For Immediate Release

DataSalon launches major new Publisher Dashboard service

Customer insight experts DataSalon announce new Publisher Dashboard service - empowering sales & marketing teams with instant insights to drive new sales and retain existing customers.

Oxford, UK, 4 September 2018—DataSalon announced today the launch of a major new Publisher Dashboard service - building on 12 years of close collaboration with over 20 publishers to create the most comprehensive and flexible dashboards available, tailored specifically for scholarly publishers.

The new Publisher Dashboard service is the only solution in the market to offer publisher-specific dashboards which cover the complete customer picture - not just of institutional usage and denials data, but also of author submissions, journal subs, book sales, and individual customer and member contacts.

It's also the only solution available which provides full integration with GRID or Ringgold as standard, so that real-world publisher data is automatically linked, cleaned, and deduped for truly accurate results.

All of this means the Publisher Dashboards provide significant financial benefits to publishers, including:

- targeting new prospects where institutions have high author submissions, access denials, or pay per view purchases;
- cross-referring journal and book purchases to identify new subject/package sales opportunities;
- reporting 'at risk' customers with high cost per download or declining usage;
- driving article submissions by identifying relevant authors at subscribing institutions.

DataSalon has over a decade of experience working with many of the world's most innovative scholarly publishers, and dashboards are already being enthusiastically rolled out to sales, marketing, and editorial staff by publishers including Wiley, Taylor & Francis, and the Royal Society of Chemistry.

A huge range of functionality is supported, including charts, maps and tables; Venn diagrams and cross-tabs; and even a 'family tree' view to visualize hierarchical relationships. Dashboards are fully interactive allowing users to drill right down to explore row-level detail for every customer. There are no limits on the number of different dashboards which can be configured, or on the number of staff using the system.

Dashboards are simple to set up and simple to use, with full support from DataSalon staff. Publishers can choose to include as many or as few data sources as they wish, and the system supports data transfer standards such as SUSHI for COUNTER reports, and the ScholarOne API for author submissions data.

Nick Andrews, Managing Director of DataSalon commented: "We're delighted to be launching what we believe is the most comprehensive scholarly publisher dashboard solution out there. Our developments have always been closely guided by the needs of the publishers we work with, and feedback suggests that these dashboards are already delivering substantial return on investment."

Full details (including lots of screen shots) can be found at: datasalon.com/publisher-dashboard

Notes for editors are on the next page...

About DataSalon

DataSalon are the experts in customer insight for publishers. We pride ourselves on excellent service, and our cloud-based services are fast, flexible, and backed by first-class support. Many of the world's biggest scholarly publishers rely on DataSalon to help drive new sales, inform future strategy, and provide accurate insight to the whole organization.
www.datasalon.com.

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