

# THE 6 PILLARS OF AX MATURITY

AX is the sum total of all the ways an author engages with a publisher. AX maturity is defined as building and growing positive author perceptions that translate to increased submission, resubmission, and referral, guided by the six pillars below:

Authors care about brands. AX maturity requires differentiated, author-centric value propositions and brand stories.

1

DIFFERENTIATE  
STRATEGY & BRAND

ELEVATE MARKETING  
& INVEST IN MARTECH

2

Cultivating positive AX requires the right marketing technology, strategies, and expertise.

AX maturity requires robust measurement and author feedback processes as well as AX KPIs and benchmarks.

3

MEASURE, TRACK &  
UNDERSTAND AX

EMBRACE  
EXPERIENCE DESIGN

4

Authors bring consumer expectations to publishing processes and websites. Their experience should be seamless, relevant, and frictionless.

As OA accelerates, editorial and marketing roles will intersect – requiring a careful evaluation of how the two teams work together.

5

ALIGN EDITORIAL  
& MARKETING

BUILD AN AX  
ROADMAP

6

AX must be a top organizational priority ingrained in the culture, with dedicated resourcing and a prioritized AX roadmap.