

KM Media Group leads the way in multimedia advertising with Adpoint

THE CHALLENGE

Integrate all sales channels into one solution and simplify the complexity of the multi-channel sales process and supporting IT infrastructure.

THE SOLUTION

Deploy Adpoint to enable selling by audience, simplify workflow, and lower IT costs.

THE RESULT

- Increased Revenue
- Simplified Workflow
- Insight into Customer Activity
- Revenue Tracking
- Automated Processes

KM Media Group (KMG) has been the main source of regional news in Kent, UK, for over 200 years. Starting out as a local newspaper – The Kentish Post – in 1717, the company expanded and diversified over the years and, today, is a thriving business, offering award-winning news across a number of channels, including print, digital and radio.

Key to its success in recent years has been its pioneering approach to multimedia advertising. Recognizing early on the potential of an audience-focused, multi-channel sales offering, it sought a technology partner that could provide it with the agility, functionality and cross-channel capability to make this evolution. This partner was Lineup Systems.

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Gray and his team started looking for a solution which would help the group integrate all sales channels into one solution and simplify the complexity of the multi-channel sales process and supporting IT infrastructure.

THE CHALLENGE

By 2014, the group’s multimedia assets had increased dramatically to include seven radio stations and a rapidly-growing suite of websites, in addition to its print portfolio. “We saw a huge opportunity in packaging our media assets and refocusing our sales based on our audience, not our channels. Selling radio with other channels, in particular, created an appealing proposition for us, but also presented the challenge of

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About KM Media Group

Newspaper
founded in
1717

278k+
Audited readers

1,600
Press & digital
ads each week

2.7m
Unique browsers
each month

160k+
Listeners each
week (RAJAR)



THE SOLUTION

Advertising packaged for customer convenience

The solution came in the shape of Lineup System's Adpoint. Unlike other advertising sales platforms whose end-to-end capabilities relied on a series of system integrations, Gray likes the fact that Adpoint was built from the ground up as a single, multimedia solution that results in seamless management of the entire ad workflow across all channels.

Adpoint's broadcast, digital and print booking components were deployed to provide best-of-breed booking functionality. Tailored pre-bundled ad packages were incorporated into a new booking tool to enable the sales team to easily surface, book and complete complex orders in real-time in the field. This 'multi-seller' function is now part of Adpoint's core capabilities.

KMG also took advantage of the full breadth of Adpoint's lead-to-billing functionality, including its CRM, Finance and Reporting modules. The platform's built-in CRM in particular was an

KEY REQUIREMENTS OF THE PROJECT

- 1 Multi-channel advertising sales platform to enable selling by audience not channel
- 2 Integrated processes from booking to billing to simplify workflow
- 3 Lower IT overheads including cloud-hosting
- 4 Single-platform solution to eradicate multiple legacy systems and information silos

unexpected benefit for KMG, adding intelligence and valuable media sales tools to empower improved sales performance.

Lineup's media expertise and partnership approach helped to achieve a successful deployment. "The moment we engaged with Lineup," Gray adds, "We realised straightaway that it had a real understanding of the sales process and the connection with the customer. It was refreshing that there was very little technical discussion; it was all about the process and how we can apply Adpoint to make more money from our existing customers and get new customers."

KMG went live with Adpoint in July 2015. "Our target was to move to the new system 100% smoothly so we didn't miss any advertising and didn't miss any revenue. And that's what we did. The fact that our internal team delivered all this while also fulfilling 'business as usual' was a major achievement," says Gray.

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THE RESULT

Effortless efficiency across the whole business

With Adpoint in place, KMG now finds it easier to sell across all channels but, more importantly, it has become easier for customers to buy. Millions of pounds – around 15% of revenue – now come in through cross-channel, pre-bundled sales, improving cashflow and facilitating advance planning by the finance department.

Simplified workflows like automated prepayment has helped to streamline operations. According to Gray, working is now “so much easier and packages have become a way of life.”

The level of insight that Adpoint has brought through analytics and reporting has become a key factor of KMG’s strategic planning. Sales and other departments benefit, too.

“We have pretty much a live view now. We can literally cut and dice information in any way we want,” says Gray. “The information Adpoint delivers is 100% accurate and reliable. We are getting the best insights into customer activity and sales staff performance we have ever had.”



What’s more, KMG has taken the use of Adpoint beyond advertising sales and uses the platform to track all revenue across the business, including creative services, subscriptions, circulation and licensing, offering a holistic and consistent revenue performance view.

From an IT perspective, the system is also completely self-sufficient: fully hosted, supported, managed and updated by Lineup. Automated processes, together with KMG’s careful cost management and improved efficiencies across all operations, have led to a significant cost reduction in recent years, a key factor in driving improved ROI for the business.

KMG has fully exploited the benefits of Adpoint, but intends to take it further still. Among future plans are enhanced revenue forecasting and lead conversion. However, Gray points out: “This project will never be finished. It is organically evolving all the time. We are committed to making it easy for people to spend money with us. The beauty is that we have a platform that is flexible enough to do that.”

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