

Hundreds of cable channels. Free Internet news services. Satellite TV. Niche newspapers and magazines. Satellite Radio. Wireless Internet Phones and PDA's. The explosion of avenues for which a consumer can receive news, sports, entertainment and other information has placed the Media industry in an incredibly competitive state. Subscribers of many traditional news services like newspapers or generic magazines are aging and declining in numbers causing many readers, watchers, and browsers to question the value (read, what they will pay for advertising) of various media sources. Consequently, advertisers are questioning the value of their marketing investments and spreading their money thinly across a variety of marketing vehicles including direct marketing, advertising, on-line advertising, and other more targeted, measurable programs. The world has changed very drastically from three major television channels to a world where whole networks are devoted to just house improvements.

To counteract the competitive environment, Media organizations are re-evaluating their own marketing plans. Media companies are asking themselves complicated questions to help them optimize their circulation, subscriber acquisition, and retention initiatives:

- Which promotions and offers lead to better retention?
- Which promotions and offers lead to more valuable subscribers?
- What are the most efficient and profitable acquisition methods?
- Which contact channels are subscribers and customers most responsive?
- What value added services can I provide my advertisers including marketing optimization, consumer understanding, or targeting?
- Who are my best single copy distributors?
- How can I leverage my on-line and off-line products to create a unique experience that will increase loyalty?

Media organizations are starting to shift from a completely sales oriented mentality to a more balanced blend of sales and marketing. AmberLeaf's resources have experience with circulation departments across newspapers and magazines with companies like Cox Communications (Atlanta Journal Constitution, Autotrader.com), New York Times, Chicago Tribune/Chicago magazine, Los Angeles Times, Knight Ridder, Ohio Newspaper Group and Lee Enterprises. AmberLeaf is responding to these changes in the Media industry with the following services:

Marketing/Sales Effectiveness

As Media is always optimizing margins, understanding the return and efficiency of the various marketing initiatives (advertising, direct, events, etc.) is mission critical. Through marketing dashboards, campaign management, reporting, and predictive modeling, AmberLeaf helps circulation/subscriber functions within newspapers, magazines, studios, Internet content providers, and cable companies to create the capability to continuously optimize their marketing programs. A critical piece is building a single view of the subscriber. AmberLeaf has built several subscriber data warehouses for some of the largest Media companies in the country. Integrating, merging, and householding information from billing, circulation, advertising, on-line registration, and others is the first step.

Business Performance Management

Media organizations need the requisite infrastructure and applications in order to gain an understanding of all of their key business functions. AmberLeaf has experience in creating Business Intelligence applications to monitor sales performance across all channels (telemarketing, kiosks, crew, on-line, direct mail, etc), marketing ROI, circulation performance, acquisition efficiency, cost per order, retention programs and others. Leveraging a combination of ad-hoc reporting, management reports, and dashboards, AmberLeaf can create valuable decision making tools for your subscription, on-line, and single copy sales.

Loyalty Program Vision

To add value to their multitude of channels and content, Media organizations are starting to experiment with loyalty programs. AmberLeaf is helping Media and their circulation functions develop next generation loyalty programs by combining their on-line and offline assets into new value propositions. Through benefit identification, channel coordination and technology enablement, AmberLeaf develops the vision, blueprint, technical architecture, and budget to embark on your next generation retention program.