



Consumer Guide Streamlines Workflow, Integrates E-commerce

With millions of visitors reading thousands of reviews by hundreds of reviewers, writers, fact-checkers and editors, Consumer Guide needed to change its editorial, workflow and Internet systems. ePublishing delivered a fully integrated system, dramatically increasing productivity and lowering costs for both print and online publications.

MAJOR FEATURES

- Content Management
- Editorial Extranet
- Database Integration
- E-commerce
- Ad Serving
- Web Site Analytics
- Search Engine Optimization
- Purchase Reporting
- Partner Database Live Integration
- Subscription Management
- Automatic Product Feature Selection
- Editorial System Integration/Migration

Challenge

Consumer Guide, a leading consumer products publication, wanted to increase the number of products reviewed on its site by 40%, while doubling the number of product categories it covered. However, it first had to streamline an editorial workflow process that relied on numerous fact checking and review steps.

The publication also desired to increase e-commerce revenue by linking reviews to merchants, creating a shopping club and initiating targeted advertising opportunities.

Response

ePublishing, working closely with Consumer Guide, created an extranet where freelance reviewers and editorial staff could collaborate on product reviews. Administrative tools and integration with Consumer Guide's image library and editorial database gave editors direct control over editorial updates, eliminating their dependence on IT staff.

Result

Using its newly streamlined editorial process, Consumer Guide now integrates product reviews and user forums with affiliate and referral management capabilities. Back-end reporting and accounting systems allow Consumer Guide product managers to monitor site and campaign performance.

Visitors benefit from a reliable buyers' guide for a myriad automotive and consumer products coupled with easy access to merchant sites.



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