

The Media Cloud Editorial platform is a print and digital Content Management System



Collaborative



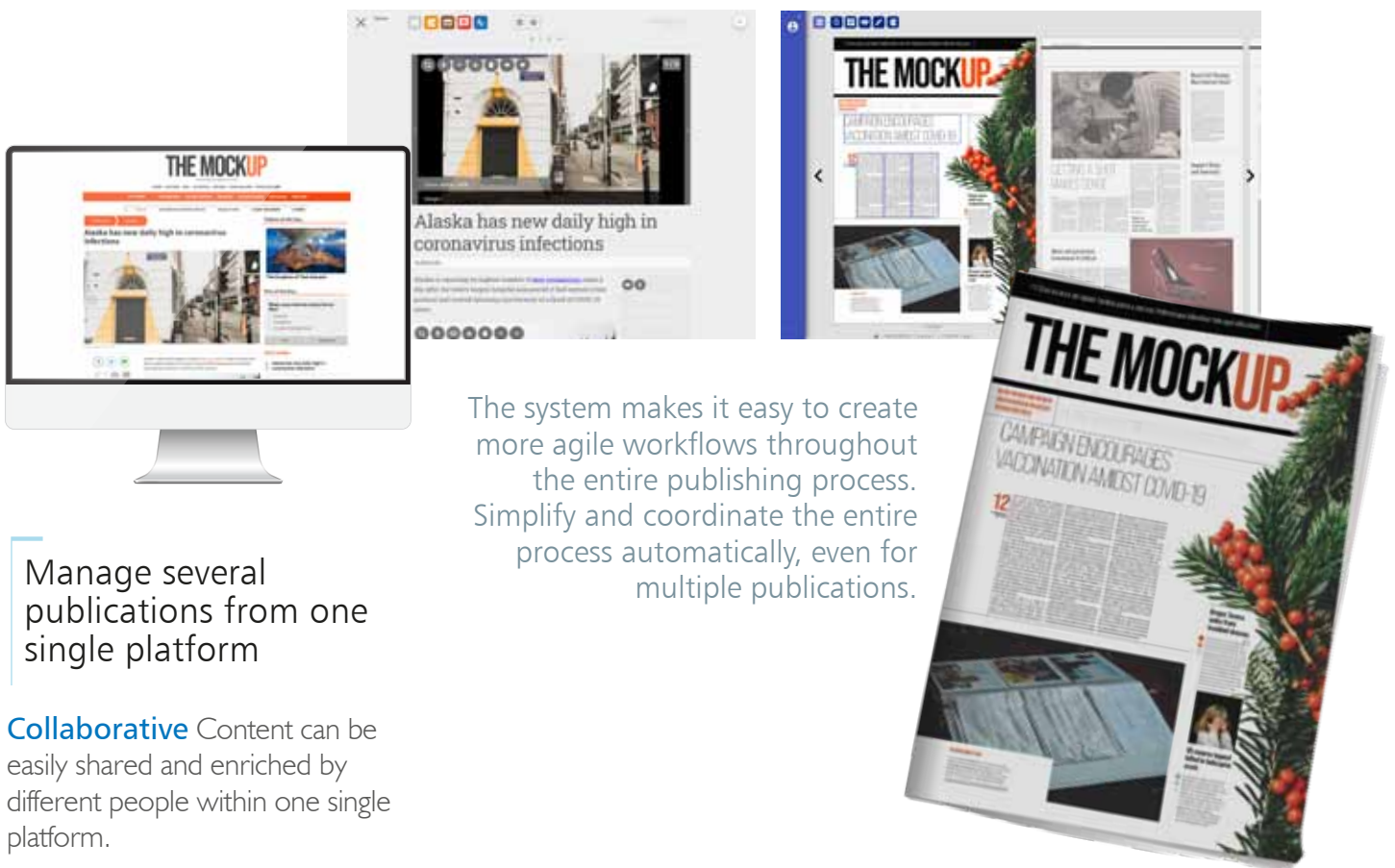
Multi-platform



SEO-easy



Automation



Manage several publications from one single platform

Collaborative Content can be easily shared and enriched by different people within one single platform.

