



Wegener News Media Improves Campaign Management Using Unica®'s Marketing Software

Newspaper group Wegener News Media deploys Unica's enterprise marketing management (EMM) software for targeted marketing campaigns and integration of online and offline communication.

BACKGROUND

With a daily readership of two million and more than two million unique visitors to its online news sites, Wegener News Media is the second largest newspaper publisher in the Netherlands. The company has seven newspaper titles in total, including Eindhovens Dagblad, De Gelderlander, De Stentor and Brabant's Dagblad. Loyalty campaigns and brand and product line extensions - such as selling holiday packages or DVDs to subscribers, help Wegener to cultivate its brand, acquire new customers and retain current ones. To provide improved support for initiatives in this area, Wegener implemented Unica's enterprise marketing management software (EMM).

THE CHALLENGES

During the past few years, the newspaper sector has become extremely competitive as a result of new emerging channels such as the Internet and free newspapers. The established newspaper publishers have responded to these developments with various initiatives. For example, newspapers are now more active online and they continuously strive to provide innovative content and interactive elements on their websites, through story response mechanisms, blogs, podcasts and even video clips.

On the print side of things, Wegener migrated all of its seven regional newspapers to a tabloid format to make it easier for its subscribers to read. In addition, Wegener wanted to find a way to standardize its acquisition and loyalty campaigns to ensure its readers remain happy and engaged in their newspapers.

"Marketing campaigns used to be executed with our primary system, Paradise, which was initially intended for managing the subscriber

records," comments Erik de Gruijter, Manager of Marketing Intelligence at Wegener News Media. "Although this system included a marketing module, it lacked the functionality that we urgently needed to improve our targeted campaigns. We wanted to increase the return on our investment in marketing as well as to create a more uniform customer profile. We also wanted to make greater use of online media and create a library of successful campaigns based on providing value to our customers. These initiatives were not possible using the existing operational system, so we started looking for a new solution for our internal campaign management activities."

THE SOLUTION

Wegener started a vendor search with WDM Database International, a direct marketing service provider. Through WDM, Wegener discovered Unica's software. WDM Database International develops and manages the marketing environment in which a campaign platform is hosted, and after thoroughly investigating Unica's capabilities, Wegener decided they were the best platform for them. WDM is responsible for the management, segmentation and optimization of the permanent data stream. By outsourcing the management of the software, Wegener can use the solution via the internet and have control over various campaigns. WDM helps Wegener in this respect by evaluating campaigns and maximizing them at the client data level. This approach offers various advantages, says De Gruijter. "Unica's software is much more user-friendly than traditional systems where knowledge of SQL is required, since this is no longer necessary.

OBJECTIVES

- Achieve effective campaign management with improved measuring capabilities
- Improve integration capabilities for offline and online communications
- Create a uniform and consistent customer profile

RESULTS

- Quick creation of new campaigns; the development cycle has been reduced over a week to just a few hours
- Improved insight into the effectiveness of campaigns

WDM synchronizes client data from the various operational departments on a central level so that marketers have the right data for each campaign. As marketing people we are able to use the software to its full extent for creating, executing and evaluating campaigns.

This gives us extra time for creative processes, and we no longer need to work on data or technology related aspects of a campaign. Segmentation capabilities and split runs are important to determine how successful a campaign has been.”

THE RESULTS

Stijn Kuijpers, a marketer at Wegener, describes the advantages of Unica’s software: “Unica’s clear graphical interface and structure provides marketers with insight into an entire campaign. It allows us to view the results of particular actions we take within a campaign and then determine which selections or exclusions may or may not be profitable.

“An important advantage is that the Unica software offers various templates that we can use as the basis for multiple campaigns. The changes to criteria are automatically applied to all stages for each new campaign. Previously, we had to do this manually for every relevant step in the process, essentially creating each new campaign from scratch every time. We are now also able to re-use various process steps, which significantly increases the speed with which we can create campaigns, reducing the development time from more than a week to just a few hours. Using the Unica software, we are able to create highly complex campaigns with a very small team. This allows us to respond quickly to demands from our product management team for increasingly targeted campaigns.”

FUTURE PLANS: INTERNET MARKETING

In the long term, Wegener News Media also intends to use Unica’s software for internet marketing. After capturing click-through data, Unica can be used as the basis for targeted email campaigns. It will allow Wegener to run online and offline campaigns simultaneously and also enable the marketing team to accurately evaluate the return they are getting from each campaign.

De Gruijter summarizes Wegener’s plans:

“We eventually want to create a system that is able to determine the best time a particular marketing message should be communicated to the customer in order to be successful. To make this happen, we are creating a central marketing database that will feed the Unica system with customer behavioral data and provide a single view of each customer. This will give us a full overview of the behavior of a customer, for both online and offline channels. Based on this information we can target all of our campaigns more effectively, and ensure that customers are not bombarded with irrelevant offers.”



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