Content Catalyst launches whitepaper detailing how B2B research publishers can increase their subscription revenue

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Publishing technology provider Content Catalyst has published a new whitepaper detailing the B2B information industry's changing complexion during the pandemic and the opportunities technology presents to analyst firms looking to drive recurring income.

Becoming a subscriber-first market analysis provider **-** *How niche research firms can use technology to successfully shift from a transactional model to recurring revenues* examines how technology can empower market intelligence providers by helping them develop subscription services that, in turn, enable end-users to maximise their use of research information and data.

Author of the whitepaper, Edwin Bailey, Marketing Director at Content Catalyst said, **"**The pandemic has highlighted that market intelligence providers cannot depend on advertising or selling one-off reports and data to disparate customers. There is a huge opportunity to drive subscription revenue and become a profitable subscriber-first business. This will also help to future-proof publishers' income and make them less reliant on more fickle revenue sources."

The 16-page whitepaper will help publishing executives better understand how to:

- Use technology to offer personalised subscription packages.
- Lower risks of revenue loss through IP breaches.
- Develop compelling end-user experiences to generate engagement.
- Put usage data at the heart of the customer relationship.

The paper will help those market publishers who already offer digital subscription services add finesse by optimising operations and maximising the quality of service they offer to end users.

Download the whitepaper **Becoming a subscriber-first market analysis provider -** *How niche research firms can use technology to successfully shift from a transactional model to recurring revenues*

About Content Catalyst

Since 2003, Content Catalyst has developed proprietary software-as-a-service products enabling businesses to efficiently discover knowledge and data in documents and allow users to collate, build and share insight.

The Leeds-based company holds three software patents and continually reinvests into R&D. Its flagship software, Publish Interactive, is a content management platform with authoring, workflow, licensing, and subscriber management tools for market analyst firms to deliver and manage their content.

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