

PDF

HUP

Newsreader-App

# Mobile marketing of valuable content

Retain customers, attract new ones, provide value and generate new revenue streams with the Newsreader app solution.

# Future solution with high user value

Acquire new customers

Paid marketing

Cross-media advertising offers

Customer loyalty

In the look&feel of your company

Bonus models for subscribers



„The HUP Newsreader app has become an indispensable channel for our readers. They can and want to get information on the go. The app keeps us as their number one regional medium online.“



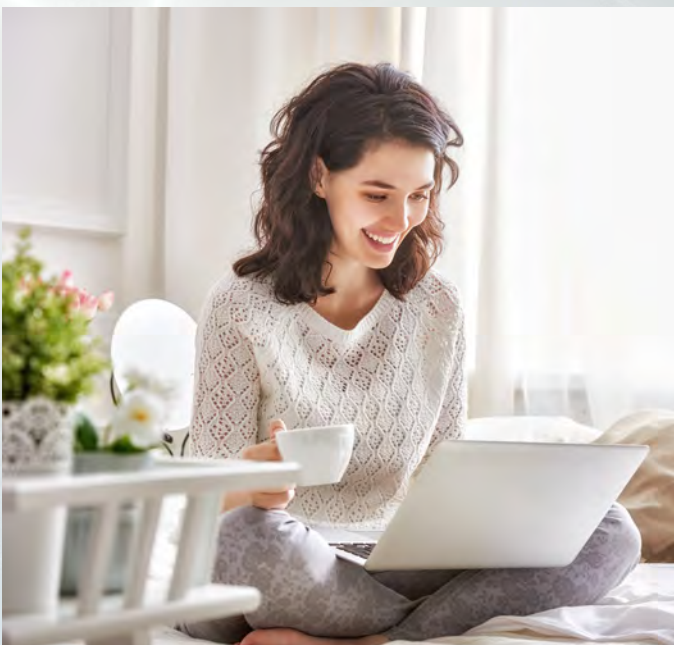
Kai Röhrbein  
Managing Director  
Walsroder Zeitung

## Are you giving away your content? We offer you the opportunity for monetization

Every media house needs a future-proof app for iOS and Android that is easy to use, maintain and cost-effective.

### For your publisher: integrated paywall no additional effort, automatic payout.

With the HUP Newsreader app, you have all the options and advantages in the palm of your hand: customer loyalty, new customer acquisition, paid marketing, bonus models for subscribers and cross-media advertising offers. RSS feeds or content is read directly from the editorial system for the news. Your content is slightly shortened and automatically prepared for mobile use - without any additional effort. This includes news at message level as well as the complete issue as an e-paper, which can thus be offered to your readers the evening before - even before the print edition the next morning. This is a real benefit for your digital readers, who value high-quality regional and national content and will pay a few euros for it.



### Live in action HUP customer Walsroder Zeitung

Get your personal impression now and have a look at the newsreader app of the Walsroder Zeitung live.

The QR codes will lead you directly to the app.



iOS



Android



## For your readers: High functional diversity with the simplest operation

The newsreader app quickly becomes the user's best friend: it recognizes articles you've read and can recommend similar articles to your readers. In addition, the app automatically links articles to each other based on word frequencies. The user can also set the e-paper to be downloaded overnight at home in the WLAN. This gives them access to the data the next morning without using up their data volume. Alternatively, he can simply and conveniently activate the „Notifications“ service in the app to be actively informed about current articles and news in the status information on his cell phone - without having to open the Newsreader app.

Your readers will soon no longer want to do without this convenience and will remain with you as customers.





## F For your newsreader app:

### Useful extensions for your content team

Optional additional modules: Classifieds market, proximity search (e.g. ads, articles, news, events from the surrounding area), event calendar, event management and digital vouchers.



iOS



Android

Live in action

### HUP customer Elbe-Jeetzell-Zeitung

Get an impression now and have a look at the newsreader app of the Elbe-Jeetzell-Zeitung live.

The QR codes will lead you directly to the app.

## HUP

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# Successful

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