



APEX

Content & Media Solutions

Case Study ■ Content Creation

How a Popular News Site Tripled Its Article Output

Challenge

A niche-market news website was growing faster than it could scale. Thousands of news announcements were pouring in, but each required a custom-written, objective abstract before it could be published on the website. This task was monopolizing the staff's ability to focus on other higher-level, revenue-driving business functions. Supplementing production through outsourcing was a logical solution, but high article volume and complex style guidelines required a specialized partner.

Apex's innovative processes and highly experienced writers were instrumental in mastering the customer's complex style guidelines, significantly increasing output, and ultimately driving the business forward.



Solution

Eager to publish faster and create bandwidth for internal staff, the news site partnered with Apex Content & Media Solutions. Apex immediately initiated a collaborative training process to bring Apex writers up to speed on the technical style guidelines. **In less than six months, Apex was able to meet or exceed all of the customer's quality standards and began managing the writing and review process directly.** Article production skyrocketed following the transition. Internal editors had the freedom and peace of mind to focus on driving revenue and expanding the business.

Results

The success of the outsourcing experiment led to:

- **3x more articles published per month, from 700 to 2,300**
- **Reduced cost per story**
- **Increased online advertising across the website**
- **Expanded customer base through faster time to publish**
- **New bandwidth for existing employees to innovate and expand editorial services**

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About Apex CoVantage

Apex is a leading supplier of data conversion, editorial, and content-enhancement services to publishers worldwide. By balancing leading technology and broad industry expertise, Apex delivers exceptional content and media solutions to its customers. Apex has been managing large-scale content projects for libraries, publishers, and media companies around the world for nearly 30 years.

+1.703.709.3000

content@apexcovantage.com

@apex_content

linkedin.com/company/apex-covantage

facebook.com/ApexCoVantage

apexcovantage.com

Apex CoVantage
200 Presidents Plaza
198 Van Buren Street
Herndon, VA USA 20170-5338



Learn more at
apexcovantage.com

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