

# Management of a Stunami of Marketing Campaigns @ De Persgroep



DE PERSGROEP  
BASIS VOOR MEDIA

IBM Business Connect  
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# Activities

## NEWSPAPERS

## MAGAZINES



de Volkskrant

deVerdieping  
**Trouw**

Het **PAROOL**



HET LAATSTE NIEUWS

DeMorgen

**DE TIJD**

L'Echo



VKBANEN

Volkscrant magazine



**Vag**  
allemaal

TV nieuws, piffig & praktisch  
**Familie**

Goed  
Gewoont  
GEZOND



**JOEPIE**

zone/magazine

**nina**

**DM**  
magazine

**DMUZE**

**.vacature.**

sabato

**netto**  
argen

# Activities

## DIGITAL



# Marketing

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- Brands : 20 +
- Campaigns per Brand : 100 + per year
- Typical campaign :

James Bond Movies	65.000 in 5 weeks
Cooking Books	135.000 on 1 day
DVD players	35.000 on 1 day
Red Devils Promotion kit	



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# Marketing

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- Brands : 20 +
- Campaigns per Brand : 100 + per year
- Typical campaign :
  - Target group selection
  - Product/proposition
  - Approval Product Management and Editorial Department
  - Briefing Creative agency
  - Buying “air” time
  - Production of material
  - ....
- In total more than 50 steps/actions



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100.000 actions per year to plan/coordinate/follow up

# Marketing

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- Regularly planning issues
- Follow up is time consuming
- A very error prone process
  - Too late briefings
  - Extra costs for quick tracks
  - Unsatisfied customers
- ....

Without proper tooling volumes like this can not be managed professionally.



# Tooling

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## Campaign Management Supporting Software

- Typical RFP track (3 months)
- Products on the shortlist :
  - SAS Customer Intelligence
  - IBM Campaign
  - Invicta
  
- Why IBM
  - Good functional coverage
  - Pricing (5Y TCO) in line with competing products
  - Favorite of end-users
  - Openess to different data sources
  - Gartner Magic Quadrant leader



# POC

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## Implementation of Campaign Management Supporting Software

- POC for campaigning in BE and in NL
- Close collaboration with IBM specialist
- Purpose of POC
  - Check functionality, challenge requirements RFP
  - Learn to use the tool
  - Preparation for large scale roll-out
  - Reality check via real cases
  - Channel integration test
- 3 campaigns:
  - MDF: multichannel campaign
  - DPP: gift and complaint surveys
  - DPN: retention of subscribers campaign





# POC

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## Implementation of Campaign Management Supporting Software

- Evaluation of POC
  - Integration with existing platforms is not easy
    - Subscribers
    - Prospect database
    - Operational systems
  - Functionality in line with expectations
  - Quality of the underlying data is mandatory
  - Timing : 4 months (shop remains open while refurbishing)



# Roll Out

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## Implementation of Campaign Management Supporting Software

- Integration with existing platform is being developed
- Use of Single Consumer View datamart
- Implementation of closed loop (feedback customers)
- Phased roll out starting september 2014
- Gradually increase number of users
- Roll out should be finished by end 2014

## Governance framework :

- Management process for recurring campaigns
- Governance of the campaign portfolio



# Added Value

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Overall Framework : CRM 2.0 program

Cornerstones :

- Campaign Tool
- Contact Master
  - Qualitative identification process of a unique customer
- Single Consumer View Datamart
  - 360 view on customer
  - enabels target group selection

Campaign Tool:

- Powerfull instrument to support flexible communication process
  - In timing
  - In offering
  - In channel



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