

CASE STUDY

New Multiplatform Dashboard Increases Insight for Centaur Media plc



CENTAUR MEDIA PLC



- "It's now so much easier to manage the email campaigns for our 16 publications from the one bespoke dashboard. We have a greater insight into the total activity of all Centaur emails and a more analytical approach to data collection and mailing... It's basically taken the headache out of the broadcasts!"

(David Rattray, Head of Operations, Centaur Media plc)

 Email Marketing Software

Overview

Challenge:

- To manage and control email marketing activities across Centaur's 16 publications
- To have the ability to easily monitor daily campaigns and activities
- To be able to react quickly and effectively to statistics and variations in campaign performance

Solution:

- To build a customised Centaur-branded dashboard linking multiple message statistics at-a-glance
- Provide a streamlined easy-to-use process enabling one person to oversee all 16 publications' daily email broadcasts
- To enable Centaur to manage and co-ordinate a large number of communications from several different platforms

Result:

- A huge increase in speed and cost-effectiveness of Centaur's email channels
- Greater real-time insight into all activity across 16 platforms from one place
- Centaur are set apart from other high volume mass mailing publishing houses, with a more analytical approach to email marketing

Centaur Media plc

Location:	UK
Industry:	Publishing
Website:	www.centaur.co.uk
Products:	Email Marketing Software



Centaur Media plc became an eCircle Key Account in 2010. eCircle was chosen due to the strength of its account management structure, as well as the stability and power of the eC-messenger system.

Centaur is a leading UK based business information, publishing and events group. They provide marketing and information solutions to buyers and sellers within several high value professional and commercial market communities. Their principal focus is on digital solutions, supported by a strong portfolio of events and, in certain sectors, market-leading print brands. Their brand portfolio includes Marketing Week, Creative Review, New Media Age, The Lawyer, Money Marketing, Perfect Information, Homebuilding & Renovating, Employee Benefits, The Engineer and many more.

→ Managing communications across multiple platforms

Centaur's marketing strategy is twofold: to maintain and grow their subscriber base, and to generate revenue through selling space in their emails to third party advertisers.

Their key aim is to provide content to their users - via email and print publication - based on the preferences they have selected or the publication to which they are subscribed. This varies from publication to publication but on an average day Centaur can send emails focused on any of the following; driving event sales, increasing circulation figures, generating traffic to the online editions or promoting third party offers. The strategy for each publication or department varies, for example a "breaking news" email alert is time sensitive and the success relies on Centaur sending the email before their competitors, therefore a stable and reliable system is imperative. On the other hand, a campaign promoting a third party offer relies on

response to the offer, and so creative rendering and deliverability are key.

Email marketing forms part of the Web Operations team at Centaur. It is considered the optimum way to contact their clients with timely news and bulletins, a good driver of traffic to their content-led websites and an effective tool to re-subscribe print customers and encourage footfall at live events.

Centaur has around 20 eC-messenger systems, provided by eCircle, for their publications' mailing programmes. This is to make sure that the branding of the emails is compliant and best practice. Each brand or title has its own eC-messenger system, with the different types of communication (e.g. newsletter, marketing) forming the groups within the system.

As a publisher, Centaur's product relies on their content. As their email provider, eCircle has a responsibility to make sure their content is presented to their subscribers on time and in a way that best reflects each separate brand.

"eCircle understood our requirements fully and delivered an impressive and effective bespoke solution which has allowed integrated insight into all of our email platforms in one easy to reach place. It has allowed Centaur to set themselves apart from the common mass mailing publishing house image."

David Rattray
Head of Operations,
Centaur Media plc

➔ Identified common issues across all departments

One issue which was recognised across all Centaur areas and divisions, was that Centaur's email marketing processes needed to be streamlined in order to manage the co-ordination of a large number of communications across several different email platforms.

For key stakeholders at Centaur, the multiplatform approach created a challenge in monitoring activity on a daily basis, across all platforms. To address this challenge, eCircle suggested the design and build of a Centaur branded interface which would display information on sending, sent and scheduled activities across the various systems being used to broadcast Centaur emails. The dashboard would also have the capability to link directly to message statistics within the eC-messenger systems it was referencing.

➔ Bespoke solution to a multiple platform problem

It quickly became clear that to gain a swift overview of all of Centaur's activity across brands would be very difficult unless eCircle developed a bespoke solution to eradicate the required individual log-in for each separate system.

eCircle's Project Management team analysed the project with the client, which involved deciding on which statistics the client wanted to view, how long the statistics would be available, and special features such as being able to link straight from the dashboard to the relevant eC-messenger system and view reports.

