

INTERACTIVE DIGITAL PUBLICATIONS

Customer Experience

Olive Software is a digital publishing SaaS platform to transform print-first content into rich, interactive online content. It can be custom-configured with various modules to meet your specific requirements.

Customer Success

Newspaper publisher, Las Vegas Review Journal, uses Olive Software to transition from print to digital

COMPANY

Las Vegas Review Journal

INDUSTRY

Media & Publishing

IGNITETECH SOLUTION

Olive Software

DEPLOYMENT

SaaS

“Subscribers can easily navigate the stories and flip through the pages as they would our print edition.”

SUMMARY

Publishing since 1909 and ranked one of the top 25 US newspapers by circulation, The Las Vegas Review-Journal has been able to seamlessly transition from print to digital with the help of Olive. They've given their audience an e-edition that's very recognizable, as subscribers can easily “flip through the pages” just like the print edition. The e-edition is a key component of their digital-only subscription package in addition to being highly valued by their print subscribers.

WHY OLIVE SOFTWARE

A simple and familiar user experience coupled with Olive's ability to look like the print product that subscribers are used to seeing made it the perfect solution.

CUSTOMER BENEFIT

In addition to delivering an intuitive and familiar experience to subscribers, Olive has provided new advertising revenue opportunities for the newspaper. This has allowed for Olive to pay for itself, as ad revenue more than covers the cost of the platform. Las Vegas Review-Journal has also seen improved retention, as higher engagement has reduced churn and driven retention revenue.

CUSTOMER OUTCOME

Through Olive, Las Vegas Review-Journal provides additional content and add pages at a minimal cost. They now create extra digital pages they've pulled out of print and offer bonus content like TV grid and stock pages — content that niche segments of their subscriber base love. This approach provides new opportunities for ad sponsorship and additional revenue streams.

SOLUTION BENEFITS

- Turn digital content into revenue by harnessing robust content distribution models for additional revenue and audience growth and engagement
- Find new revenue streams by monetizing your content and generating new revenue streams from existing content
- Grow your audience and improve retention through leveraging proven apps, best practices, engagement tools and content distribution channels
- Reduce cost and pressure on internal circulation, content, IT and field sales resources

For more information,
visit ignitetech.com/olive-software