

TODAY
IS A
GOOD DAY

The background of the slide is a light blue surface covered with various colorful 3D numbers and symbols. Visible elements include an orange '0', a blue '3', a yellow '4', a yellow 'x', a green '0', an orange '1', a green '+', a red '1', a blue 'A', a red 'B', a red '1', a red '2', a red '3', a red '4', a red '5', a red '6', a red '7', a red '8', a red '9', and an orange 'x'.

How to Increase Your ROI for Digital Advertising

Markus Feldenkirchen, CEO, ppi Media US, Inc.



recently asked in conversations

**How do you feel when you
think about managing digital
advertising for your newspaper?**

[illegible]



Dirk Frädrich,
Managing Director, Media Pro

The company goals

Growth:

number of customers
quantity of ad orders
revenue

**Growth can only be
achieved with more ad orders**

The actual situation 2011

“Accumulated process dis-order” after 14 years

Ad workflow consists of numerous manual processes

Cumbersome work without system integration

“Lost” artwork

Costly Make-Goods

Long processing times

Labor intensive ad reservation in Excel

Only one traffic manager with specialized knowledge

General high level of dependency on experts



10 Step Change Challenge

1. Infrastructure & Technology
2. Process
3. Products & Services
4. Service Models & Partners
5. Pricing & Packaging
6. Sales Structure
7. Commission Structure
8. Budgets & Goals
9. Communication
10. Leadership



Stacey Sedbrook
VP, Strategic Sales Consulting

Infrastructure & Technology

29% of digital billing
isn't captured

Adam Hecht, Marketing Director Operative

Process

1 ad running in print and
online **takes 9 systems**
to order

A BIA/Kelsey partner (mid-sized newspaper group)

