French Newspaper Group Launches DIY Sopenads in Partnership with iPublish Media Solutions.

FOR IMMEDIATE RELEASE

Westborough, MA (August 2, 2021) – iPublish Media Solutions has launched its first French-English AdPortal SMB, in partnership with Sud Ouest Publicité, a leading publishing group of five newspapers in southwest France, headquartered in Bordeaux.

The customized platform, white-labeled as Sopenads, allows businesses to design and buy multi-media advertising packages DIY with a fully automated workflow.

“We wanted to be able to offer discounted advertising incentives to small-to-medium-sized businesses as they recover from Covid-19,” said Katia Doublet, Customer Relations Manager at Sud Ouest.

The new Sopenads site supports 5 print publications: Sud Ouest, L’Eclair, La République des Pyrénées, Charente Libre, Dordogne Libre.

Sud Ouest announced the launch in news outlets across France and is marketing the program with a campaign aimed at “Artisans, merchants and small businesses” with the theme that “Marketing is child’s play” using Sopen Ads.

This is the first AdPortal SMB installation in Europe, as well as the first site developed to meet GDPR requirements, and the first designed to be used by both French and English language speakers.

Advertisers can enjoy the dual-language user experience by toggling a country specific flag to switch the language between French and English.

“Even the underlying AdPortal code and Publishing Platform were translated to French (thousands of lines of code). This was the first time we translated the Publishing Platform code,” said James Allen, Senior Sales Engineer at iPublish Media Solutions.

Sud Ouest’s top-shelf marketing and design acumen are accentuated with a clean and simple workflow along with categorized template previews with a stylish flare synonymous with their French culture.
A video on the home page demonstrates how small businesses can create, schedule and purchase single and multi-channel targeted display ad campaigns 24/7 and 365 days a year.

Sud Ouest’s DIY strategy for bundled ad packages includes 1 and 2 column color print display ads, print and digital display campaigns served on their owned and operated sites, targeted digital display and targeted Facebook campaigns.

Local advertisers have abundant distribution choices including 42 digital zones that align with their 8 zoned print editions in Béarn, Charente Charente-Maritime, Dordogne, Gironde, Landes, Lot-et-Garonne, and Pays Basque.

iPublish integrated the platform with Sud Ouest’s advertising system, Ingenico billing system, and third-party platforms, Google Ad Manager and Facebook. The result is a self-guided and automated workflow: businesses may design, order and publish multi-channel display ad campaigns on their own. The Facebook interface shows advertisers their potential reach based on duration and geo-location.

“We are pleased to have launched our first partnership on European soil,” said Brian Gorman, co-founder of iPublish Media Solutions. “Sud Ouest Publicité has been a fantastic partner to work with. They immediately understood the value of self-serve in offering both convenience and discounted pricing to the small business community.”

Project managers from Sud Ouest include Jean-Bernard Fourthon in IT; Katia Doublet, Customer Relations Center Manager, Delphine Taillade, Interface Queen, and Christelle Laborde, Customer Success Manager. James Allen, Senior Sales Engineer, lead the project on behalf of iPublish Media Solutions.

“This project reflects our desire to serve our communities better by providing a better way for small businesses to purchase advertising using a single, easy to use interface,” said Katia Doublet.

iPublish Media is the industry leader providing the most powerful self-serve advertising solutions to the media industry. Over the last 13 years, the company has successfully integrated with many newspaper front ends, empowering over 700 newspaper self-service websites and call centers. iPublish AdPortals are designed for easy use and provide the performance, versatility, and scale to create and sell any print, digital or social advertising campaign, for any product. The Sud Ouest launch is only the latest that fulfills their promise to allow any newspaper to sell “Any Ad. Any Time. Anywhere.”