

## IR Media Group partners with Publish Interactive on new subscriber engagement platform

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IR Media Group, a news, events and insights provider for corporate investor relations professionals, has partnered with Content Catalyst, a SaaS developer for the market analysis sector, to launch a new content management and publishing platform.

Following a successful launch, IR Media Group brand [IR Magazine](#) is using Publish Interactive, a state-of-the-art interactive content platform, to enhance the service it offers customers. IR Magazine's use of the Publish Interactive platform enables:

- A new and intuitive user experience
- Publication of interactive content
- Access to a rich content portfolio
- High quality search for content discovery
- A suite of smart workflow tools
- Export to multiple formats (including Word, Excel and PowerPoint)
- Users to create and export their own bespoke reports from content clippings
- Analysis and tracking of content usage
- Simple account management

"With Publish Interactive, we can track content, analyse usage, feedback to the editorial team and target products to the right customers," said Stuart O'Hara, Head of Content Marketing, IR Magazine.

"If someone isn't maximising their annual subscription, we can help them use us more intuitively and, in doing so, make renewal processes easier. We can also upsell more easily now and the fact that we now have a great user experience provides the sales team with a USP to win new customers."

Emma Forber, Director of Client Services with Content Catalyst, added: "Publish Interactive's intuitive search, workflow tools and organisation of content in the platform enables investor relations professionals to access vital business intelligence simply, quickly and in a way that enhances their workflows.

"By implementing Publish Interactive, IR Magazine is helping its customers to maximise the value of their subscriptions and ensuring its wealth of industry insight is fully utilised."

### About Publish Interactive

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.

### About IR Media Group

IR Media Group publishes flagship titles, IR Magazine and Corporate Secretary, aimed at corporate executives across the globe. It provides news, analysis, business insight and research alongside online and real-world events to both investor relations and corporate governance professionals.

### Media:



### Related Sectors:

Media & Marketing ::

### Related Keywords:

Publishing :: Content :: Technology ::

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