

AdSelf – cross-channel ad portal from ppi Media with new functions

International publishing houses are using ppi Media's portal AdSelf, which features new functions on a regular basis. New interfaces, such as the interface to mobile.de, and future support for social media ads are transforming AdSelf into a true cross-channel ad portal that B2B and B2C customers can use to easily place print and digital ads.

November 25, 2019 The VRM in Mainz, the publisher Nürnberger Presse, and the ABP Group in India already rely on ppi Media's self-service ad portal. AdSelf allows both private individuals and commercial customers to easily place template-based ads in newspapers and magazines.

Publishers that use AdSelf increase their ad revenue by using integrated upselling strategies that have proven to be successful. Users have the option of selecting alternative, higher-quality formats to present their ads. Sales points, where employees book orders from advertisers in AdSelf, also receive support. One of the new features in AdSelf is a special workflow for undertakers that allows these companies to create ads both with and without customer data. People who place obituaries can therefore either pay the publisher for their bookings or pay the funeral parlor directly.

Furthermore, AdSelf now features an interface to mobile.de, Germany's largest vehicle market. The mobile.de workflow is geared towards car dealers that realize and view their ads on the vehicle market in a list in AdSelf, and they can automatically generate print ads based on templates.

AdSelf will include more interfaces in the future, which will make it a real cross-channel ad portal. There are plans to allow end customers that use AdSelf to book ads with a publisher to place these ads on various social networks as digital social media ads. That will increase the publisher's potential revenue even further.

About ppi Media

ppi Media develops highly efficient solutions and services for media companies. The software house, which is managed by its owners, was founded in 1984 and has become the leading workflow specialist for automated newspaper production since that time. 80% of all daily newspapers on the German market are produced using products by ppi Media. Media companies in Europe, Asia, Africa, and the U.S. rely on the firm's solutions in their daily work and use them in the planning, production, and editorial workflows of their digital and print products. ppi Media also accompanies companies seeking innovation in their digital transformation process. ppi Media's portfolio includes the agile development of digital solutions using modern Design Thinking methods and providing innovation advice throughout the different stages of a company's change process. www.ppimedia.de.

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