

Case study: Greater Manchester Newspapers

Improving advertising sales and
business intelligence



Client

Greater Manchester Newspapers is part of the Guardian Media Group (GMG). Established in 1936, GMG is one of the UK's leading multi-media organisations with interests in national and regional newspapers, local radio and TV, electronic publishing and the Internet. Greater Manchester Newspapers' impressive array of media brands includes the Manchester Evening News (Manchester's daily newspaper), Channel M (a regional TV station), Manchester Online and more than 20 weekly newspapers and local websites. In total, this portfolio reaches 85% of the Greater Manchester population every week.

Challenge

The Sales Intelligence department at Greater Manchester Newspapers provides information and analysis to support the company's advertising sales teams. This busy unit creates over 30 presentations a week and helps support the generation of over £50 million of display and classified advertising revenue for the group. The company's client base is varied, ranging from small and medium sized enterprises (SMEs) to major high street brands. Key advertising sectors include automotive, clothing and fashion, grocery retail, property, travel, recruitment, entertainment and leisure.

In addition, the Sales Intelligence team provides data and analysis to support strategic business decisions taken across all areas of the business.

To help with this analysis, the unit uses a variety of market and media research sources, based upon both its own primary research and secondary information provided by external organisations such as Experian. The data includes information on the demographic and socio-economic characteristics of the local population, consumer expenditure and product consumption, newspaper circulation and readership figures, and competing media. The challenge faced by the team is to bring together these disparate data sources into a cohesive story that is easy for advertisers to interpret, simple for the sales force to present and useful in supporting business decisions.

To help with the creation of this material, Greater Manchester Newspapers employs a GIS package, which enables the geographical



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“After an exhaustive review of the market, we believe that MicromarketerG3 offers the best solution in terms of a complete mapping and data analysis system. Experian’s mix of software, data and commitment to client support provides us with the unique point of difference we need to help our business grow.”

Catrina Page, Head of Sales Intelligence, Greater Manchester Newspapers

analysis of data for specific catchment areas. For the advertising sales teams, this analysis can be as simple as profiling the demographics of an advertiser’s audience, through to more complex evaluation of drive times from a client’s store location and analysing the coverage of competing media. For the business as a whole, the analysis required is often more complex, including analysing key markets for new products, developing distribution strategies and identifying marketing opportunities.

As the data and analysis requirements of the business have become more complex, Greater Manchester Newspapers decided to review many of the data sources to which it subscribes to ensure that they are ‘best of breed’. As part of this process, the company invited demonstrations and proposals from GIS providers in the market to compare the products and services available.

Key criteria for the assessment were:

- To identify a solution that was easy-to-use and simple to maintain and update.
- To provide fast and flexible reporting, delivering high quality maps, charts and reports that are easy to manipulate and share amongst a network of users.

- The system should be supported by demographic, local area, retail location and cartographic data which can be integrated with the company’s own information and other data sets.
- The solution must be scalable, providing options for use across a network of users, notably the company’s circulation and distribution departments.
- The quality of support and service provided for the software.

Most importantly the application must be capable of meeting the daily demands of a busy business unit in creating professional advertising sales support material that plays a pivotal role in generating revenue for the company.

Solution

As a result of the review, Experian demonstrated Micromarketer Generation 3 to the team at Greater Manchester Newspapers and invited the company to work in partnership with them to evaluate the solution. After a prolonged assessment period of a number of products, the decision was taken to adopt MicromarketerG3.

For further information please contact us:

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