

How TI Media is Keeping Pace with Digital Transformation

THE CHALLENGE

- 4 separate systems
- Customers receiving multiple invoices
- Manual reporting required to consolidate data from multiple systems

THE SOLUTION

Deploying Adpoint to enable selling per vertical, simplify sales teams and reduce IT costs.

THE RESULT

- Advertisers receive a single invoice, regardless of which brands they've purchased space with.
- Clear ROI communication for advertisers.
- A simplified sales team structure has increased efficiency
- Combining 4 systems into one has reduced IT costs and simplified workflows.

TECHNOLOGY FUELS MULTI-CHANNEL SELLING AND DRIVES PROFIT FOR TODAY'S MEDIA COMPANIES

The world of advertising is changing, altered thoroughly by the growth of global online platforms and the arrival of new media channels. Too often, media companies are unprepared to embrace these changes, due to disparate legacy systems that can't keep track with digital transformation. Most legacy solutions on the market specialize only in one channel or aspect of the advertising process, and that's not how advertisers buy anymore. Today's advertisers seek integrated, multi-channel experiences that include a rich mix of print, digital, broadcast, outdoor, and event advertising. They expect to be able to purchase audiences, not just space. To offer these experiences, today's media companies need to equip their sales teams with advertising tools designed to drive multi-channel sales – something most legacy systems cannot deliver.

Organizations that can pivot to new ways of selling are reaping the benefits. TI Media (formerly Time Inc. UK), one of the largest branded media companies in the world, knows this to be true. With an extensive portfolio of 40-plus iconic brands that span across multiple platforms – including print, digital, and events – TI Media has witnessed substantial change in recent years. Mark McCartney, the company's Commercial Operations Director, expects that "change will continue to evolve as we go forward," but also says that TI Media has invested in technology that will keep them at the forefront of the industry as it evolves.

"For me, the most refreshing thing is the way [Lineup] listens. You're always keeping us in the loop with updates. For me, that's refreshing, because I'm seeing new technologies that are going to be very beneficial to us. We are a business that is extremely agile, so knowing that Lineup is on the front foot with those technologies is very refreshing for us"

-Mark McCartney, Commercial Operations Director for TI Media

About TI Media

Formerly
Time Inc.

40+
Media Brands

14m
UK adults reached
monthly

160 yrs
of heritage



BEFORE INNOVATION:

The Challenges

Just four years ago, TI Media was running what McCartney describes as a “very siloed business”. Individual sales teams were responsible for specific titles, and the ad booking systems that sales teams were using varied by title. As TI Media acquired new publications and media brands, it also brought new ad sales teams and their software solutions into the fold. Ultimately, this cycle of acquisition resulted in TI Media running four different ad booking systems simultaneously across its brands. In turn, the redundancy meant that there were many advertiser’s accounts appeared more than once across the multiple systems. This overlap presented significant challenges for TI Media in managing overall sales and selling multi-channel experiences.

Without a complete view of a single customer, it was difficult for the TI Media team to understand who was buying what, or to determine how much money each client was spending. The company wanted to get away from selling individual brands and move towards pitching verticals to advertisers; challenging because teams had no easy way to see opportunities in one place. When a sales rep needed immediate information on a customer, that information wasn’t available. Instead, TI Media had to map data together manually from multiple systems to compile a simple sales report. Invoicing was also a challenge, as running more than one system meant that TI Media would regularly send out multiple invoices to a single client. For the clients that were buying ads vertically rather than for a single publication, this billing process was confusing and made it more

challenging to understand ad spend and ROI.

Structurally, TI Media also struggled with overlaps of salespeople. Rather than consolidating the sales team as it acquired new media brands, IT Media had kept the individual sales teams intact. In numerous cases, the confusion of the company’s system meant that salespeople from different parts of the business were working with the same clients. For customers, this overlap meant disorder and wasted time. For TI Media, it was a clear sign that things needed to evolve. “From a customer’s experience, it wasn’t as professional as what we would want it to have been,” McCartney says.

Find out how Lineup can transform your media business

Tel: +44 (0)20 3440 2400 Email: sales@lineup.com Visit: www.lineup.com



AFTER INNOVATION:

The Solutions and the Future of TI Media

Today, TI Media has a streamlined sales department that can sell solutions across its entire portfolio of titles and platforms. The company achieved this gain in efficiency by implementing Adpoint by Lineup, a cloud-based media sales solution that was developed to manage and simplify multichannel advertising sales. Adpoint enables sales reps from TI Media to book advertising across multiple titles and platforms with a single interaction. As a result, TI Media can deliver seamless cross-channel advertising experiences to their customers.

According to McCartney, one of the greatest benefits of the system is the ability to access “a single version of the truth for each customer.” Gone are the days where TI Media needed to pull information manually from multiple systems to gain customer insights. In the past, this extra legwork was the only way for TI Media to build competitive vertical sales packages for clients. Today,

sales teams are organized around clients rather than titles and platforms. From salesperson productivity to customer satisfaction, the benefits have been tremendous. McCartney says the shift has allowed TI Media to “right-size” the sales team, enabling them to work more collaboratively and efficiently. For customers, the changes have made it much easier to purchase vertical advertising rather than buying individual brands. McCartney notes that businesses in the United Kingdom now expect this kind of seamless cross-channel experience and have responded positively to TI Media’s new model.

Apart from sales, other areas of the business have experienced benefits as well. For instance, with only one sales booking tool in place rather than several, TI Media’s training procedures have become easier and more straightforward. Having just one centralized, cloud-based media sales solution cuts down on IT costs

and maintenance time. Finally, every client now receives a single consolidated invoice outlining all their ad buys in one place. This simplification in the invoicing process not only eliminates customer confusion but also benefits TI Media by reducing administrative strain.

McCartney said he anticipates using Adpoint by Lineup will help TI Media embrace future changes in technology and sales trends. “What’s very refreshing from our side of things is that Adpoint has regular and consistent upgrades,” McCartney said. “So, we feel that we’re not being left behind with the potential technologies that are out there.”

IN SUMMARY

High costs and declining ad revenue are a reality for most media companies today. As the TI Media example shows, adapting simplified technology stacks that enable new ways of selling while simultaneously reducing costs is proving to be an essential method for keeping pace with digital transformation. There is enormous potential in offering multi-channel advertising experiences to customers and integrating those experiences all under one umbrella. By embracing Adpoint by Lineup, advertising companies can bring their offerings into the 21st century and provide the level of service that clients today expect.

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