

# Unlocking Revenue Potential with APC Plus



## The Challenge

A leading medical journal publishing nearly 500 articles each month wanted to go beyond APC revenue. While the journal had strong submission volumes, there were limited ways to offer added value to authors and increase revenue without raising APCs.

## The Solution: APC Plus Integration

The journal partnered with CACTUS' APC Plus to offer Premium Infographics, a service designed to make research more visible and engaging.

## Here's what we did:

- 01** Seamless setup: Added as a simple drop-down option during APC payment.
- 02** Author-friendly: Priced at USD 750, with clear benefits for discoverability and reach.
- 03** Low effort, high impact: No extra workload for the publisher's editorial or production teams.

This meant authors could choose the service at the exact point when they were most invested, the moment of APC payment.

## The Results

### The impact was immediate:

- 6% conversion rate among submitting authors
- USD 19,000+ revenue in the first month
- Projected to reach USD 230,000 annually

### With APC Plus, the publisher was able to:

- Grow revenue without increasing APCs
- Give authors what they wanted, a service to boost the visibility of their work
- Maintain efficiency by keeping workflows unchanged

## Conclusion

APC Plus turns the APC stage into more than just a transaction. It becomes a chance to offer valuable services to authors and unlock new revenue for publishers, all with minimal effort.

Want to explore how APC Plus can work for your journal? Contact us today.