➔ Greater insight results from a unique interface

Centaur's bespoke dashboard allows key stakeholders to have a greater analytical insight across all of Centaur's email marketing activity. If need be, one person can oversee the email broadcast process and identify any errors or any adjustments needed quickly.

This solution takes important first steps to help Centaur achieve their marketing aims and objectives. These include distinguishing themselves from their competitors and the image of a mass mailing publishing house, to one with a more analytical approach to data collection and mailing.

➔ Conclusion

Centaur Media plc, and the publishing sector in general, benefit greatly from email marketing due to the speed and cost effectiveness of the channel. With the majority of Centaur's content being news related, it is essential that they are able to deliver their message quickly, by using a robust and reliable system. As a consequence of the changes within the digital publishing sector it is also important that they take advantage of the benefits of email, especially to offset the cost of their print publications.

CENTAUR MEDIA PLC

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Group Name	Group Email Address	Message ID	Scheduled	Subject Line	Status	Progress (%)	Total Sent	Open (%)	Click (%)
MIM Morning Alert	mm_morning_alert@opsmail...	25019128	25/01/11 08:57	FSA considers extending R064 to oth...					
MIM Breaking News	mm_breaking_news@opsmail...	25016055	25/01/11 17:11	Advisers report huge increases in F...					
MIM Protection Newsletter	mm_protection_newsletter@...	250160467	25/01/11 16:16	The public deserve a better protect...					
MIM Protection Newsletter	mm_protection_newsletter@...	250160466	25/01/11 16:16	The public deserve a better protect...					
MIM Afternoon Alert	mm_afternoon_alert@opsmail...	250160343	25/01/11 15:15	FSA considers banning non-advised a...					
MIM Breaking News	mm_breaking_news@opsmail...	250160132	25/01/11 13:08	John Baster leads MBO of Veracity					
CA News	ca_news@opsmall.moneymark...	250160015	25/01/11 12:03	Briggs to become Friends chief exec...					
MIM Breaking News	mm_breaking_news@opsmail...	250159907	25/01/11 11:40	FSA bans five mortgage brokers					
MIM Breaking News	mm_breaking_news@opsmail...	250159945	25/01/11 10:51	FSA: "We will not be protecte...					
MIM Breaking News	mm_breaking_news@opsmail...	250158884	25/01/11 10:34	UK GDP falls 0.5 per cent in fourth...					

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Group Name	Group Email Address	Message ID	Scheduled	Subject Line	Status	Progress (%)	Total Sent	Open (%)	Click (%)
MIS Daily	ms_daily@opsmall.mortgage...	250160245	25/01/11 14:27	This Week's Mortgage Strategy ...					
MIS Breaking News	ms_breaking_news@opsmail...	250160005	25/01/11 11:26	FSA bans five mortgage brokers					
MIS Breaking News	ms_breaking_news@opsmail...	250159939	25/01/11 10:24	FSA proposes interest rate cap on c...					
MIS Breaking News	ms_breaking_news@opsmail...	250159855	25/01/11 10:09	Bundled mortgages can cause problem...					
MIS Breaking News	ms_breaking_news@opsmail...	250159845	25/01/11 09:50	FSA opens debate over future produc...					
MIS Breaking News	ms_breaking_news@opsmail...	250158267	24/01/11 16:42	Wrong time for MMR says CBI					
MIS Daily	ms_daily@opsmall.mortgage...	250158080	24/01/11 13:29	Lenders report FSA pressure on MMR...					
MIS Breaking News	ms_breaking_news@opsmail...	250152263	24/01/11 10:01	Gross lending falls to £11bn in Dec...					
ecircle	ecirclestat@opsmall.mortg...	250150564	20/01/11 14:44	ecirclestat					



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➔ **About eCircle:** eCircle is one of the leading providers of online marketing services, providing state-of-the-art technology, permission marketing databases and professional services for email marketing to the world's biggest brands. Since 1999 eCircle has stood for innovative and efficient email marketing for customer acquisition and retention. Leading organisations including Asda, HBOS and Halfords trust eCircle's consistent customer care, long-term experience and, not least, its highly motivated and professional workforce. The company has more than 300 employees, with headquarters in Munich and additional offices in London, Paris, Milan, Utrecht and Madrid.
