



TrendMD and ReadCube integration across Ingenta Connect enhances scholarly article discovery

Oxford, 3rd May 2016 – Ingenta has partnered with the scholarly discovery services TrendMD and ReadCube to boost discoverability of articles hosted on its aggregated content portal Ingenta Connect.

The platform integration with TrendMD enables Ingenta Connect publishers to drive traffic to their content online and grow their readership. TrendMD generates personalised on-site content recommendations, based on the articles that users, and likeminded peers, are reading. The partnership follows a successful pilot project which delivered a five per cent increase in overall article usage among 31 participating publishers and 96 journals.

Paul Kudlow, MD, Cofounder and CEO at TrendMD, said:

“Our partnership with Ingenta has already added 65,000 articles to the TrendMD Network and delivered high-quality referred visitors to participating publishers. During the pilot over 10,000 additional articles on Ingenta Connect were discovered by readers every month. Visitors from TrendMD recommendations viewed 2.2 articles per session and 38% also downloaded full text articles. We look forward to helping more readers discover journal articles directly related to their interests and attracting new readers for Ingenta’s publisher partners.”

Publishers on Ingenta Connect also now have access to ReadCube’s Discover service, offering deep-indexing of their content for enhanced discoverability across ReadCube’s free web, desktop and mobile apps, search engines, related article feeds and its popular personalised recommendation engine. The agreement also transforms indexed collections into interactive Enhanced PDFs when read on any of the ReadCube apps. Features include hyperlinked in-line citations, annotation tools, instant access to supplemental materials and figures, clickable author names, citation history, social sharing, and Altmetrics.

Robert McGrath, co-founder and CEO at ReadCube, said:

“We’re delighted to partner with Ingenta, an organisation which shares our mission of supporting streamlined workflows for the discovery of the best scholarly literature available.

The Ingenta Connect collection is an exciting addition to the ReadCube platform and we are thrilled to have the opportunity to work with them to bring their multi-disciplinary titles to our global community of readers.”

Following the recent collaboration with Kudos, a service that helps researchers and publishers to maximise the visibility and impact of their articles online, the TrendMD and ReadCube partnerships are the latest initiatives that have been incorporated into Ingenta Connect to increase the reach and readership of articles hosted on the platform.

Byron Russell, head of Ingenta Connect, said:

“There is so much quality content available online, yet very few ways of ensuring that the right people can access and read it. The inclusion of these latest two highly regarded and innovative tools will offer our publishers a new way of driving discoverability and broadening the reach and impact of their content. We are delighted to be working closely with TrendMD and ReadCube to ensure that the benefits of both tools are experienced and enjoyed by our publishers.”

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Notes to Editors:

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About Ingenta:

Ingenta is the world-leading provider of content solutions that transform business. We cover the publishing process from end to end with our suite of commercial products, CMS and advertising solutions and content services packages. Combining our unmatched publishing knowledge, global operations and customer support with our extensive technology and service products, we offer the industry's only full spectrum of solutions to help publishers manage and monetise their content effectively. Listed on the AIM market of the London Stock Exchange, the company operates jointly from Europe (Oxford) and North America (Boston and New Jersey), with local offices in Brazil, India and China. Assisting 450 trade and scholarly publishers for nearly 40 years, Ingenta solves the fundamental issues content providers face. Visit ingenta.com, follow @WeAreIngenta on Twitter, or connect on LinkedIn.