



## Next steps with Ringgold

How understanding the wider market can reveal new business opportunities

### IDENTIFY

Ringgold's *Identify* service provides a foundation on which to build a sophisticated market strategy. Beyond the initial audit of your own data, licensing or loading the full Identify dataset enables you to understand the size and structure of your wider revenue potential. Profiling your subscribers to prioritize segments with the highest propensity to purchase allows you to allocate resource effectively. Matching your own usage or analytics reports to Ringgold's breadth of institutions enables you to identify and target existing "anonymous" users. The depth of Ringgold's data gives you sufficient intelligence to research and model more complex strategies, for example, new pricing structures.

#### Case study: analyzing your market penetration and opportunities

At Oxford University Press (OUP), Ringgold's data is used to assess the size of the target market, regionally or by institution type. "We can then query our own data against the Ringgold dataset," explains Senior Library Marketing Manager Colin Meddings, "to assess what level of penetration we have – whether in terms of our overall customer list, or of a particular market segment. Because our data has been audited by Ringgold, we know that we're comparing like-with-like, and that we can have more trust in the results."

Ringgold's meta-view on to the wider market, beyond any one institution's data, enables the complex web of relationships between different purchasing units to be understood in its entirety, not just in the glimpses that a restricted customer set can afford; "this provides useful insight into how institutions relate to each other, to consortia, and to individuals," continues Colin Meddings.

#### Case study: profiling your subscribers to prioritize new leads

Having established the size and potential of different target markets, publishers can use Ringgold's data to identify and prioritize target institutions. "Ringgold's records include a range of information about each institution that can be used to profile your current subscriber base," explains Camilla Braithwaite, Marketing Manager at TBI Communications, which has used Ringgold's data in projects for a range of publishers and societies, including the American Society of

Plant Biology, Edinburgh University Press and the Society of General Microbiology. "Categorizing current subscribers by, for example, geographic region and institution type helps you see where your content has strongest appeal. You can then search the rest of Ringgold's system for other institutions that fit the profile, so Ringgold is giving you both the background intelligence to plan your marketing strategy, and the data to action that strategy."

Intelligent  
decisions

## Case study: identifying “turnaways” and authors’ institutions

Publishers often receive “denial of access” or “turnaway” lists from their online host or technology partner, which typically show IP addresses that attempted to access content but were not licensed to do so. In the past, with little resource available to research the institutions represented by these IP addresses, the value of this information has remained lock up in such reports. But once Ringgold added IP address to the growing depth of information that Identify offers for each institution, it became much simpler and more cost-effective to match the IP addresses in the report to a named institution. “From our own data, we can identify potential upsell institutions that subscribe to some of our content, but are trying to access journals that they don’t currently license,” says Jane Makoff at SAGE. “The advantage of Ringgold is

that it enables you to identify organizations that are trying to access your content and with whom you don’t currently have any kind of relationship – new business, with demonstratable demand for your content.”

“Ringgold also helps us to identify those institutions that don’t subscribe, but from which we have authors. It’s like a shared service for publishers,” adds Lori Carlin, Director, Fulfillment and Marketing at the American Institute of Physics (AIP). “We could not justify the investment in researching that level of intelligence ourselves, but Ringgold can achieve economies of scale by doing this on our behalf; the richer their data is, the more we all benefit.”

## Case study: researching and modeling pricing models

The transition from print to online subscriptions has led many publishers to review pricing policies in order to monetize peripheral markets and ensure future sustainability in core markets. “We’ve used Ringgold’s data to inform a number of projects that have resulted in new tiered pricing models,” says TBI Communications’ Camilla Braithwaite. “Key variables for pricing include the number of sites being licensed, the size of the overall institution and its categorization according to systems such as Carnegie and JISC. Ringgold’s system includes all this data and more, and enables the current subscriber base to be structured and profiled as a basis for modeling potential changes in pricing. Prospective customers,

including those from new markets, can also be identified and analyzed to ensure that any potential model will support market entry and growth as well as maintenance of the existing customer base.”

Ringgold can also be used to check the robustness of price models when acquiring new journals. OUP’s Colin Meddings describes one potential scenario that publishers face: “If we sense that lots of customers of a new journal are not paying the correct price (under a tiered pricing model, for example), we can use Ringgold to see what the scale of the problem is, so that we know how urgently it will need to be addressed.”

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### The Consortium Directory

Ringgold’s partnership with The Consortium Directory, from Frontline GMS, enables you to find out which of 600 library consortia in more than 100 countries subscribe to content that meets a similar profile to your own publications.

### DataSalon

Ringgold’s *Identify* database can be accessed through the MasterVision tool from DataSalon, which provides some additional visualization tools and standard reporting for market penetration, profiling and prospecting.



Don’t let the perplexity of your customer data prevent you from making smart business decisions.

Talk to Ringgold today about how the Identify service could help.

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