Remote All items centralize their publishing in a single location, accessed from any browser on any device.

Data driven Your content is centralized in a single publishing platform. This allows you to record, analyze and use the data from your readers for the decision making process.

Multichannel Content is edited and distributed for all channels from the same platform.

The system makes it easy to create more agile workflows throughout the entire publishing process. Simplify and coordinate the entire process automatically, even for multiple publications.

Streamlines the team's tasks with advanced tools

Automation Processes are streamlined and optimized thanks to an automatic framing image editor and multilingual spell checker.

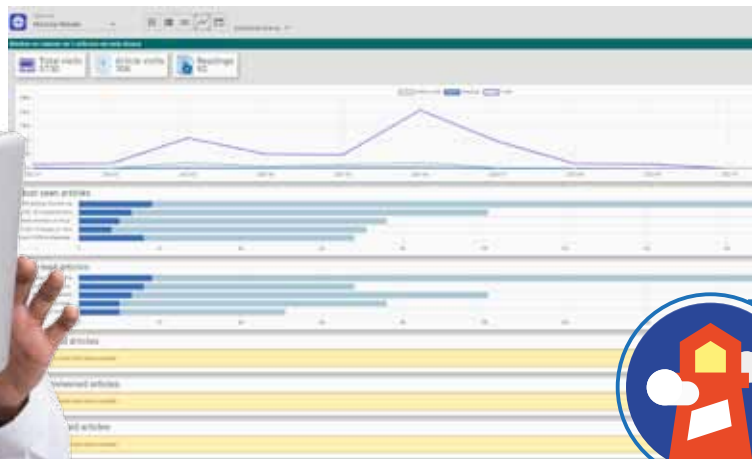
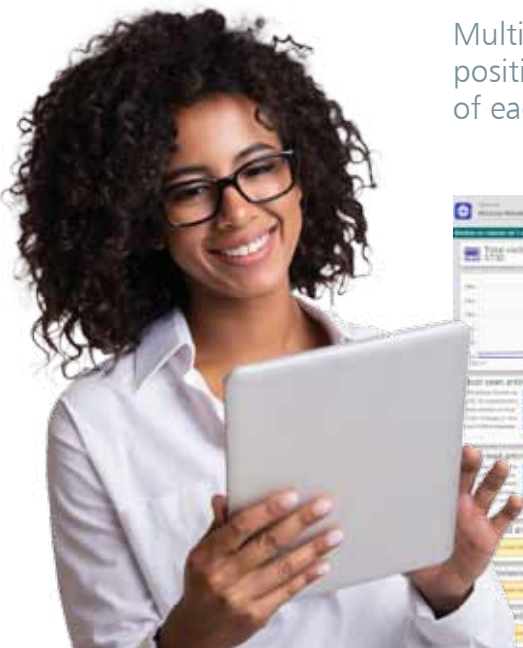
Wysiwyg Editing articles in mode "What you see is what you get" allows you to view the document directly showing the final result.

Simplify the print publishing process

Flexibility The production task adapts to your publication's editorial needs, whatever its complexity.

Control The content and advertising flow is controlled by automatic content dumps, avoiding errors and duplicities.

Multiply your web traffic with a tool that optimizes positioning automatically, enhances the attractiveness of each content and motivates reader engagement.



A web content system for SEO and engagement

Multimedia The system allows you to enrich your articles with image and content galleries, social media content, audio or video.

SEO The semantic intelligence engine facilitates SEO tasks: saving time by suggesting metadata, proposing URLs, and selecting related news.

Personalization The system allows you to customize your content according to your readers' interests.

Newsletters The system creates and sends newsletters with the news and articles of greatest interest to your readers.

Push The system can easily be complemented with our push notifications tool to grow traffic on your website.

Engagement Offer your readers the ability to register favourite articles, save them, follow their topics of interest, and identify related news.

MediaCloud The most complete suite of cloud solutions for the media.

Benefits



- ✓ Quick and easy
- ✓ Technological strength
- ✓ Safety assurance
- ✓ 24/7 Support
- ✓ Cost per use
- ✓ Updates and maintenance

Perfect for



- ✓ Teleworking
- ✓ Growing teams
- ✓ Between 5 and 40 users

