

Free Trials

Generate quality leads and explore new markets

IngentaConnect places your content in front of a global audience of researchers, so why not take the opportunity to capitalize on this marketing opportunity? Offer temporary access to some or all of your content and, in return, receive information on your personal and institutional audience, and potential upgrades to full subscriptions.

What are the benefits?

Generate a database of target customers that can be used to drive future sales for your free trial publication, and others in the same field.

Online free trials don't require any printing or distribution, and the feedback you get is in an electronic form ready for manipulation or importing into your leads database.

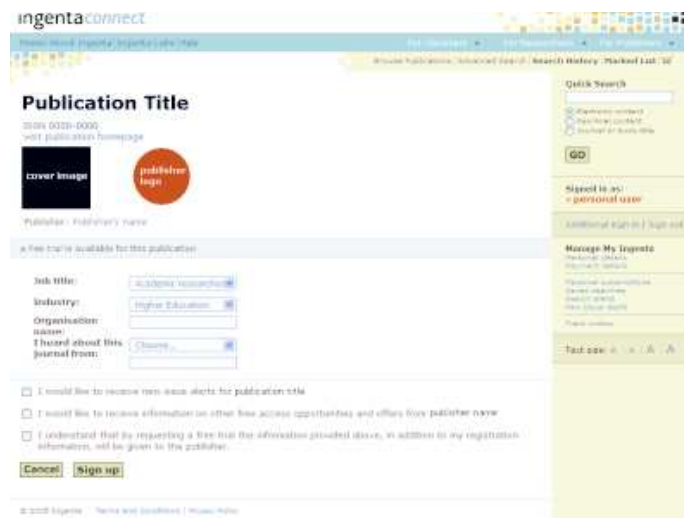
Free trials clearly state that they are offered in exchange for information, meaning you can act upon the information you have within data protection legislation.

How does it work?

You can configure free trials for personal users and institutions or both. Users will be offered the appropriate trial when viewing your content. Personal users will be able to sign up themselves, only administrators will be able to request institutional free trials.

The user is given an option to sign up for a trial. The link to sign up for a trial appears on the publication homepage above the "Receive New Issue Alerts" option. The link also appears when the user is viewing an issue or an article that they could access as part of a free trial.

The user is asked to complete a form containing their details. The user completes a short form including basic information plus additional fields you have requested for your specific marketing needs.




The screenshot shows the IngentaConnect registration form for a free trial. The form is titled "Publication Title" and includes a "Quick Search" bar. Below the search bar, there are options to "Sign up as!" (personal user) and "Additional sign up" (Sign up). The form asks for the user's "Job title", "Industry", "Organisation name", and "I heard about this journal from:". There are three checkboxes for consent: "I would like to receive new issue alerts for publication title", "I would like to receive information on other free access opportunities and offers from publisher name", and "I understand that by requesting a free trial the information provided above, in addition to my registration information, will be given to the publisher." The form has "Cancel" and "Sign up" buttons.

The user is asked to consent to use of their data. The user must check a box to consent to use of their registration data, and the specific marketing data requested, by the publisher. The user is also prompted to sign up for a new issue alert - another essential marketing tool.

Access is enabled. The user will have access within seconds of activating a free trial. All articles and issues available as part of the trial are indicated with a green T symbol. The user's access will expire in accordance with the instructions you have given us.





The user is notified. Email notification is sent to the customer, detailing the terms of their free trial.

You receive reports. Each week you will receive a report containing the information we have gathered about the users signing up for a free trial.

How do I get started?

You tell us what you want to offer, and for how long. Examples:

- You have a permanent offer whereby users sign up in exchange for access to a single issue from each publication for 365 days.
- During the month of November anyone can sign up for free access to an entire publication for 30 days.
- In 2006 selected issues from subject-related publications are available for 60 days from the day of sign-up.

You tell us what information you want to gather. In addition to the basic registration information Ingenta holds for the user (including name, email address and country), the following fields are standard, but you can request up to five additional items.

- Job title
- Industry
- Organization name
- I heard about this journal from...

You tell us what you want the email to say. You can choose a few lines of text to explain the access users gain as part of the free trial.

We set it up. We take the information you provide and create the free trial activation page, the link to it, and set up the access and reporting behind the page. Once all this is done, you can begin promoting your free trials.

Frequently Asked Questions

Can a user sign up time and again to gain access?

No, a user can only use their email address once for each offer.

Can I have multiple offers at one time?

Yes, but each publication cannot be included in more than one offer. Each free trial offer will be priced independently.

Can I change the trial at any point?

Once you have allowed users to sign up for a trial we will honor the access they have signed up for. If you wish to stop offering a trial or change the details you will need to discuss the terms with your client manager.

What is the format of the report?

The information will be sent by email in a comma separated file (.csv). This can be opened in Excel and other spreadsheet packages, and is suitable for manipulation by other systems.

Visit www.ingentaconnect.com for further information on publisher services available or simply discuss your requirements with your client manager.