

Case Study: IPC Media

IPC Media – Integrating Campaigns from Page to Web, Keeping Consistency and Brand Identity at the Forefront



www.ipcmedia.com

IPC Media is a leading UK consumer magazine publisher. Almost two in every three UK women and over 45 per cent of UK men read an IPC magazine. That's almost 27 million UK adults.

IPC has both print and digital portfolios and its brands are very simply at the heart of the UK's cultural life. The business is split into five distinct publishing divisions: IPC Connect, IPC Inspire, IPC Ignite, IPC Southbank and IPC TX.



Benefits with ADTECH

- Real time delivery and reporting
- One stop solution for display, video and mobile
- Dedicated 24/7 support
- Ongoing release cycle
- User friendly and easy to navigate

Business Challenge

To migrate four large IPC business groups onto the ADTECH server to improve consistency and campaign delivery for its advertisers.

Solution

ADTECH's Ad Serving Solution for Display, Video and Mobile

The Interview:

Lisa Charran, Advertising Operations Manager, IPC Southbank

Q. What was the set-up prior to working with ADTECH and why change?

ADTECH's ad serving solution was already the technology of choice for the IPC Inspire division, others were using Dart from DoubleClick. We took the decision to bring all ad serving and trafficking back in house and roll out ADTECH's system across all divisions to improve consistency and campaign delivery for our advertisers.

As well as the superb customer support ADTECH had provided in the past (and continue to do so), the technology within its ad serving solution enabled real time go-live campaign delivery which other products didn't provide. This was a critical feature we were looking for.

Q. How's it gone so far? Any benefits realised?

I'm responsible for the IPC Southbank division from a digital perspective and I'm pleased to say that roll-out has gone really well. We're doing lots of integrated advertising campaigns – so the ads need to work across magazines and online – for brand consistency purposes they need to blend seamlessly. ADTECH has really helped us to manage that process easily. We're able to upload, test and launch campaigns in real-time - with the added confidence that they'll look great from go-live.

ADTECH was actually the first ad server I'd ever worked on and after using many other different ones, I've now come full circle. It looks a bit different nowadays of course, but the basic premise is still the same – user friendly in terms of interface and easy to navigate. The layout is simple to follow and intuitive – if we do get error messages, they are clear, meaningful and easy to correct. Other ad servers I've used just provide numerical error messages which I would then have to note down, and then look up in the manual. It's such a huge time saving for me to be told instantly what the problem is.

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Lisa Charran
Advertising Operations Manager
IPC Southbank

Q. What other features do you like?

Well, it sounds shallow, but the colour scheme works well for us – it's easy to look at and kind on the eyes – we sit at the screens for hours so it's important to work with something that we like and minimises glare.

Uploading creative is also very quick to do – it automates a lot of the process – meaning we save time. Testing is straightforward and the reporting is the best I've ever seen on an ad server! We've had clients feed back to us that they like it and find the reports/charts easy to read. Our sales team have commented that the reports are simple to follow, yet meaningful.

My personal favourite is that everything is instant – changes happen immediately and that can make a huge difference for us and our advertisers.

Q. Does it require a lot of support internally and from ADTECH?

We have used the support to help with the migration and a few other occasions. Our experience has been excellent - they have come in to the office, sat down with us and we've gone through it together – a true collaborative approach. Documentation is sent as I need it and I get called back when I've put in a request. There's no difficult, slow to respond online-after-service. They are always available by telephone – the best support team I've ever worked with – and there's been a fair few!

Q. What are your plans now and moving forwards?

We're using the pre-roll function more and we have some great campaigns to get out in the run up to Christmas – it's a really exciting time for our division as we drive more traffic to our sites.

Q. What advice would you give someone looking for an ad server solution?

Look at what you want to get out of the technology. Speak to different vendors and find the best fit for you and your advertisers. Don't just look at the product, ask about the levels of support provided - really do your homework on what it actually entails.

Q. What do you think of ADTECH overall?

It was a good decision for our business to move to ADTECH. It's been a positive experience and it's nice to work with ADTECH again – still doing a great job, only now we can do even more!