

## CASE STUDY: HOW TO INSTALL A CROSS-PLATFORM ADVERTISING PLATFORM ACROSS 100 TITLES IN 12 WEEKS

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“LINEUP CLEARLY UNDERSTOOD OUR BUSINESS GOALS PLUS AGGRESSIVE TIMELINES AND WITH THE ADPOINT SOLUTION THEY WERE ABLE TO TAKE AN EXTREMELY COMPLEX OPERATION LIVE IN JUST 3 MONTHS, AN INCREDIBLE FEAT.”

: Mark Nouwen, Business Information Manager, Telegraaf Media Groep.

### COMPANY

Telegraaf Media Groep (TMG) is publisher of Netherlands' largest circulation newspaper De Telegraaf and publishes over 100 publications, including Noordholland's Dagblad with 9 regional editions and 80 free weekly local newspapers and covers more than 50 websites.

### PROJECT OVERVIEW

TMG lacked a cohesive solution across the group to bring its advertising operations together and whilst being a complex organisation, needed a solution that could be implemented quickly according to the exacting deadlines of a company-wide business transformation process.

They needed a single ad platform to give sales teams opportunities to sell different packages across channel and regional variations. In addition the platform needed to provide flexibility to integrate with TMG's existing systems.

Lineup's AdPoint web based multi-channel solution was chosen for its

- Technically advanced functionality- to include ad operation management, ad booking, CRM, invoicing and analytics
- Open architecture and ease of integration
- Totally SaaS based deployment
- Architecture to provide straight forward deployment in just 12 weeks
- AdPoint software flexibility
- Coverage of over 100 publications and websites, 350 users
- Experienced team with ability to deliver on budget and on time

### CHALLENGES

TMG had concerns that with so many publications in different regional formats and sizes they could struggle to get a complete overview of its variations in advertising packages for its sales teams. It was using a myriad of legacy processes for managing and placing ads which was creating inefficiencies and lost opportunities to improve revenues. There was also a need to integrate some existing systems including ClassWizard, Oracle Financials and in-house production and customer databases.

TMG wanted to move its regional print titles from a broadsheet to a unified tabloid format and do away with selling ads by column or millimetre, in favour of standardised ad "modules". That wasn't possible with their current systems. It is a tough task to redefine all of your products and packages in such a short period, but the system was able to accommodate changes right up to the last minute.



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The company also wanted to sell more cross-platform campaigns across its national dailies, associated magazines, websites and other properties.

Another challenge was how to 'fast track' deployment of AdPoint in such a complex organisation as TMG in just 12 weeks.

According to Mark Nouwen, Business Information Manager for TMG, "There wasn't too much belief - I'd say 80 per cent of TMG didn't believe we could do it in three months!"

### THE SOLUTION

In 2013 TMG selected Lineup Systems as the only supplier who could deliver according to functional requirements and meet the exacting timelines prescribed by TMG's transformation process.

The technology was provided by Lineup's AdPoint, a 100% web-based multi-channel ad booking system providing streamlined operations across sales, CRM, booking, invoicing to analytics in a modular way. Being 100% web-based, AdPoint could be configured in either a SaaS, hosted or on-premise environment and offer complete flexibility to allow easy integration from many existing legacy systems.

It allowed TMG to manage many diverse sales offerings of regional and local ad combinations of products, pricing and discount packages from over 100 publications and provide easy integration capability.

### RESULTS

By bringing a long term vision and understanding of TMG's business goals and exacting timelines to the table Lineup was able to optimise the advanced capability and flexibility of the AdPoint technology to secure a successful and speedy deployment in just 12 weeks.

As TMG's Mark Nouwen views, "AdPoint allows TMG many opportunities to swiftly bring new complex digital and regional ad packages into view for its sales staff for the first time."

Lineup have now gone live with all of TMG's national titles which include managing all advertising for De Telegraaf as well as TMG digital ads enabling TMG strategies for shared sales organisation, cross media offerings and further cost efficiencies.

He attributes the success to 2 major factors,

**"The choice of picking a simple to use, cloud-based solution from Lineup Systems was integral to being able to roll out the system rapidly. The technology didn't need to be physically installed on user computers and was ready for configuration from day one," says Mark.**

**"It was important to create a focused project group which had enough responsibility and is allowed to make choices driven by the expertise from Lineup" added Mark.**

**IN JUST 13 WEEKS SINCE GO LIVE TMG HAVE BOOKED 36,000 ORDERS COVERING 212,000 ADS. THIS AVERAGES TO 2700 ORDERS PER WEEK COVERING 16,300 ADS**