Copyright Clearance Center

Marketplace Update

TABLE OF CONTENTS

WHAT'S NEW WITH MARKETPLACE?
We are pleased to announce the Marketplace release, which released on 28 March 2020.

Marketplace is an ecommerce site for securing republication permissions and requesting article reprints from thousands of publishers around the globe. Marketplace simplifies the search, discovery, and purchase of permissions for rights-managed content. This standardized platform improves user workflows and flexibility by offering an intuitive interface, article-level search, project-based workflows and helpful tools for communication with publishers on special requests.

Marketplace: March 2020 Release

The March release of Marketplace represents our continued commitment to improve our transactional services for republication and reprint permissions in support of increased revenue opportunities for rightsholders. The new features and enhancements included in the March release provide publishers with a new way to engage with buyers and offer them incentives, while also improving buyer workflows and the discovery of special requests.

The release includes:

Support Promotion Codes: With the ability of publishers to create promo codes in PubPortal, Marketplace allows buyers to apply these codes against purchases, add and remove codes to their cart, and see relevant discounts for individual items. This feature offers publishers an opportunity to offer buyer incentives, quickly apply discounted pricing in response to a request for a reduced fee or reengage with buyers when an offer is declined.

Permissions Request Details and Manage Account Improvements: In addition to promo codes, the March release includes updates to the request details of a permissions request offering, a more intuitive format field formatting and new messaging when a percent limit is reached. We have also made updates to Manage Account (our buyer-facing portal) that include improved presentation of terms, updated notification messaging, and a status change for special requests when additional comments are added, notifying the publisher that a response is required. These enhancements improve and streamline workflows and communication between the buyer and publisher.

Recap of December Release
The December release of CCC's Marketplace included the following improvements:

- **Edit Items in Cart:** Customers can now edit items in the cart by selecting the Edit option.

- **View/Delete Projects in Manage Account:** Customers can view and delete projects within Manage Account.
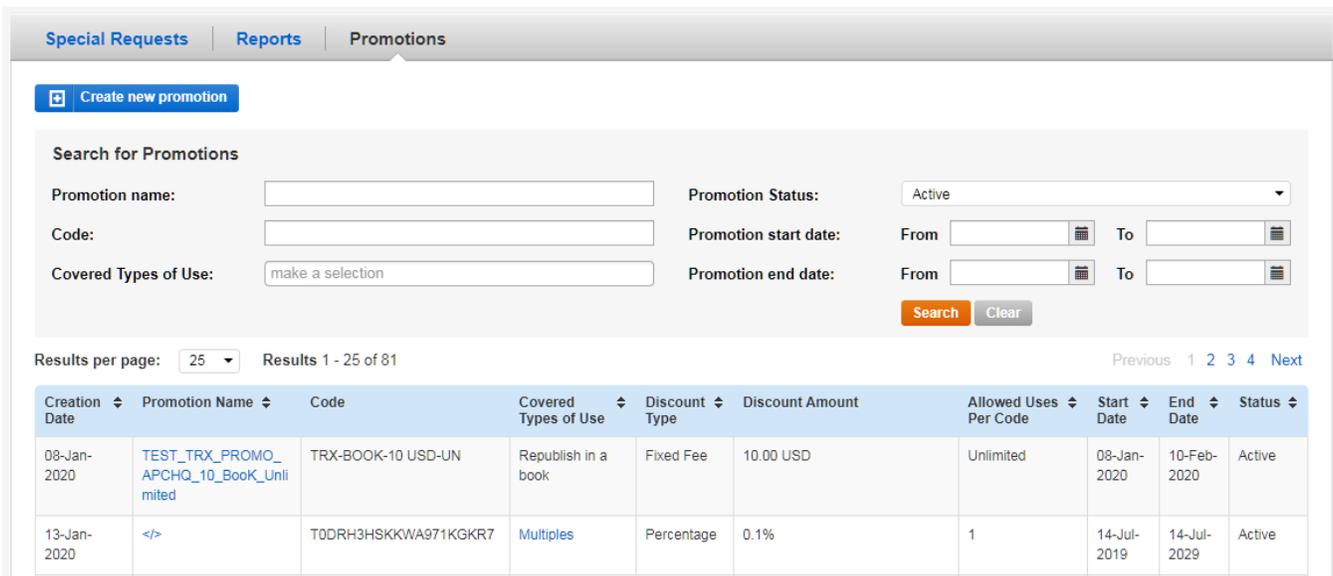
WHAT'S NEW WITH PUBLISHER PORTAL?

