta connect gives you the power to bundle your content into different packages and set your own pricing to meet user needs and increase sales.

- Make individual journal issues, articles, and book chapters available for purchase and download.
- Offer access to journal issues via a traditional subscription model.
- Publish back issues and archives to generate additional income.
- Provide temporary complimentary access to content to generate new leads, explore new markets, and collect data on potential subscribers.

Standards compliance:

ingenta connect covers all of the industry standards and initiatives including COUNTER, SUSHI, OpenURL, Shibboleth, Open Athens, WCAG, Crossref, Pubmed, and more.

Data analytics:

As part of the Publisher Statistics package, Ingenta Connect collects extensive user data by title and by institution. Via a user-friendly interface, you can see an overview of data or drill down into more detailed layers. View data over selected time frames to identify trends and patterns or download raw .csv file statistics for later analysis to help you understand and better reach your readership.

Support:

Publishers on Ingenta Connect receive support from Client Managers committed to helping you set up and navigate the platform for your needs. Librarians and readers have access to a Help Desk for assistance with using the platform to search for and purchase content.

Additional Services:

ingenta pcg **Lead Generation Partnership**

Let PCG fulfill your sales support role. From running your campaigns to supporting your pipelines our experienced sales reps are dedicated to your account. We provide you with market feedback and build a robust lead pipeline for you and provide detailed market intelligence.

ingenta connect unity

ingenta connect unity offers the features and capabilities of ingenta connect delivered through your own website. This option provides publishers with the powerful tools and built-in audience of our leading content aggregation platform and an external-facing environment that aligns with your unique brand

Publish your content quickly and cost-effectively for an audience of millions. Contact us to book a demo or to receive more information.

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