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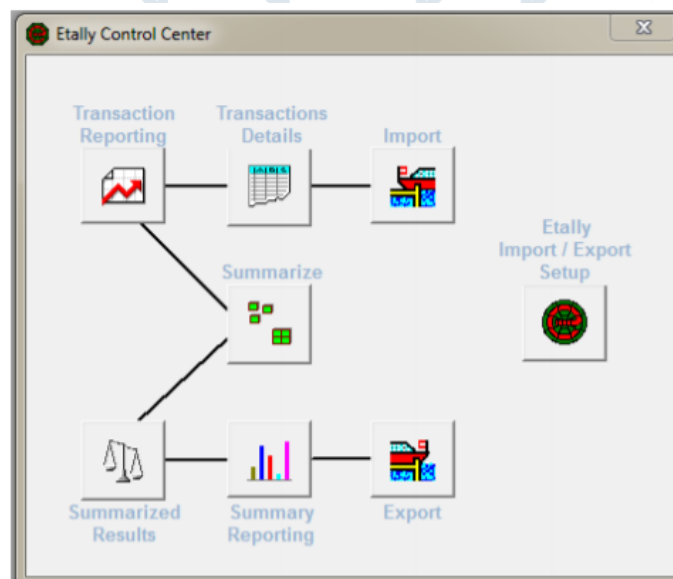
**Automation and Analysis tool for Digital Product Vendors  
by: Ladd Associates**

Announcing the release of **Etally**, an automation and analysis tool for any business that sells its “subscription” products on the various digital Newsstands hosted by vendors such as Apple, Amazon, Barnes & Noble, Google, and Zinio.

**Etally:**

- ❖ Loads monthly sales results from a variety of digital vendors
- ❖ Standardizes transactions by correct product sold and start period
- ❖ Reports on standardized results across titles, sales channel, transaction type, and start / sales period
- ❖ Exports summarized results for use in circulation models and other database systems

Every month, publishers of digital content spend days wading through myriads of inconsistent reports provided by digital vendors. **Etally** takes the process from one of frustrating days and turns it into a manageable fraction of an hour. And after **Etally** is done loading and standardizing your monthly sales, it allows you to easily slice and dice these transactions and turn them into the meaningful information necessary to make business decisions.



The **Etally** automation and analysis can be applied to any business selling “on-off” subscription-like digital products through digital vendors including:

- Magazine publishers
- Newsletter publishers
- Mobile App vendors
- Continuity product campaigns and clubs
- Digital content providers

### **Why Etally?**

- ✓ One-Click reporting saves you time – Now it’s easier than ever to load digital sales data with one click of the mouse...from vendors like Apple, Amazon, Barnes & Noble, Google, and Zinio. **Etally** also supports a generic feed format allowing you to load in not already captured digital edition sales data (from your website or other not-yet supported digital vendors).
- ✓ Standardized reports allow you to see your results quickly – Determine sales trends and promotion performance by production month, accounting month, start issue, sales channel, term, new vs. renewal, sub vs. single copy, trial conversion and renewal rates, and more.
- ✓ Export sales directly into your circulation model for seamless reporting – Feeds can be done at both the product level (whereby you will have sources for each channel), as well as consolidated (whereby you would have sources for each product). Use your circulation model to account for digital sales either on a production or accrual basis.
- ✓ Priced fairly...it shouldn’t cost you an arm and a leg just to account for your digital business.

For information about **Etally**, please contact Jim Jankowski at [jim@laddassociates.com](mailto:jim@laddassociates.com) or 603-448-0448.



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