

ingenta

Kudos

Kudos is a web-based toolkit that helps researchers and their publishers, institutions and funders to maximise the visibility and impact of their publications. It provides an independent, cross-publisher platform for authors to explain and share their work with wider audiences, and to measure the impact this has on downloads, citations and altmetrics. Launched in May 2014 the Kudos service is already used by over 85,000 researchers worldwide and supported by over 60 publishers including Sage, the Royal Society, Taylor & Francis, Wiley, as well as UK and US university presses and societies, plus many others.



Explain



Share



Measure

The Publisher Program from Kudos helps provide insight into engaged authors and high interest publications, such as journal articles, book chapters, books and proceedings papers. With Kudos and Ingenta Connect you can:

- Help drive increased awareness of your publications and your brand
- Drive more usage (an average increase of 23% in a recent study)
- Identify and promote high-interest articles and authors
- Enrich published articles with related content and links
- Develop closer relationships with authors and their networks
- Benchmark the performance of publications against a wide range of metrics
- Understand which activities and channels are most effective



KUDOS



Greater Research Impact

Benefits for publishers and their authors

Simpler registration for your authors: Articles that authors have published with you will be automatically associated with their email address, making the registration and claiming process quicker and easier for them, and maximising the effort they invest in increasing downloads, citations and social media coverage for your content.

Direct engagement of your authors: Authors will receive direct invitations to use Kudos, with your branding, and will be notified when new articles that they are publishing with you go live, ensuring that they can explain and share articles in a timely manner without having to spend time checking whether they are in the system.

Better metrics for your authors: Authors will see data for usage of articles on your website, providing them with a superior dataset, and further motivating them to use the tools and positively affect your publications' performance.

Better branding for you: Your branding will be applied to articles from your publications to maximise awareness of your role in the workflow.

Rich content for you: You will be able to use the Kudos widget to display on your own site the metadata that authors create within Kudos.

Unique insights to optimise your marketing

Ingenta Connect publishers benefit from a reduced fee as part of the channel partners programme, as well as a quick and easy set-up process so that your authors can get going with the Kudos toolkit quickly and smoothly.

Contact us to maximise the impact
of your publications with Kudos