WORK

AHEAD

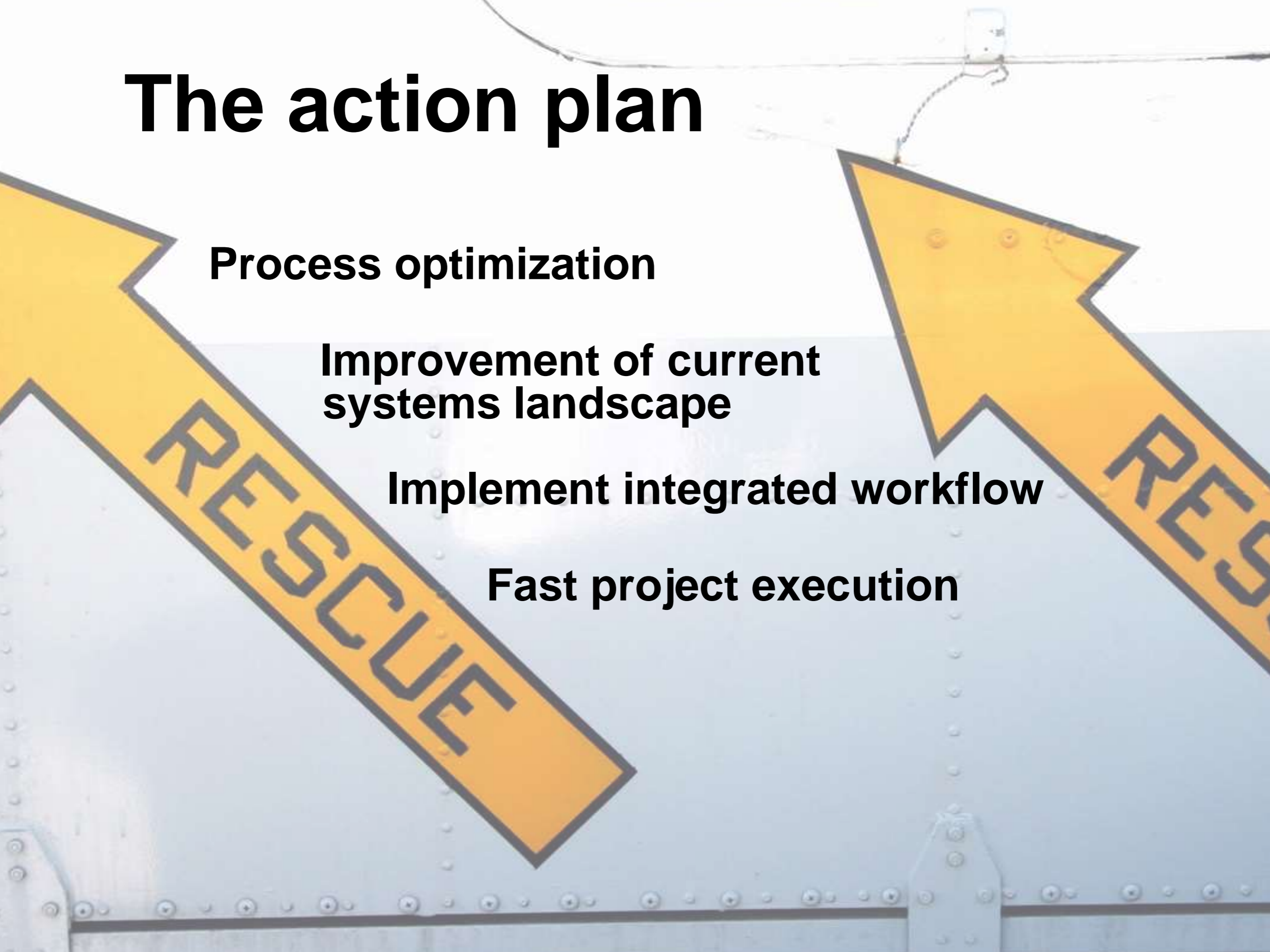
The action plan

Process optimization

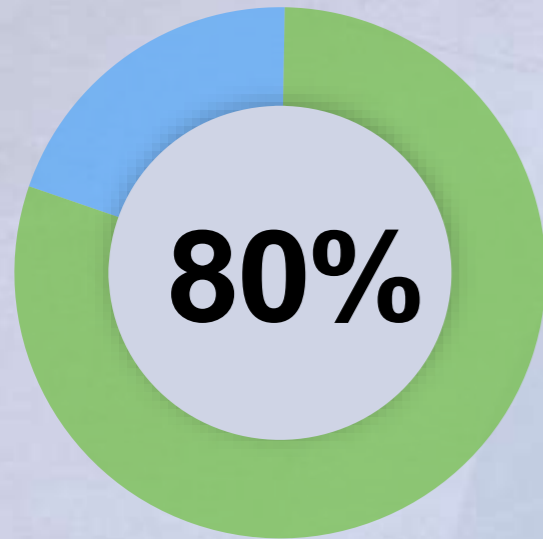
**Improvement of current
systems landscape**

Implement integrated workflow

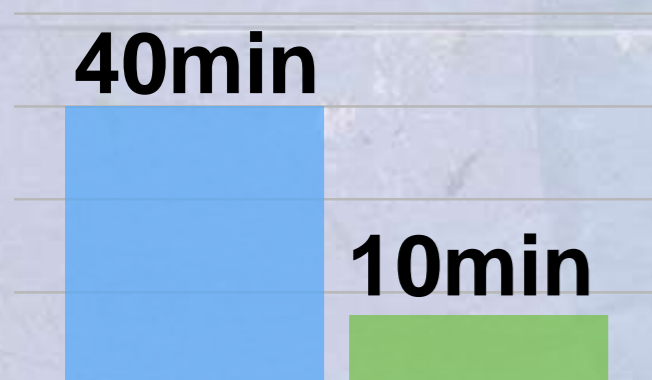
Fast project execution



The results



Up to 80% time savings in the booking process for digital ad orders



Wallpaper format ad booking down to 10min (from 40min) to complete a booking and test



Savings 1. year **US\$ 50,525.00**

Projected savings total over 5 years: **US\$ 238,509.00**

Circulation: ~ 120.000

700 Employees

1,500 freelancer

5,000 independent carriers

One of the largest news portals in the state
of Baden Württemberg

Over **31** mil page impressions

2.8 mil visits

710.000 unique users (**50k** registered)



3 Main web sites

400 bookable zones (locations)

188 of which can be individually booked
over 100 special topics

2,500 ad order in the 1. year (2011);

