



Digital Media Solutions

# A Leading Accounting Association Case Study: Enhancing Research Communication



## Challenge

A Leading Accounting Association needed to make their cutting-edge academic research more accessible and engaging for a broader audience, enhancing research communication beyond the academic sphere.

## Solution

They partnered with Editage DMS to implement:

- ✓ AI-driven Plain Language Summaries (PLS) with human editorial oversight
- ✓ Basic infographics to highlight core research findings
- ✓ Comprehensive distribution strategy including email marketing

## Implementation

- 1 Processed manuscripts with AI technology to produce PLS drafts
- 2 Implemented feedback loops for continuous collaboration with authors
- 3 Designed infographics to visually represent key takeaways
- 4 Delivered final versions to the client for distribution
- 5 Promoted digital assets through email marketing

## Impact

The leading Accounting Association successfully engaged a substantial number of audiences including non-academic and new members along with a significant increase in the number of downloads. Key metrics shown are as follows:



**42%** increase in non-academic engagement



**37%** improvement in article downloads



Featured on Content Hub, potentially reaching **7,000+** new readers

## Conclusion

Editage DMS successfully enhanced research communication for the Leading Accounting Association by implementing AI-driven Plain Language Summaries and infographics. This approach resulted in increased non-academic engagement, higher article downloads, and broader visibility.

Ready to Amplify your Research Impact?

Let's discuss how our tailored solution can transform your academic research into engaging and accessible content. Contact us Today! To schedule a Discovery Call, reach us at



[partnership@editage.com](mailto:partnership@editage.com)