We are pleased to announce the Publisher Portal release, which released on 28 March 2020.

PubPortal: March 2020 Release

Support Promotion Codes: As part of the March release, publishers can now access a Promotions module within PubPortal and generate promo codes. They can create new promotions, search existing promotions, and review promo code usage.

With the ability to offer broad or individual buyer incentives, promotion codes enhance revenue opportunities for publishers. Publishers can quickly provide buyers with a promotional code in response to a request for discounted pricing or offer a promotional discount to reengage buyers when an initial offer is declined.

When viewing the Promotions module landing page, publishers will be able to view details of their most recent searches or search results of all of their recent promotions. Details cover creation date, promotion name, code(s), Covered Types of Use, Discount Type, Discount Amount, Allowed Uses Per Code, Start and End date, and Status.

When creating a new promotion, publishers can name it, choose a percentage off or a fixed-fee discount, and set allowed uses per code. They can also specify covered types of use and start and end dates. Finally, publishers can either auto-generate any specified number of codes (up to 10,000) or create a unique, single reader-friendly name for one code per promotion.

CREATE PROMOTION

Promotion name:	
Discount type:	● Percentage __ %
	○ Fixed Fee
Allowed uses per code:	
● Limited 1	
○ Unlimited	

Covered Types of Use: ❓ make a selection

Start date: 📅   End date: 📅
(optional)

Create code(s):
● Auto-generate codes ❓ 1
  Enter # of codes needed
○ Create single custom code ❓ Ex: MY-ORG-WINTERPROMO
  Enter reader-friendly code

CANCEL   SAVE

When viewing existing promotions, publishers can see all attributes of a promotion and download a full list of codes. They can also generate a new block of codes for active promotions. There is a search feature to find the details of a specific promotion, including number of uses, last usage date, status, and cancellation reasons.

PROMOTION DETAILS - Test Promotion

Cancel Promotion

Creation date:	23-Jan-2020	Covered Types of Use:	Republish in a book	Start date:	23-Jan-2020
Created by:	Rebecca Shaffer	Discount type:	Percentage - 5%	End date:	N/A Add
Status:	Active	Allowed uses per code:	1		

Promotion Codes

Download Full List

View block of codes: Test Promotion - 1 ▼   Download Block   Cancel Block | Generate new block: No. of codes Generate
Date generated: 23-Jan-2020

Enter promotion code you wish to locate   Search   Clear

Results 1 - 5 of 5

Code ⇕	No. of Actual Uses ⇕	Last Usage Date ▼	Status ⇕	Cancellation Reason ⇕	Actions
A0ZIGRYN72XYYYOF6G70	0		Active		⊗
AOONSHDWATPTR19BI0T1	0		Active		⊗
BZ1MMSKIVHB18S9PYV41	0		Active		⊗
CWXUVW7MZ6NCP8V2L6U1	0		Active		⊗
E084IJ9H4FE8QW0H8W12	0		Active		⊗

Results 1 - 5 of 5

Download a "Closed Special Requests Report": As of March, publishers will be able to download a "Closed Special Requests Report" and access data related to offers the buyer declined. This allows publishers to easily locate and address potential lost revenue opportunities.

New USD Equivalency Column: Added a new USD Equivalency column to the transactional reports in PubPortal to display the USD translation for all orders paid in a non-USD currency, allowing publishers to easily calculate the total in USD.

Recap of December Release

The December release of PubPortal included the following improvements:

- **Advanced Search:** Publishers can perform an advanced search for special requests. Advanced Search parameters include: Status, Publication, Content Title, Requestor Name, Organization, Request Date, Last Update Date, and Assignee.