

A blue circular logo with the letters 'HUP' in white, bold, sans-serif font. The background of the entire image is a blurred photograph of hands typing on a laptop keyboard, overlaid with a network diagram of white nodes and lines. A large white checkmark is positioned to the right of the HUP logo.

HUP

HUP Paywall Service

**Protect your content
easily and securely**

A photograph of a laptop on a desk in a dimly lit room. The laptop screen shows a complex web design interface with various panels, images, and text. A blue circular callout is overlaid on the top left of the screen, containing white text. The background is blurred, showing a desk lamp and other office equipment.

With our paywall
service you are and
remain completely
independent of
your CMS.

**So you do not give away
your valuable content**

Your content is king.

One of the most important tasks and business models of modern publishers is therefore the successful marketing and monetization of content - profitable and at the same time user-friendly on all channels.

The ultimate solution: HUP Paywall Service.

The software module from the unique overall portfolio of HUP enables you to implement a paywall on your website quickly and cost-effectively and is completely independent of the content management system (CMS) used in your company. management system (CMS).

Simple handling. Fast and future-proof.

HUP Paywall Service works installation-free, runs lean and future-proof with web services and invisible to the user in the background. Modern techniques such as an integrated SSO (Single-Sign-On) or social injection integration of **Facebook** and **Twitter** offer your users and customers an enhanced user experience and ensure returning visitors.

Integration with existing systems for authentication is possible on social networking as well as on payment services such as PayPal and your ERP system. The separation between free and paid content is done automatically by including it in certain sections or areas within the website.

The filters are freely definable by the user.

Monetization. We protect your performance.

HUP Paywall Service works as a „translator“ between the CMS or the „unprotected“ content and the public Internet. Each web page exists in virtually different versions depending on login status, usage and configuration. This automatically gives search engines the view of the content that corresponds to the „small text snippets“ according to the ancillary copyright (LSR), without making the paid content available for free.

The features at a glance:

- Multi-client capable for any number of websites (top level domains)
- Login via SingleSignOn possible, the HUP-SSO can also be used freely for authentication of further services
- Login via social networks or PayPal
- Login via login data from your ERP system via individual connector or flexible Webservice interface possible
- Instant billing of PayPal payment in HUP Subscription & Sales
- Limitation to a configurable number of devices per customer (browser fingerprinting) and usage period (parameter: number of devices per usage day)
- Preview of the site with (newly) selected settings before production
- Existing bookmarks remain functional
- Possibilities for statistical analysis of reading and consumption behavior

Snippets at a glance:

The HUP snippets enrich your CMS with additional functionalities.

The differentiation or generation of content is done in three categories:

Paid and indexed content

By separating indexed and paid content, you can attract search engine traffic to your site and still release your content only after payment / authentication.

Free Content

Is configured according to department or website area, so that dpa reports, for example, are shared free of charge, but self-generated content can only be read in full against payment.

HUP GmbH

Am Alten Bahnhof 4 B
38122 Braunschweig
Tel.: +49 531 281 810
E-Mail: info@hup.de

Subsidiaries

Berlin, Coswig,
Leipzig, Mainz

www.hup.de



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