



Seattle Times Case Study

SUPPORTING THE SEATTLE TIMES' AD DELIVERY SUCCESSES WITH 24/7 REAL MEDIA'S OPEN ADSTREAM® AD MANAGEMENT TECHNOLOGY PLATFORM

Background

The Seattle Times Company has been a trusted source for business, entertainment, sports, news and more in the Northwest region for over 100 years. Its network of websites has developed a strong following by Western Washington residents, including seattletimes.com and four specialized sites - NWjobs.com, NWautos.com, NWhomes.com and NWsource.com (shopping/classifieds).

Challenge

It is important for online publishers to make the most of their inventory, obtaining the highest returns out of the smallest real estate. With limited resources, ads and campaigns need to be strategically managed to provide the best possible revenue stream for each website page.

Technology has continued to evolve to support these types of challenges faced by today's online publisher. Understanding how the right technology solution can provide easier ad management while simultaneously increasing return on investment will make an online publisher very successful. To help manage new and existing challenges, many publishers are also looking for the complete package, strong and proven technology backed by a reputable company and a history of innovation and success.

Solution

For 10 years and counting, the Seattle Times Company's online properties have flourished while utilizing Open AdStream, 24/7 Real Media's renowned ad management platform, for the targeting and delivery of multi-channel digital advertising. The sites have continued to harness the new product enhancements and offerings provided by Open AdStream, including taking advantage of the strategic partnerships now available to them. The versatility of Open AdStream has provided the Seattle Times Company with a personalized ad management platform that adapts and grows right alongside them.

The Seattle Times Company uses ASP hosting in order to take advantage of 24/7's aggressive upgrade cycle and wealth of out of the box modules. With the release of Open AdStream 10, each of the Seattle Times web properties experienced an array of seamless new capabilities to support their unique needs.

Approach

Find Every Last Dollar

The Open AdStream Rich Media Foundry has enabled the Seattle Times Company to save both time and money by creating their own custom rich media ads such as sliding billboards and floating and expanding ads. Introduced in Open AdStream 10, the Rich Media Foundry also supports their Adobe® Flash® campaigns. Seattle Times properties now have the ability to recover and monetize unsold inventory by using resellers, available through Open AdStream by the use of pass-back tags.

"The Seattle Times recently was awarded the Pulitzer for Breaking News. It is through outstanding partnerships like the one with 24/7 Real Media that we continue to support and enable that kind of quality, impactful journalism."

-Larisa Sheckler,
Director Online
Operations-New Media
at the Seattle Times



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Digital Marketing



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Open AdStream also provides the Seattle Times with needed transparency into the success of their advertising messages.

This analysis of conversion activities allows them to accurately attribute the actions of each site visitor. The reporting data derived from their sites is critical in helping determine the best pricing model to implement and maintain.

Team Bandwidth

Today's economic outlook finds most companies looking to manage more with less. Technology is becoming increasingly important in providing companies with opportunities to streamline day-to-day operational tasks.

The flexibility of the Open AdStream platform allows the Seattle Times Company to build their sites to accommodate many ad sizes within a single ad position. This saves their team time in not having to update or change templates or switch out positions. The additional workflow enhancements, as well as real-time reporting, have allowed the trafficking team to manage inventory tactically and holistically with a more concise overview.

With Open AdStream 10, the busy team has become more efficient due to new User Interface changes that improved overall workflow and provided the ability to more easily manage campaigns. They have also enjoyed the Campaign List Screen, which outlines the details of each campaign and enables multiple changes to multiple campaigns within seconds.

Making Ad Management Work For Them

The Seattle Times Company has continued to be impressed with the scope of useful applications available to them as an Open AdStream customer. 24/7 Real Media has collaborated with a variety of technology companies to seamlessly integrate best-

in-class solutions into Open AdStream, so publishers can limit the number of external vendors.

One important partnership is Brightcove, whose technology allows the Seattle Times Company to quickly and easily set up pre-roll and video advertising. Additionally, the expansive API in Open AdStream allows them to customize reporting from desired information within the user interface. The APIs also provide integrations with the Seattle Times Company's important in-house technology systems, like contract management and billing tools.

The Seattle Times Company has also taken advantage of Open AdStream 10's new Insertion Order reports which allow their teams to easily group campaigns in any way they choose.

Results

The Seattle Times Company has continued to be impressed with the scope of useful applications available to them as an Open AdStream customer and have seen an impressive return on their investment in Open AdStream over the years. Continuous improvements to the platform have allowed them to easily optimize and monetize their inventory while reducing the operational load from their staff, providing the opportunity for more strategic activities. Open AdStream easily and efficiently integrates with important company systems, providing a holistic view into ad management through custom reports.

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About 24/7 Real Media, Inc.

24/7 Real Media, Inc. a WPP company is the leading global digital marketing company, empowering advertisers and publishers to engage their target audiences with greater precision, transparency and ROI. Using its award winning ad serving, targeting, tracking and analytics platform, powerful search marketing technology and global network of specialized Web sites, the company has turned the art of reaching audiences across virtually any digital medium into a measurable science.

The company is headquartered in New York, with 18 offices in 12 countries throughout North America, Europe and the Asia Pacific region. For more information, please visit www.247realmedia.com.

About Seattle Times

Since 1896, The Seattle Times has been the Northwest's most trusted source of local news and information. As an independent, locally owned company with deep roots in the Pacific Northwest, we're committed to serving the community through quality journalism for many years to come.

Today, The Seattle Times Company Print and Online Network reaches more Northwest adults than any other local news media, with print and online products seen by seven out of 10 adults in King and Snohomish counties.

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