

CUSTOMER EXPERIENCE

Interactive Digital Publications

[Olive Software](#) is a digital publishing SaaS platform to transform print-first content into rich, interactive online content. It can be custom-configured with various modules to meet your specific requirements.

Customer Success

Newspaper Publisher, Walla Walla Union Bulletin Uses Ignite's Olive Software Solution to Publish Online Replicas of Their Physical Paper in Order to Improve Reader Experience

COMPANY

Newspaper Publisher

ESTIMATED REVENUE

\$9.6 million / year

INDUSTRY

SERVICES | Media
Publishing — Newspapers

IGNITE SOLUTIONS

Olive Digital Newsstand
Olive Cross Media

DEPLOYMENT

SaaS

Summary

Olive is used by Walla Walla Union Bulletin, a Seattle Times owned newspaper publisher to publish e-editions of its physical paper.

Why Olive Software

The ease of use and excellent user experience coupled with the ability to produce high quality online replica's makes Olive the best solution provider for this newspaper publisher. Olive also happens to be GDPR compliant.

Customer Benefit

The online replica has helped Walla Walla engage the older demographic as the e-Edition provides an experience that's very similar to a physical newspaper. It has been perfect for readers that don't want to navigate a website.

Customer Outcome

Olive has allowed for this newspaper publisher's audience to access the e-edition across tablets and desktops. The online replica has seen 100% customer satisfaction with no complaints by end-users, and Walla Walla has barely ever needed to put in tickets.

"Olive is miles ahead of the other choices ... it is the best solution"

Solution Benefits

- Turn digital content into revenue by harnessing robust content distribution models for additional revenue and audience growth and engagement
- Find new revenue streams by monetizing your content and generating new revenue streams with existing content
- Grow your audience and improve retention through leveraging proven apps, best practices, engagement tools, and content distribution channels
- Reduce cost and pressure on internal circulation, content, IT and field sales resources