



Custom Collection Toolkit

THE FLEXIBILITY TO CREATE TARGETED CONTENT EXPERIENCES

Publishers are constantly being challenged to increase discoverability and find new revenue streams. Custom Collection Toolkit (CCT) provides publishers with a tool to curate content on the fly into easily publishable collections that can be used to promote or sell content.

Each collection comes with its own landing page, has a customizable URL, and can be tagged with one or more keywords so that it displays in search results. Collections also have their own RSS feeds making it easy to showcase collection content on your website or embed them in minisites for added exposure.

Highly flexible, Custom Collection Toolkit empowers you to mix and match different types of content across your corpora like journal articles or books and chapters and present them on one easily accessible page.

WITH CUSTOM COLLECTION TOOLKIT, PUBLISHERS, EDITORS AND MARKETERS CAN CREATE COLLECTIONS TO:

- Promote high-profile authors or research topics
- Add value and support events like conferences or meetings
- Target specific content to reader segments
- Rapidly respond to trending news or current events
- Drive sales by strategically pairing high trafficked content with less trafficked content, such as combining articles with book chapters
- Enhance discoverability by integrating collections into sites, pages, widgets using keywords and RSS feeds
- Extend discoverability of content with landing pages that are indexed by Google

What is Custom Collection Toolkit (CCT)?

CCT is an easy-to-use web application that allows publishers to curate journal articles, books, and book chapters across their corpora into collections complete with their own landing pages.



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BUILD COLLECTIONS IN MINUTES

Custom Collection Toolkit's feature-rich interface helps you get started quickly and drives sustainable growth. A drag and drop interface makes collection curation straightforward or, choose to use the collection rule-builder to create a dynamic collection that automatically refreshes with any new updates.

WITH THE COLLECTION CREATION TOOL YOU CAN EASILY:

- Define a sort order for collection items
- Pick from one of three citation formats
- Write and format a description for your collection
- Upload an image for your collection page
- Schedule collections for publication
- Save and edit collection drafts
- Copy collections
- Preview your collection landing page before publishing
- Delete and unpublish collections

