

ppi Media enters into strategic partnership with successful US-based company OwnLocal

ppi Media has entered into a sales partnership with Texas-based American Company OwnLocal to help introduce their platform to the German-speaking market. OwnLocal automatically turns traditional print ads into sophisticated online campaigns, giving media companies a fast and cost-efficient way to create new ad revenues.

October 07, 2016. The last year can be described as an extraordinary success story for Texas-based company OwnLocal. They have entered several new markets, including the United Kingdom, Austria, and Mexico, have partnered with more than 2,600 publications, and powered digital advertising for 100,000+ local advertisers.

OwnLocal's platform transforms print advertisements into elaborate digital marketing campaigns by automatically providing them with SEO value. This creates a cost-effective digital presence for local advertisers and boosts their rankings in online search results. OwnLocal's media company partners are able to generate automatic brand new digital revenue from print sales they have already made.

"We are grateful for our partnership with ppi Media. In the USA, it has become common for newspapers to offer digital-agency services to their print advertisers, and we predict that this will become more and more popular globally," said Lloyd Armbrust, Founder and CEO of OwnLocal. "Through partnering with ppi Media, we will be able to help the German market provide these services and begin generating new revenue much faster."

ppi Media, a leading company in the automated newspaper production industry, is actively shaping the digital change with its many national and international customers. As OwnLocal's platform is based around automation, this makes them the perfect sales partner for OwnLocal.

"We are very excited about the partnership with OwnLocal and the chance to offer the company's innovative platform to our customers in German-speaking countries," says Dr. Hauke Berndt, managing director for customer projects, sales and marketing at ppi Media. "OwnLocal's platform complements ppi Media's product portfolio perfectly and enables our many existing customers as well as new interested media partners in German-speaking countries to generate additional digital revenues without any great effort. Together we'll write a real success story here."

OwnLocal will join ppi Media at the WAN-IFRA World Publishing Expo in Vienna from October 10-12, 2016.

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About OwnLocal

OwnLocal is the automated digital ad platform for local media. It works with more than 2,600 newspaper publishers, including Gannett, GateHouse, Digital First Media, and Johnston Press, in North America, Australia and Europe to power their digital advertising services. By turning traditional advertisements into powerful online campaigns, OwnLocal gives SMBs an affordable and effective web presence, and adds hundreds of thousands of dollars in new, recurring revenue to their media partners' bottom lines. OwnLocal is based in Austin, Texas. For more information visit www.ownlocal.com.

About ppi Media

ppi Media GmbH is the leading international workflow specialist for newspaper and magazine publishers as well as printers, corporate publishers, groups and SMEs. Its main focus lies in the development of highly efficient software solutions on a global scale. ppi Media is the market leader in the field of automated newspaper production. 80% of all daily newspapers on the German market are produced using ppi Media products. Many more installations can be found in Asia, Europe, Africa and the USA. A subsidiary of the Eversfrank Group, ppi Media has its head office in Hamburg and branches in Kiel, Germany, and Chicago, USA. For more information, see www.ppimedia.com.