10-15% CAGR through 2014

Digital ad order booking integrated into
'print' team

2 ad planners, 0.8 - 1 FTE capacity
required

Online/browser based booking tool AdX





**Let's have
a closer look**

2011 - before AdX



Sales

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Email

Fill out form
email



Schedule



Excel

Enter order in Excel
spreadsheet



Artwork

S

Intranet

create an order for
design and artwork



Adserver

g

DFP

create customer
create ad order
upload artwork
create test order



Ad System

8

SAP

create order
create billing

update PI'a

{ x min + 5 min + 5 min + 20 min + 10 min

{ 40 min

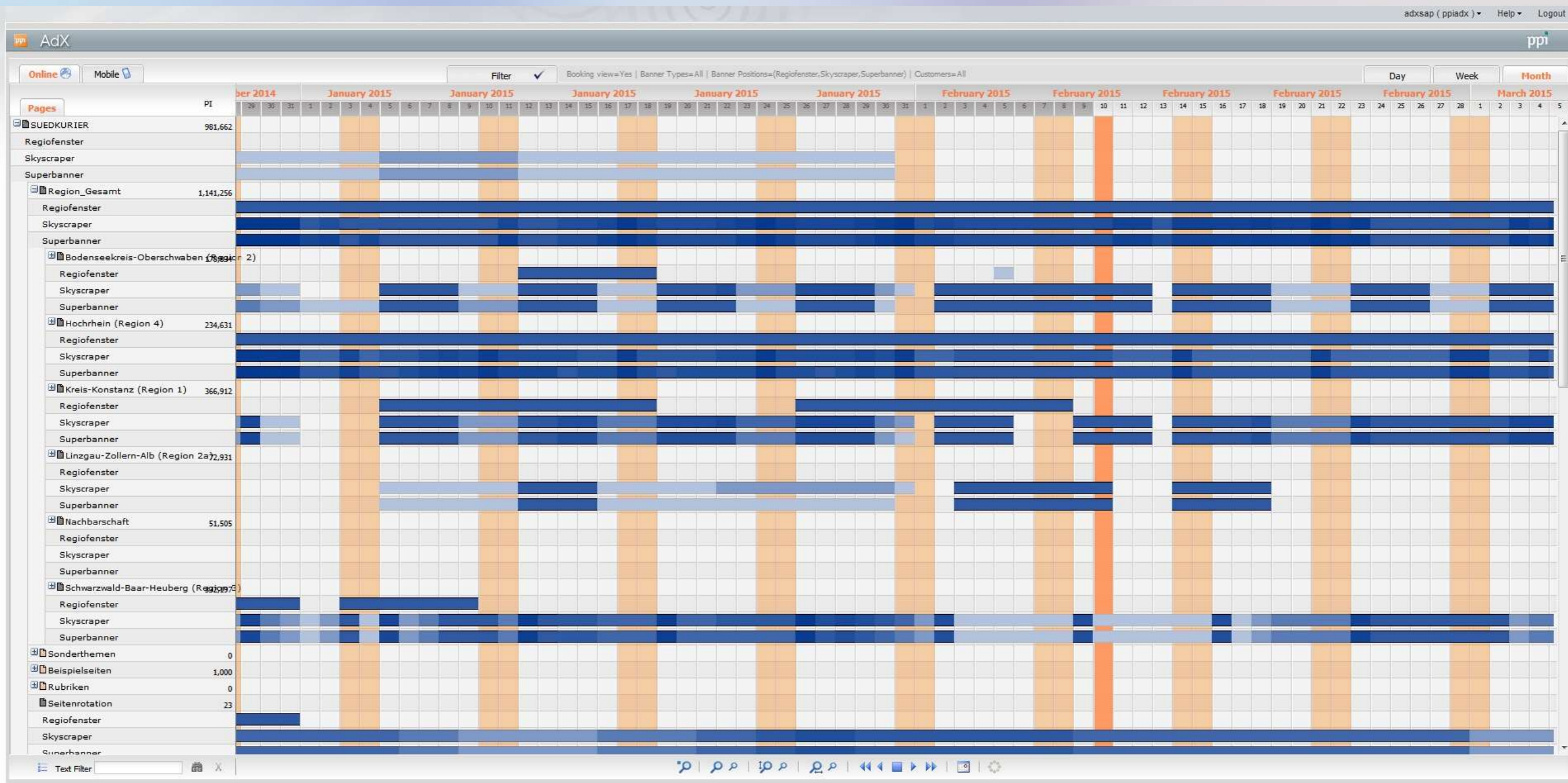
AdX Planning Board

The screenshot displays the AdX Planning Board interface, which is used for managing advertising campaigns and placements. The interface is divided into several sections:

