

Content Monitoring & Curation Delivers 4X Faster Newsletters

MultiView needed to **scale their editorial team's efforts** to expand their email newsletter production and meet their aggressive expansion goals in the trade association market. But monitoring and finding quality content every week across hundreds of narrowly focused niche industries took countless hours. They needed to **cut content production time** exponentially to contain costs and support their business growth. Partnering with PublishThis, they achieved their goals and more. Here's their story:



"PublishThis is the right choice for enterprise publishers to scale up their content."

Colby Horton, Executive Vice-President, Publishing for MultiView

THE CHALLENGE

Colby Horton, Executive Vice-President of Publishing for MultiView, had a great editorial team that he knew could be leveraged to support his company's growth with the right tools to improve their newsletter production efficiency. The highly specialized newsletters they were producing took hours to fill with quality content for very specific audiences. He knew there was a better way than turning his team of professional editors loose on the open web.

"Our editorial staff is top-notch but finding niche content for our audiences was taking too long. To meet our business goals, we had to significantly **increase our output without adding excessive cost**. It had to come from efficiencies that a great technology platform could provide," said Horton.

THE SOLUTION

After carefully reviewing his options, Colby determined PublishThis, the industry's most advanced content discovery, curation, and publishing platform, was the right partner for the job. He was particularly impressed that it **supported his enterprise editorial team out of the box** and that the platform could handle their variety of content delivery tools easily. Working with the PublishThis team, Colby turned his team's editorial briefs and regular process of content discovery into a tighter operation. By using the platform's proprietary search tools, his team could **closely monitor and curate deeply specific content** for their newsletters out to trade associations as varied as the Direct Marketing Association to the Society for Laboratory Automation and Screening.

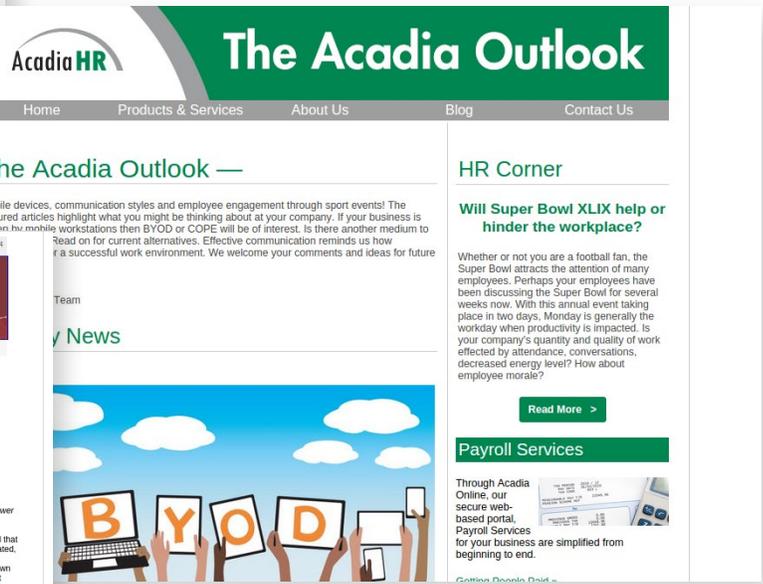
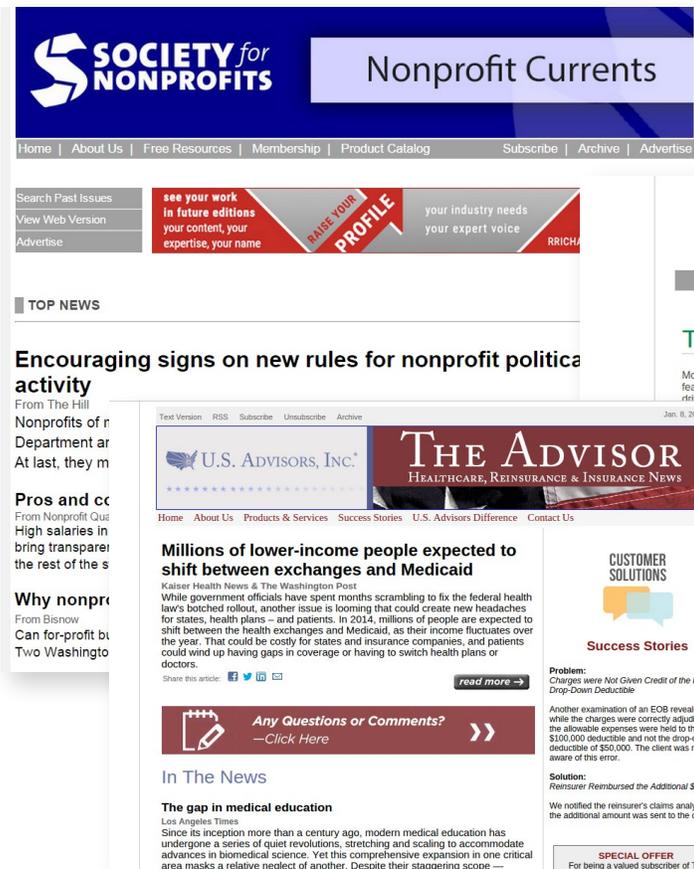
“The PublishThis team listened to our needs and developed a workflow into our system allowing editors to leverage both the PublishThis platform and the entire team’s collective work to **increase quality and depth of content while decreasing production time**,” Horton said.

THE RESULTS

MultiView’s teams are now producing their hundreds of newsletters faster than ever. Editors are reporting that by using PublishThis, they are finding relevant content for their target audiences with as much as a **75% reduction in time**.

“PublishThis is the right choice for enterprise publishers who need a flexible publishing architecture and nimble content discovery tools to scale up their content,” said Horton.

- MultiView editors are producing newsletters so quickly that they can take on additional projects
- PublishThis’ enterprise editorial team support **allows the MultiView editors to collaborate** and use each others’ sources and setup or hide anything they don’t need
- The **simplicity and versatility** of the PublishThis API meant there was minimal IT involvement to set up the whole team



“The time and cost savings are allowing us to expand our business with our existing team.”
 –Colby Horton, MultiView

Learn more about how PublishThis can help you deliver better content more often.

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