

Ignite Technologies
Marketing & Sales Solutions

Olive Software[®] Product Enhancement

Elevate content development with UGC image sourcing capability

Powered by Ignite Chute[®]

Increase Audience Engagement And Grow Subscribers

Grow with Rich Social Images

Curate the best and most relevant photos and videos from social media that tend to resonate with all audiences.

Reach New and Younger Audiences

Authentic, curated, local image and video content draws in audiences that have grown up with and expect a more visual news experience.

Curate and Publish the Best Local Content

Discover and Curate Local Interest Content

Automatically discover and collect images and videos related to local events, places and people.

Grow Readership with a Local Focus

Build interest in your online publications by enhancing your local readership with great locally-focused user-generated-content (UGC) images.



 powered by **PRIME**



Reward Readers who Contribute Content with Giveaways and Contests

Automatically Source Unique, Highly Relevant Images

Promote Your Publications

Create engaging contests and enticing giveaways to drive traffic to your content and generate new subscribers to your ePublications.

Expand Through Viral Social Marketing

Readers will actively share contests and giveaways to friends online and offline pushing viewers to your ePublications and website.

Publish with Ease

All it takes is one line of code on your website or within Olive SmartLayers.

Local or Global Reach

Easily curate photos and videos from sources close to home or from across the globe.

Develop Rules

Use artificial intelligence (AI) to narrow down UGC to exactly what your readers are looking for.

Manage Rights

Automate the process of obtaining image use rights from the creator, saving countless hours of work.

Curate and Publish The Best Local Content




"The quality of user-generated photography from our community that we find with Chute is better than anything we could buy, and it resonates more than professionally created content. Across the board, it's performing well ahead of other content, driving efficiency and results."

*Jayson Smith
Director of Digital Marketing
Wyndham Worldwide*

Request Olive's UGC image sourcing capability.

This enhanced UGC capability for Olive Software, Ignite's Chute platform, is available today, complimentary for all customers with an active Ignite Olive Software contract. It is offered through Ignite's exclusive customer benefit program, Ignite Prime. To learn more, visit ignitetech.com/prime.

For More Information

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