- Top Navigation:** Includes tabs for Campaign Manager, Business Data, Ads, and Previews. The Campaign Manager tab is active.
- Left Sidebar:** Lists various campaign types and statuses, such as "planned", "tested", and "live". It also includes a "Packages" section with options like "Online", "Print", "Mail", and "Telemarketing".
- Main Content Area:**
 - Campaign Details:** Shows information for a specific campaign, including "Campaign no.", "Campaign", "Customer", "Remark", and "Position".
 - Placement Details:** Displays details for a selected placement, including "Start", "End", "Banner type", "ABC", "PDI", and "Overview".
 - Placement on Page/Channel:** A list of placements categorized by "Page" and "Channel".
- Bottom Section:** A timeline view showing the schedule of placements across different channels and dates. It includes a "Timeline" tab and a "Timeline" view.

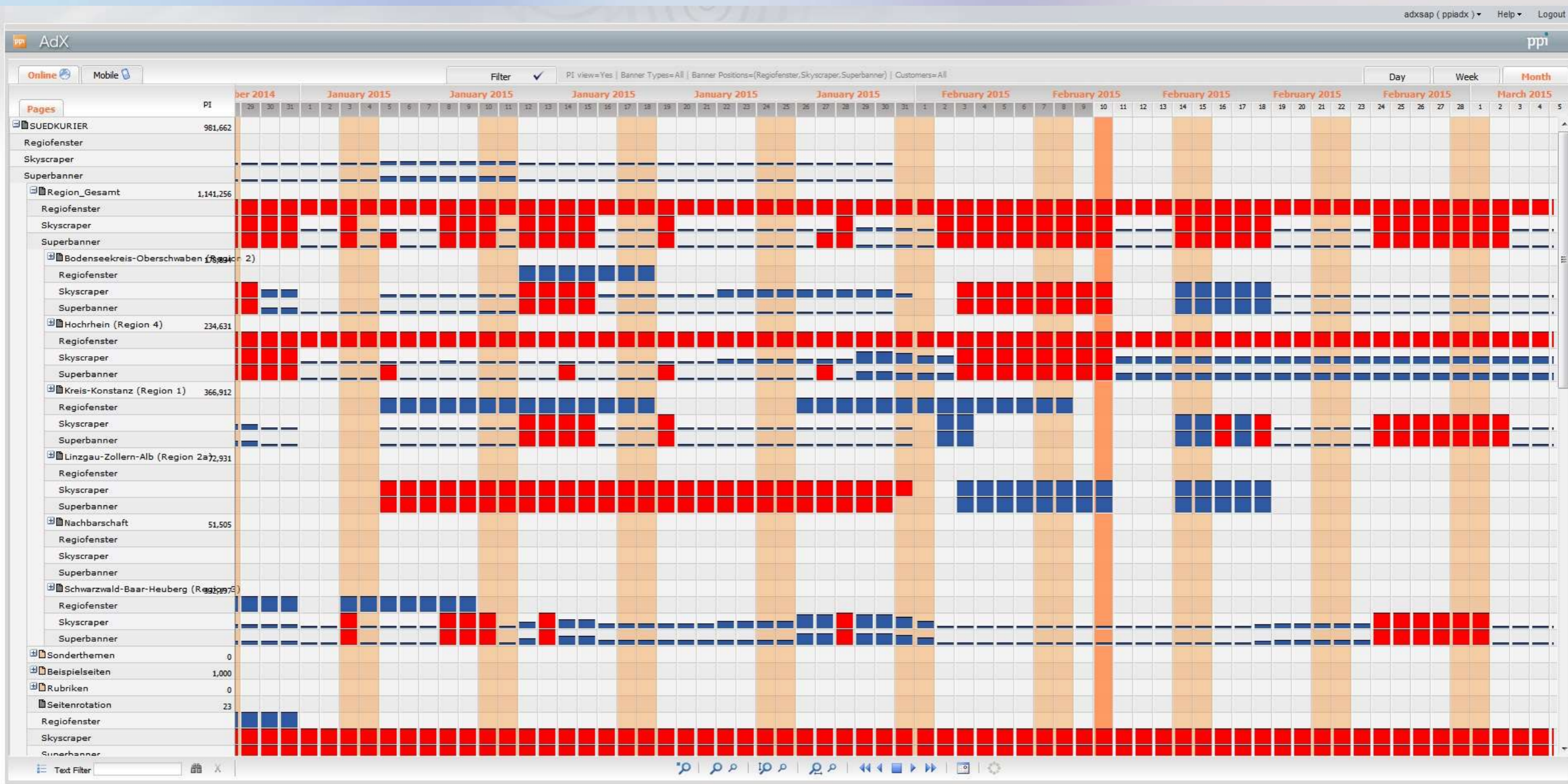
AdX Planning Board

Booking View



AdX Planning Board

Page Impressions View



AdX Planning Board

The screenshot displays the AdX Planning Board software interface, which is used for managing advertising campaigns and visualizing ad placements on a website layout.

Top Navigation Bar: Includes tabs for Campaign Manager, Business Units, Ads, Premium positions, and AdRun. A Filter button is also present.

Table 1: Campaign Overview

Checked	State	Active	Campaign	Campaign ID	Position	Customer	From	To	Order	Actual	Status	Resource	Comment	Created on
<input type="checkbox"/>	Planned	Valid	Boutique Image Campaign	20	Online index Football exclusion	455565	04.04.2011	30.04.2011	04	04	0	04		01.05.2011
(1 Product)														

Table 2: Campaign Details

Checked	State	Active	Campaign	Position	Customer	From	To	Order	Actual	Status	Resource	Comment	Created on	
<input type="checkbox"/>	Planned	Valid	Boutique Streetgear	19	Online north CPN	455434	02.05.2011	08.05.2011	455.00	04	0	04		01.05.2011
<input checked="" type="checkbox"/>	Planned	Valid	Boutique Streetgear	19	Online NEWS Premium	455434	04.04.2011	17.04.2011	125.00	04	0	04		01.05.2011
<input type="checkbox"/>	Planned	Valid	Boutique Streetgear	19	Premium Sport	455434	03.05.2011	08.05.2011	750.00	04	0	04		01.05.2011
<input type="checkbox"/>	Planned	Valid	Boutique Streetgear	19	Real Business Realhouse	455434	03.04.2011	08.04.2011	4000.00	04	0	04		01.05.2011

Visual Planning Board: A grid of pages (1-10) showing ad placements. A detailed view of a page is shown, including a list of ad slots and their configurations.

Page Configuration Details:

Name	Value	Order
Client	04	1
AdLine	04	2
Created on	04	3
Creation user	04	4
Booking state	04	5
Customer	04	6
Customer number	04	7
Agency	04	8
Agency number	04	9
Colors	04	10
Grid	04	11
Width	04	12
Height	04	13

2012 - with AdX

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Sales

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Email

Fill out form
email

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Schedule



AdX

create ad order
pricing
advertising material
placement
campaign print+online+mobile
test order

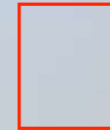


Artwork

S

Intranet

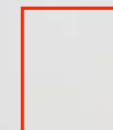
automatically
create an order for
design and artwork



