

CUSTOMER SUCCESS STORY: INTERACTIVE MEDIA AND ENTERTAINMENT COMPANY

A leading multinational, interactive media and entertainment company

featuring a broad portfolio of multimedia assets (more than 50 business entities), has built a large following of fans through its Web site and broadcasts and is recognized as a major force in entertainment.

The media company's ability to reach fans is the foundation of the company's business, and attracts leading online advertisers to its Web site.

Recently the company engaged Quaero, a leading marketing and technology consulting firm, to help it better leverage fan data to improve communications across all channels – with a preliminary focus on more targeted ad opportunities to drive incremental revenue.

Lots of Data, Not Enough Information

As with many companies, the media firm's data strategy, analytics capabilities, and supporting infrastructure had not kept up with its progressive marketing needs. The company had separate online and offline databases, and no strategy for using the information to improve ad revenues or fan marketing.

As a result, the company was selling online ad space like every other business – run-of-site (ROS), or sponsorships of events or seasonal coverage. In addition, it was not leveraging fan information for its own marketing efforts and there was a big opportunity to cross-sell more paid services.

A New Vision for Managing Fan Relationships

To capitalize on the opportunity, the media company rolled out a new Fan Relationship Management (FRM) vision for the company, and brought in Quaero experts to help shape that vision, and more importantly, deliver on it.

Client

Leading media and entertainment company founded in 1979.

Challenge

Client sought to leverage its sports fan data to gain marketing insights, enhance targeted capabilities, and improve online advertising effectiveness and revenue.

Solution

Quaero created a fan segmentation strategy and built industry interest models that enable the client to segment Web site visitors and create target selects for advertisers. Quaero also implemented a campaign management system to enable more effective campaign execution.

Results

Ad revenue has increased by 10%, and the client is marketing more effectively to its own fan base.



Quaero, with a proven track record of successful customer strategy engagements, was chosen to provide online segmentation of the fan base, with the goal of improving the ability to market and offer select target audiences to advertisers. Quaero was also asked to deliver an updated and more comprehensive campaign and planning solutions for the company's marketing team. Finally, Quaero was instrumental in integrating a multichannel approach to customer interactions.

Creating a Complete Picture of Fans

To drive online ad revenue, Quaero developed a Fan Analytics Database, combining both online and offline fan data, to serve as the basis for analytic modeling and provide insights into fan preferences and patterns.

Next, Quaero used these data to create affinity models across 19 categories, seven different customer segments, and several industry-interest models including Auto, Finance, Entertainment & Beverage. These models were then consolidated into "Selects" that aligned with advertisers' needs.

The Selects were then tested through a series of pilot campaigns to ensure that fans placed into the given Selects based on the analytical models were exhibiting the demographic, psychographic and buying behavior attributes expected.

As a result of the engagement, the media company now has a rich understanding of its audience's online behavior, and the ability to use that information to market to fans and command premium pricing from its advertisers.

Updating Campaign Management

In parallel with the online analytics solution, Quaero undertook a six-month project to overhaul the company's campaign management and marketing planning systems and provide the scalable infrastructure and technology needed to stay at the forefront of its competitive industry.

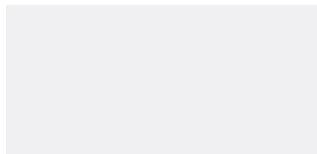
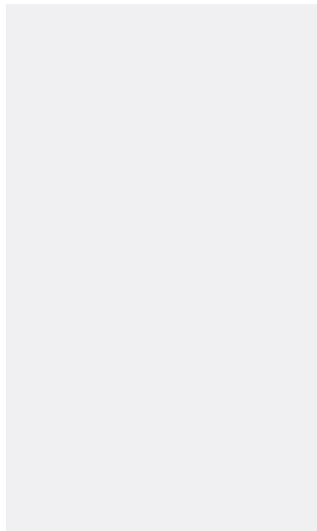
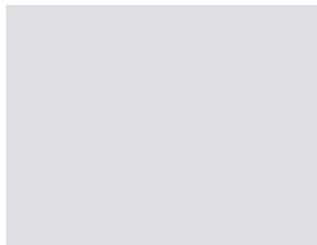
To meet its client's goals, Quaero implemented best-in-class planning and campaign management systems for two different lines of business on the East and West coasts. At the same time, Quaero created a new centralized campaign repository for closed-loop feedback and integration with other applications.

Putting it All Together

While many are struggling with integrating their cross-channel marketing, this media and entertainment company now has the strategy, insights and a state-of-the art system that reaches across all customer and fan interactions to demonstrate fan value to its advertisers.

Additionally, Quaero helped to integrate campaign management with the company's internal email infrastructure, which can support more than one billion emails annually.





ACCELERATE
CUSTOMER
VALUE

The insights from online analytics are available to campaign management, while campaign results continually feed and update the analytics. And Quaero is now working on a fan value-centric Business Intelligence platform that will also integrate with the other applications.

“The Quaero team has consistently delivered above and beyond what we have asked of them. They have not only managed to keep pace with us in our dynamic environment, but often they have been out in front of us, guiding us into new territory to help us best address our ever-changing needs and challenges.”

– Client Marketing Executive

This media and entertainment company now has a robust picture of its customers and their behavior – both online and offline – that reaches across all channels and helps the company make better, more informed decisions.

Winning Results

The company has seen a rapid impact on the bottom line. Thanks to the online analytics and advanced profiles, it is now able to sell former ROS online space at double the CPM (cost per thousand), and former remnants at almost five times the CPM. Overall, the company estimates ad revenue will increase as much as 10% in the first year.

In addition, the increased insights into fan behaviors and preferences has allowed the company to take on a more consultative role with its advertising clients and eliminate third-party advertising networks, further differentiating it from its competitors.

The company’s own marketing to fans has improved as well. Internal marketing teams can now better select, target and manage their marketing campaigns, including the ability to test campaigns for ongoing optimization.

Conclusion

The large media and entertainment company recognized the value of its fan base information and assembled industry-leading consultants to help it leverage that value into more ad revenue and competitive differentiation. With Quaero’s help, the company has taken the lead among media companies in offering highly segmented target audiences for advertisers. In addition, it has achieved an integrated approach to marketing that sets it apart from the competition. The project has not only paid for itself, but has generated incremental revenue that is expected to grow over time.

.....
About Quaero

Quaero, a CSG solution, uses customer intelligence to help clients shift from traditional campaign-driven marketing to real-time, multichannel customer interaction. Quaero experts blend strategy and analytics with performance management and technology to establish dialogues that improve the customer experience while increasing overall customer value.

Headquartered in Charlotte, NC, the Quaero solutions group provides marketing services to category-leading clients within the Financial Services, Pharmaceutical/Healthcare, Travel and Leisure, Media, Consumer and High Tech industries. For more information, call 1-877-570-2199 or visit www.quaero.csgsystems.com.