



How Farm Journal is advancing digital operations with Naviga Ad

The Challenge

With Farm Journal's continued rapid growth, the standardization and simplification of its digital operations quickly became a necessity. A stilted system of manual data entry over countless excel sheets, often kept on individual hard drives, was creating duplicative work that hindered their digital advancement.

As they continued to expand, Farm Journal added new systems and vendors, however these tools were often isolated from each other. Courtney Yuskis, Farm Journal's VP of Digital Operations, was focused on addressing these inefficiencies. "We realized that none of our systems talked to each other," Yuskis explains, "Everything was being tracked manually by spreadsheets, and that causes pain, frustration, and delays."

Additionally, Farm Journal did not have an integrated CRM, which meant they had no automated sales funnel or ability to forecast ad demand.

These pain points were magnified throughout the company in ways that resulted in inefficiency, unaccountability, and waste. Many digital operations were outsourced and there were not clear SOPs.

Something had to change, so Farm Journal turned to Indigo Trigger, a company that specializes in consolidating technology for media companies. Through Indigo Trigger, Farm Journal began an evaluation of a number of different Lead-to-Cash platforms and ultimately selected the solution that would transfer their entire eco-system: Naviga Ad.



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What Farm Journal Hoped to Achieve

Farm Journal was in need of a solution that would improve integration and transparency across the company. They were seeking a solution that would enable them to end reliance on outsourcing for digital operations, improve automation, streamline operations, integrate with legacy systems, and simplify the overall tech stack.

“The more standardization and simplification we can bring to the entire company,” explains Yuskis, “the more efficient, profitable, and client-centric we will be.”

Why They Chose Naviga

After a system evaluation of 3 different platforms, the Farm Journal team selected Naviga Ad because it offers a full lead-to-cash solution that would align the entire operation with one system of record. Yuskis saw how the end-to-end solution would make sense for a company like Farm Journal. The demo showed her exactly how Naviga’s features would help bridge the gap their disparate systems had created.

“Having a demonstration of how the platform would actually address Farm Journal’s specific needs sent Naviga straight to the top of the list” says Yuskis.

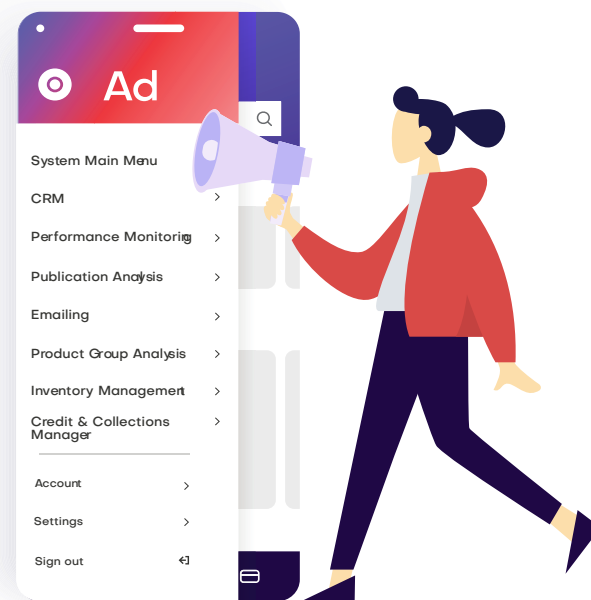
Naviga Ad gave Farm Journal a solution that included:

- ▶ A built-in CRM to connect the dots from pre-sale to post-sale
- ▶ Tactical proposal building within the system that aligned with real-time products, pricing, and availability
- ▶ Google Ad Manager (GAM) integration to replace the old copy-and-paste workflow
- ▶ Customer Insights that provide a quick view of spend-levels and new sales opportunities
- ▶ Media Radar integration to reveals what competitors are actually selling