g

DFP

automatically
create customer
create ad order
upload artwork



8

SAP

automatically
create order
create billing

automatically
update PI's

{

x min + 10 min + 0 min + 0 min + 0 min

{ 10 min

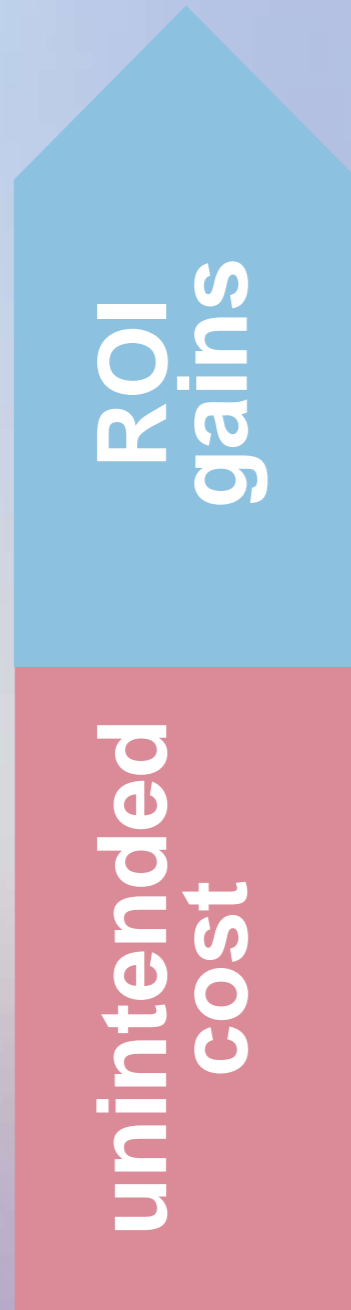


**SHARPEN
UP YOUR
KNIVES**

**ROI is an equation,
not a theoretical concept**



Influence your ROI



Performance increases
Process improvements
Productivity gains
Secure ad order management

Impaired ad booking processes
Inefficient resources
Cumbersome system integration
Artwork management disaster/risk
Ad order management expenses

