



New Multiplatform Dashboard Increases Insight for Centaur Media plc

Case Study

TERADATA INTEGRATED MARKETING APPLICATIONS: DIGITAL MESSAGING

CENTAUR
MEDIAPLC

TERADATA

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 coordinate 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

"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

Centaur Media plc became an Teradata Key Account in 2010. Teradata was chosen due to the strength of its account management structure, as well as the stability and power of the Digital Messaging Center. 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 contented websites and an effective tool to resubscribe print customers and encourage footfall at live events.

Centaur has around 20 Digital Messaging Center, provided by Teradata, 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 Digital Messaging Center, 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, Teradata 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.

"Teradata 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 coordination 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, Teradata 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 Digital Messaging Center 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 Teradata developed a bespoke solution to eradicate the required individual log-in for each separate system. Teradata'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 Digital Messaging Center 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**

Mon. Marketing

Mort. Strategy

Fund Strategy

The Lawyer

Mark. Week

Des. Week

NMA

Data Strat.

MAD

Engineer

Recruiter

Log. Manager

Emp. Benefits

Rep. Online

Creative Rev.

Tax Briefs

opsmail.moneymarketing.co.uk

Group Name

Group Email Address

Message ID

Scheduled

Subject Line

Status

Group Name

Group Email Address

Message ID

Started

Subject Line

Progress (%)

Group Name

Group Email Address

Message ID

Sent date

Subject Line

Total Sent

Open (%)

Click (%)

MM Morning Alert

mm_morning_alert@opsmail. ...

250161928

26/01/11 08:57

FSA considers extending RUG4 to oth...

46059

5.783%

3.551%

MM Breaking News

mm_breaking_news@opsmail. ...

250160555

25/01/11 17:11

Advisers report huge increases in F...

40722

10.50%

4.821%

MM Protection Newsletter

mm_protection_newsletter@ ...

250160467

25/01/11 16:16

The public deserve a better protect...

18863

9.368%

2.465%

MM Protection Newsletter

mm_protection_newsletter@ ...

250160466

25/01/11 16:16

The public deserve a better protect...

18863

9.203%

2.475%

MM Afternoon Alert

mm_afternoon_alert@opsmail. ...

250160343

25/01/11 15:15

FSA considers banning non-advised s...

47418

11.81%

5.613%

MM Breaking News

mm_breaking_news@opsmail. ...

250160132

25/01/11 13:08

John Baxter leads MBO of Veracity

40740

11.01%

2.806%

CA News

ca_news@opsmail.moneymark ...

250160015

25/01/11 12:03

Briggs to become Friends chief exec...

9398

11.59%

2.838%

MM Breaking News

mm_breaking_news@opsmail. ...

250160007

25/01/11 11:40

FSA bans five mortgage brokers

40751

12.61%

9.873%

MM Breaking News

mm_breaking_news@opsmail. ...

250159945

25/01/11 10:51

FSA: "We will not be product g...

40763

12.12%

6.077%

MM Breaking News

mm_breaking_news@opsmail. ...

250159884

25/01/11 10:34

UK GDP falls 0.5 per cent in fourth...

40767

11.64%

4.833%

Message Overview

View Statistics

back to top

opsmail.mortgagestrategy.co.uk

Group Name

Group Email Address

Message ID

Scheduled

Subject Line

Status

Group Name

Group Email Address

Message ID

Started

Subject Line

Progress (%)

Group Name

Group Email Address

Message ID

Sent date

Subject Line

Total Sent

Open (%)

Click (%)

MS Daily

ms_daily@opsmail.mortgage ...

250160245

25/01/11 14:27

This Week's Mortgage Strategy ...

26139

9.739%

2.586%

MS Breaking News

ms_breaking_news@opsmail. ...

250160005

25/01/11 11:36

FSA bans five mortgage brokers

19907

12.07%

12.41%

MS Breaking News

ms_breaking_news@opsmail. ...

250159889

25/01/11 10:34

FSA proposes interest rate cap on c...

19019

10.22%

5.856%

MS Breaking News

ms_breaking_news@opsmail. ...

250159855

25/01/11 10:09

Bundled mortgages can cause problem...

19025

10.18%

5.444%

MS Breaking News

ms_breaking_news@opsmail. ...

250159845

25/01/11 09:50

FSA opens debate over future produc...

19048

9.947%

2.926%

MS Breaking News

ms_breaking_news@opsmail. ...

250158357

24/01/11 16:42

Wrong time for MMR says CBI

19052

11.42%

4.494%

MS Daily

ms_daily@opsmail.mortgage ...

250158088

24/01/11 13:29

Lenders report FSA pressure on MMR...

26153

14.02%

5.153%

MS Breaking News

ms_breaking_news@opsmail. ...

250152303

21/01/11 10:01

Gross lending falls to £11bn in Dec...

19059

10.75%

2.873%

ecircle

ecircletest@opsmail.mortg ...

250150564

20/01/11 14:44

ecircletest

1

0.0%

0.0%

Message Overview

View Statistics

View of Centaur's bespoke dashboard interface

14 St John's Square, London, EC1M 4NL **Teradata.com**

Teradata is a trademark or registered trademark of Teradata Corporation in the United States and other countries. Teradata continually improves products as new technologies and components become available. Teradata, therefore, reserves the right to change specifications without prior notice. All features, functions, and operations described herein may not be marketed in all parts of the world. Consult your Teradata representative or Teradata.com for more information. .

Copyright © 2014 by Teradata Corporation All Rights Reserved.



TERADATA®