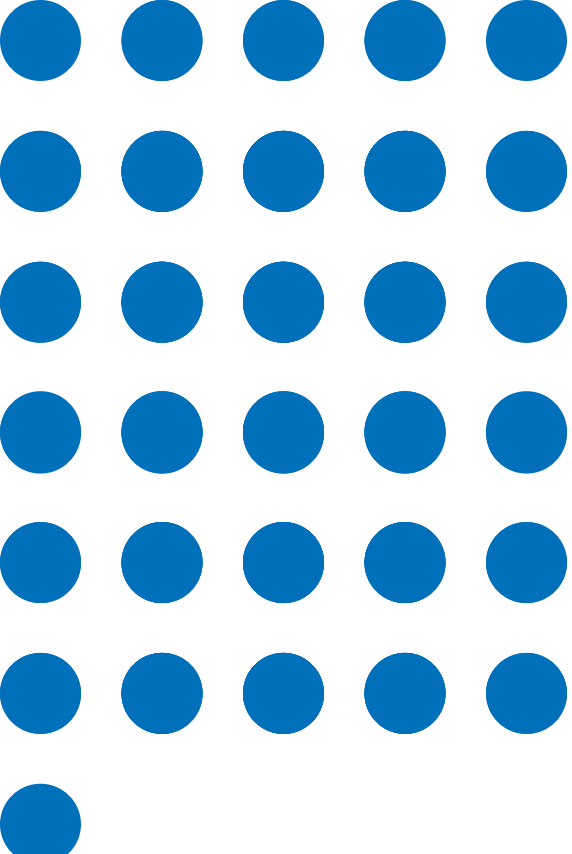




## Case Study

Hearst Advertising Worldwide streamlines ad management process with Ingenta Advertising



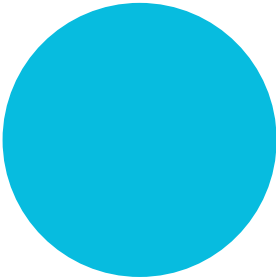
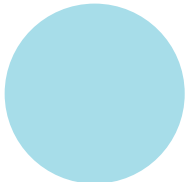


Hearst Advertising Worldwide (HAW) is the international media buying arm of Hearst Magazines International. Based in Milan, it offers advertisers and clients direct, centralised and simplified access to an expanded and exclusive international portfolio of 335 magazines, 188 websites, radio and TV channels owned by Hearst and its partners.

## The challenge

Faced with the challenges of operating on a representative or brokering basis to the various international media houses, HAW sought to implement a new operational model. The solution was to operate as a contracted partner with these organisations, to sell ad space via HAW's own sales staff as well as selected third-party sales organisations.

To achieve this, the company required an alternative system which would facilitate the management of the buying and selling of ad space to their premium international customers, whilst also recognising the correct contract terms on both sides of the advertising sale.



"[Ingenta] clearly demonstrated they understood our unique and complex requirements"

Robert Schoenmaker,  
Managing Director

## The solution

Following a thorough selection process, Ingenta Advertising (previously known as AdDepot) was chosen by HAW to drive the implementation of this new operational model.

Designed and produced specifically for the publishing industry, Ingenta Advertising is an integrated cloud solution for advertising sales, order processing and billing. It provides HAW with the centralised and simplified ad management solution it requires to sell and track digital and print ads for all its publications in a single system.

Paul McKinley, Director of Ingenta Advertising products, explains the benefits of the software, "Users can track and sell advertising directly and on behalf of representatives, as well as manage billing, contracts, marketing and salesforce automation. This provides true end-to-end control of advertising sales, production and delivery processes."

## The results

Through close collaboration with the HAW team, the system was successfully configured in a very tight timescale, with the project going live within several weeks of it being delivered. Data was imported for over 400 different media, including the commercial agreements on both the media owner and sales representative sides.

"Our need for a HUB based solution and the ability to support operations in Italy, Switzerland, Germany, Spain and elsewhere creates a unique dynamic with specific workflow processes," states Robert Schoenmaker, Managing Director Hearst HAW. "Of all the systems we reviewed, Ingenta Advertising most closely meets our requirements and they clearly demonstrated they understood our unique and complex requirements. We were impressed with the depth of functionality available, and the professional service and commitment to deliver."

The system has also been able to accommodate subsequent changes in business processes with little additional development effort. Flexible workflow management accommodates differing relationships between sales reps, publishers and even other hubs.

Paul McKinley, comments, "As is demonstrated with HAW, we can offer a solution that includes significant enhancements in a fast-track timescale and at low cost. We are delighted to have this important contract with HAW and are proud to be part of Hearst Magazines' exciting vision for the future."

"We were impressed  
with the depth of  
functionality available,  
and the professional service  
and commitment to deliver"

Robert Schoenmaker,  
Managing Director

ingenta.com  
@weareingenta

ingenta