Making your marketing more interactive with DPS

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Help customers get closer to your content

If you're already producing your own marketing collateral and want to reach customers on new platforms, Adobe Digital Publishing Suite is ideal. Not only does it let you publish to iOS, Kindle and Android devices, giving you the broadest possible reach, but DPS publications have been shown to have a similar level of engagement to print marketing, with none of the tail-off that you see when you ask readers to handle an iBook or interactive PDF.

With built-in ecommerce and analytics tools, DPS makes it easier to drive people from your publication to a site where they can purchase, or to encourage them to purchase in-app. You can then report back on user behaviour using Adobe's Digital Marketing Suite, so everyone knows what's working and where you need to improve ROI.

Why Jigsaw24?

As the UK's largest Adobe dealer, we know their solutions inside out, and there's no-one better placed to find you the software you need (and help you get a great deal on your licences). Plus, we've spent the last 20 years delivering mission-critical IT solutions to 25,000 of the UK's top businesses and creative companies, so whatever stage of developing your digital publishing workflow you're at, our in-house experts will be able to help!

Once your software's chosen, licensed and deployed, we can arrange training for your team and back up the whole setup with a custom support contract, which can include phone, email and remote support, on-site repairs, emergency hardware loans and guaranteed break-fix times.

Get in touch to find out more!

App of the Week
Powered by
Adobe Digital Publishing Suite
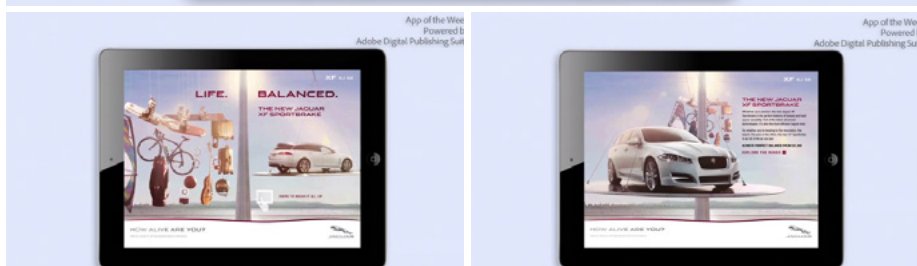
Jaguar in Top Gear magazine
Jaguar takes advantage of the tablet's gyroscope to use interactive advertising that allow users to tilt the tablet back and forth to play with the ad..

Click or visit:

tv.adobe.com/watch/digital-publishing-customer-showcase/ad-of-the-week-jaguar-in-top-gear/

Want to know more about Adobe Digital Publishing Suite? Give us a call on: **03332 409 320**
email: **AdobeDPS@Jigsaw24.com** or visit: **Jigsaw24.com/fcp/content/adobe-dps-interactive-marketing/content**

How Adobe DPS can help you...

✳ Maintain current levels of engagement

Spying is a strong word, but Adobe have been carefully observing anonymised metrics fed back from DPS, and their data shows that DPS digital editions have similar levels of reader engagement to print marketing. Your average eBook or interactive PDF will have far less engagement, largely due to limited functionality, limited accessibility (for example, an iBook will only work on an iPad, whereas your DPS publication can be sent to any tablet) or a very 'digital' feel when what your readers really want is a natural extension of the print reading experience (Sotheby's auction house gets four times as much reader interaction with their digital catalogue than they do with their online one).

If you want to prove a return on investment or look at how your publications could be improved, you'll be pleased to hear that all of this interaction can be tracked, measured and reported on using the Adobe Digital Marketing Suite. Sorted.

✳ Increase interactivity, easily

Simply drag and drop layers over existing InDesign layouts to add interactive elements and convert static photos into slideshows. Use HTML5 (helpfully supplied by Dreamweaver) to create animations and interactions, and then just drop those into DPS, too. The whole suite has a really simple learning curve that uses controls and tools that'll be familiar to anyone who's spent time in Creative Suite.

✳ Drive sales

Use the interactive features and the engagement they create to drive in-app purchases. For example, users can click on a product they see in a video to add it to their shopping basket, or click on an advert within your digital publication to find out more or purchase – and they can do this without ever leaving your app, so when they're done, they can go right back to their page and keep reading.

Some examples of apps created using Adobe DPS. For the full gallery visit:
blogs.adobe.com/digitalpublishinggallery/