

Self Publishing

Your content in a brand environment

Self Publishing at a glance



SELF PUBLISHING PIECE

- Scalable article in the network
- Automatically generated article page on ind. portal
- Real-time dashboard
- Quality assurance through content guideline
- Purchasing additional external traffic is possible



SELF PUBLISHING HUB

- Customer-specific content hub with at least 6 articles that link to each other
- Integrated optimization algorithm for extensive A/B teaser testing
- Real-time dashboard
- Purchasing additional external traffic is possible



ACADEMY

- Comprehensive consultation services for customers and agencies
- Workshop modules: SEO, Social, Video, CVD, Content Strategy, Data, Dashboards, etc.
- “Live internships”
- Content production for external platforms



Only a few steps...

...until your self-created Native Advertising products.