

Digitization to Accelerate Revenue

ProPrint (Printer Magazines Group)

Key Challenges

- Lack of cost effective solution to send EDMs (Electronic Database Mailers) and Newsletters
- Difficulty in managing electronic marketing process
- Technical system support for enhancements and upgrades
- Lack of synchronized advert display across the website
- Low advertising revenue
- Outdated search capability

Solutions

- Integrated the website with CMS, DFP (DoubleClick for Publishers) and Disqus comments to manage different touch points of their site which includes online adverts, blog comments and elements relating to online publishing
- Implemented Mail Chimp to send EDMs and Newsletters
- Introduced natural language search capability using SOLR
- Deployed dedicated technical resources to support enhancements and environment upgrades



Benefits

- Streamlined marketing activities
- Created multiple advertising space without compromising on web content thereby increasing advertising revenue
- Dynamic and synchronized display of search content
- Enhanced system support