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Outcome

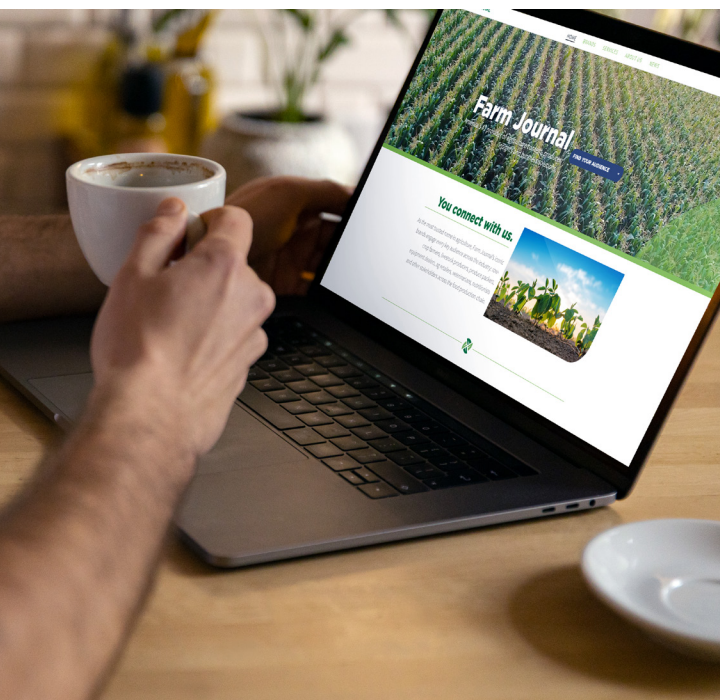
“This is an entirely different way for us to run our business,” says Yuskis, and it’s helping solve the digital operations problems that were once “completely manual.”

Naviga is now the primary platform for sales tracking, pipeline development, order entry, and billing for all of Farm Journal’s titles. It’s the epicenter for the entire revenue funnel. Many of the tools it offers weren’t available in the tech stack Farm Journal had in place before. On launch, the new CRM identified a funnel of 531 known sales opportunities — Farm Journal’s old system didn’t have a funnel, let alone the ability to surface new sales opportunities from the CRM.

“It’s been pretty phenomenal to look back at everything [from the old tech stack] we’ve been able to reallocate, sunset, or bring in-house,” says Yuskis. “We’ve deprecated — I’m not exaggerating — hundreds of spreadsheets.”

Now, Farm Journal has the systems in place to support functions that were happening ad-hoc before, including:

- ▶ Multi-platform inventory management
- ▶ Pipeline development
- ▶ GAM integration for more efficient order entry
- ▶ Tracking profitability
- ▶ Developing new ad programs and understanding profitability before they are sold
- ▶ And more!



MIGRATION GOALS

- ▶ Improve systems integration and transparency
- ▶ Eliminate the need to outsource digital operations
- ▶ Enhance automation and efficiency
- ▶ Streamline operations and communication
- ▶ Integrate with legacy systems
- ▶ Simplify overall tech stack

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The new CRM immediately identified a funnel of 531 known sales opportunities.

Most importantly, Naviga is helping Farm Journal overcome institutional inertia and embrace digital transformation.

“Now you are breaking habits, you are changing process, and, ultimately, we’re using this to change our entire culture,” says Yuskis. And changing culture is what the new age of digital publishing is really about.

About Farm Journal

Farm Journal is the nation’s leading business information and media company serving the agricultural market. Started 145 years ago with the preeminent Farm Journal magazine, the company serves the row crop, livestock, produce and retail sectors through branded websites, eNewsletters and phone apps; business magazines; live events including conferences, seminars and tradeshow; nationally broadcasted television and radio programs; a robust mobile-text-marketing business; and an array of data-driven, paid information products. Farm Journal also is the majority shareholder of the online equipment marketplace, Machinery Pete LLC. In 2010, the company established the non-profit, public charity, Farm Journal Foundation, dedicated to sustaining agriculture’s ability to meet the vital needs of a growing population through education and empowerment.



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