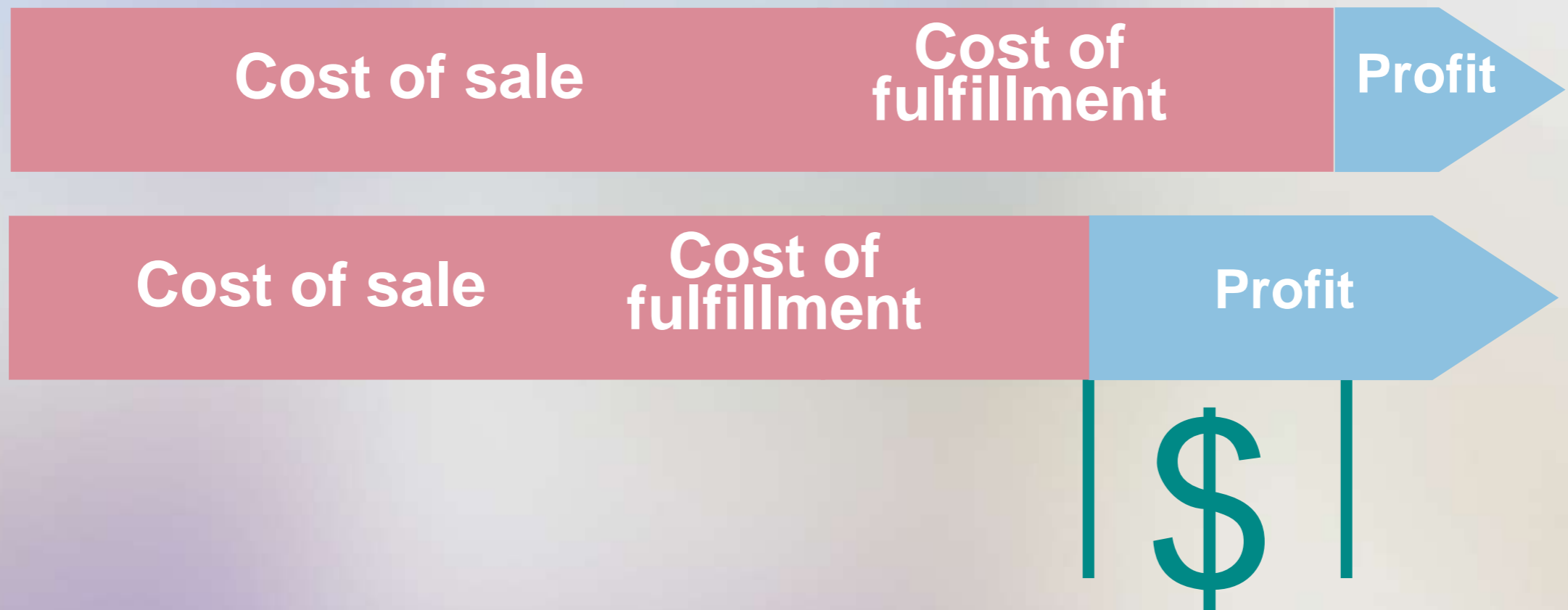
Influence your ROI



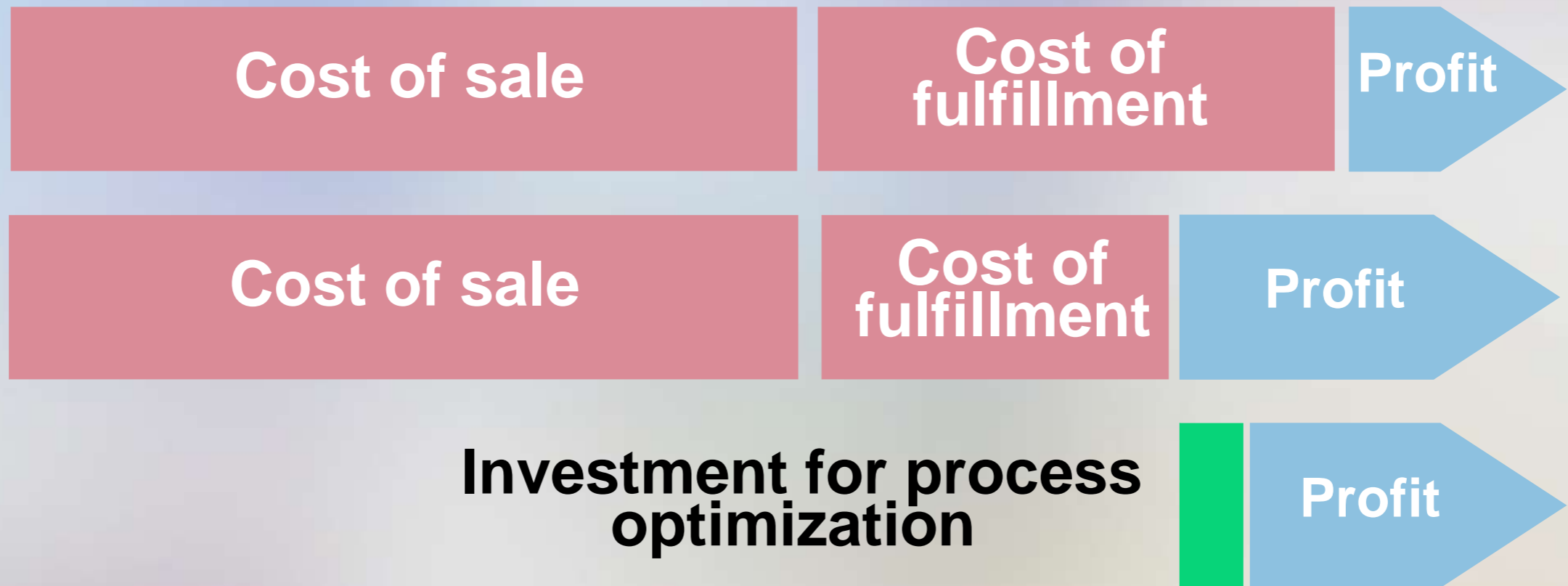
| \$ |

$$\text{ROI} = \frac{\$ - \text{Cost of sale + fulfillment}}{\text{Cost of sale + fulfillment}}$$

Influence your ROI



Influence your ROI



Calculate your own ROI

Time scheduling

Time ad system

Time adserver

Time creative

Time per order (in min): **40.0**

Number of ad orders

Average salary/hr *

Total cost per order in \$: **26.95**

Total cost p. year in \$: **67,375.00**

Time AdX

Total cost per order: **6.74**

Total cost per year in \$: **16,850.00**

	Year 1	Year 2	Year 3	Year 4	Year 5
Num. of ad orders	<input type="text" value="2,500"/>	<input type="text" value="3,000"/>	<input type="text" value="3,450"/>	<input type="text" value="3,864"/>	<input type="text" value="4,250"/>
Total savings p.y.:	50,525.00	61,230.00	71,173.50	81,259.92	90,321.00
Investment / cost:	68,000.00	12,000.00	12,000.00	12,000.00	12,000.00
Cumm. savings p.y.:	-17,475.00	31,755.00	90,928.50	160,188.42	238,509.00

ROI % (total after 5th year) = 1021%

If you leave with only one slide from this presentation it should be this one:

1. Get a demo of AdX and the ROI calculator at **booth # 213 - ppi Media**
2. Calculate your ROI
3. There is real value (\$\$) in process optimization
4. Reduce manual work-steps and double order entries (ad booking, artwork, adserver, etc.)
5. Silo solutions are very costly
6. Think in campaigns (print, online, mobile), because your customer thinks so, too