

SCHILLING METAPORT INCREASE YOUR SALES

Would you like to increase your sales by up to 400 %? If you can say yes to this question, you should consider Schilling Metaport.

Missing or incomplete metadata has a big negative impact on your sales. Analyses conducted by the prominent international market research institute Nielsen (Books) show that the difference in sales between a publication without metadata and one where the metadata is complete – and correct – is up to 400 %.

Maximise your products' discoverability

There is a clear correlation between metadata quality and sales: better metadata leads to improved revenue. In other words, incomplete or missing metadata prevents customers from finding your products and consequently means a loss in sales. Schilling Metaport enables you to maximise your product exposure to customers without the hassle of worrying about format match to sales channels, data completion, and cumbersome uploading procedures.

Schilling Metaport structures all product information for metadata and performs quality checks according to market standards (such as ONIX) and partner standards. You will have full overview of your data quality and clear the path to increased revenue.

Do you want your customers to find you?

To best underpin publishing houses' sales with the use of metadata, Schilling has developed Metaport – a product designed to ensure that your metadata is always available to consumers and always correct.

If your customers cannot find you, you sell nothing. Schilling Metaport enables your customers to easily find your product titles without adding unnecessary, expensive manual labour to the process.

PUBLISHING LIFECYCLE MANAGEMENT

AUTHOR PORTAL

CONTRACT, RIGHTS & ROYALTY

MARKETING / CRM

SUBSCRIPTION

PUBLISHING ANALYSER

METAPORT



As an editor, you can have Schilling Metaport analyse your lists of publications automatically to identify any errors or omissions in your product metadata so that you can update it accordingly. Not having to check every title manually will save you both time and money.

Direct data exchange with sales channels

Schilling Metaport ensures that the sales channels that bring your books to consumers have the correct data for all publications. Data is exchanged directly between each point of sale, including Amazon, iTunes, bookshops, and supermarket chains.

In this way, Schilling Metaport also ensures that all available sales data comes directly to you, and that it is always up to date.

The Metaport solution is available either as part of Schilling Publishing Lifecycle Management or as a stand-alone solution. Schilling Metaport is also easy to integrate with most business solutions.

How to get started

1. Service check of your metadata by Schilling.
2. Access to existing metadata either from Schilling or legacy systems.
3. Workshop on existing metadata creation routines.
4. Metaport set-up by Schilling.
5. Choose your additional sales channels.
6. Sales efficiency feedback by Schilling.
7. Continuous tracking of metadata quality impact on sales revenue.

Schilling Metaport connects metadata from any field in the system to any external display of your products.

- One uniform way out.
- One product that handles an infinite number of formats.
- One pool of data that supports a myriad of different systems.

Schilling Metaport is a simple way to increase your sales.

- Checks your sales window by monitoring your metadata.
- Increases your metadata quality through metadata integration services.
- Adds sales channels by handling formats automatically.
- Increased exposure = discoverability = increased sales.



If you would like to know more about Schilling and what we can do for you, contact us at +45 70 27 99 00 or read more on www.schilling.dk.



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