

CONNECT: The First Step to Understand Your Audience

Build a foundation to increase engagement and revenue



CONNECT | Atypón's Identity Management Service

With CONNECT as your identity management service registered users and authenticated sessions increase, allowing you to create information-rich user profiles to better understand your audience's needs, preferences, and behaviors. This information allows you to personalize their journey and target content for increased engagement and revenue through digital marketing activities.

CONNECT gives your users access to a community of scholarly publishing websites and applications with one set of login credentials. CONNECT offers secure and efficient access to content, reducing barriers to registration and log-in, and increasing the number of registered users and authenticated sessions.

- Gather rich first-party data to personalize the user journey for improved digital marketing and increased revenue.
- Increase authenticated users and create and store information-rich user profiles increasing understanding of user preferences and improving content targeting.
- Prepare for the phase out of third-party cookies by increasing registered and authenticated users.
- Enable convenient, secure, and efficient user access to scholarly content across sites.
- Easily manage user privacy and marketing consent.



"There's a whole world, a whole community with CONNECT access who can easily sign up to our sites!"

Phil Garner
Former CEO Future Science Group

"CONNECT enabled ease of access for our users."

Erika Janse van Rensburg
Product Manager Sabinet