



Case Study: The Philadelphia Inquirer

How Naviga Ad helped The Philadelphia Inquirer bring its print and digital advertising systems under one lead-to-cash cloud portal that's simple to maintain and easy to integrate with other systems.

The Challenge

The Philadelphia Inquirer is the paper of record in Philadelphia, Pennsylvania, where it publishes a full slate of print and digital news products. The systems serving these publications and ads, however, were badly in need of alignment.

"Our digital products were not connected at all," said Beth Robertson, Director Revenue Operations, The Philadelphia Inquirer. "We were duplicating entries across systems to get ads ordered and billed, therefore creating an increased probability of margin or error."

The Inquirer's entire advertising and sales management system was set up on databases that were managed in-house across disparate platforms. They had to replicate data and workflows to sync up the different systems to insure orders were being reconciled between the order, Google Ad Manager and billing.

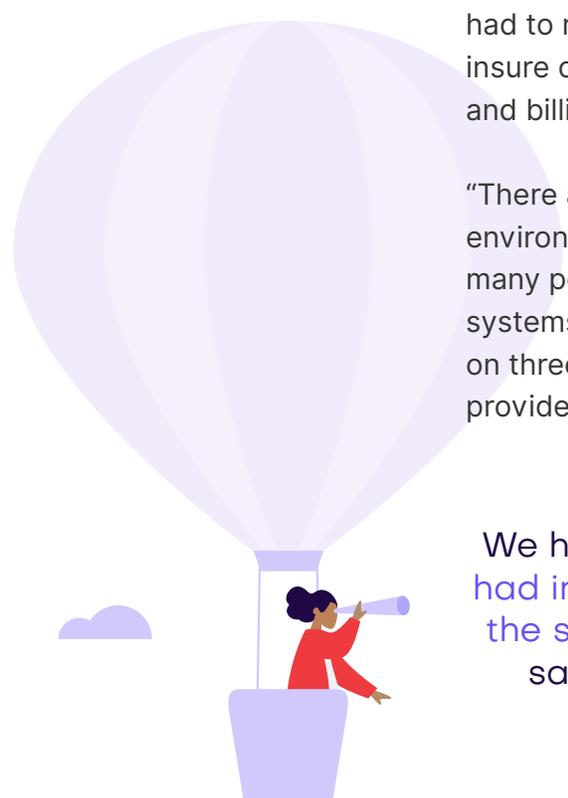
"There are so many complexities involved in supporting that type of environment," said George Kurtas, CIO of The Philadelphia Inquirer, "So many people had to get involved when there was an issue. To support those systems, we had to maintain three different versions of the applications, on three different platforms, so we could do troubleshooting on one, and provide for a fail-over in the event of a problem."

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We have a full view of the sales cycle. Before Naviga Ad, we had information in different systems and translation between the systems was necessary. Now, we have everybody in the same view of the world talking about it the same way.”

Deanna Fox

SVP of Sales, The Philadelphia Inquirer



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Making matters worse, Robertson said The Inquirer “previously received our reporting data on a weekly basis.” It was nearly impossible to get a complete view of the sales cycle. Sales teams did not have access to Advertiser data from the road since information was stored on legacy servers instead of a cloud based platform.

What The Philadelphia Inquirer hoped to achieve

The Inquirer was looking to modernize and unify its advertising and sales infrastructure, including the data warehouse that served information for reporting. The project team wanted to have a unified platform where one login would let them access all the systems and data they needed. They also wanted an open system that could be accessed with simple APIs to allow easy integration with other systems. And finally, they needed to gain real visibility into the sales cycle, performance metrics, and advertising workflows.

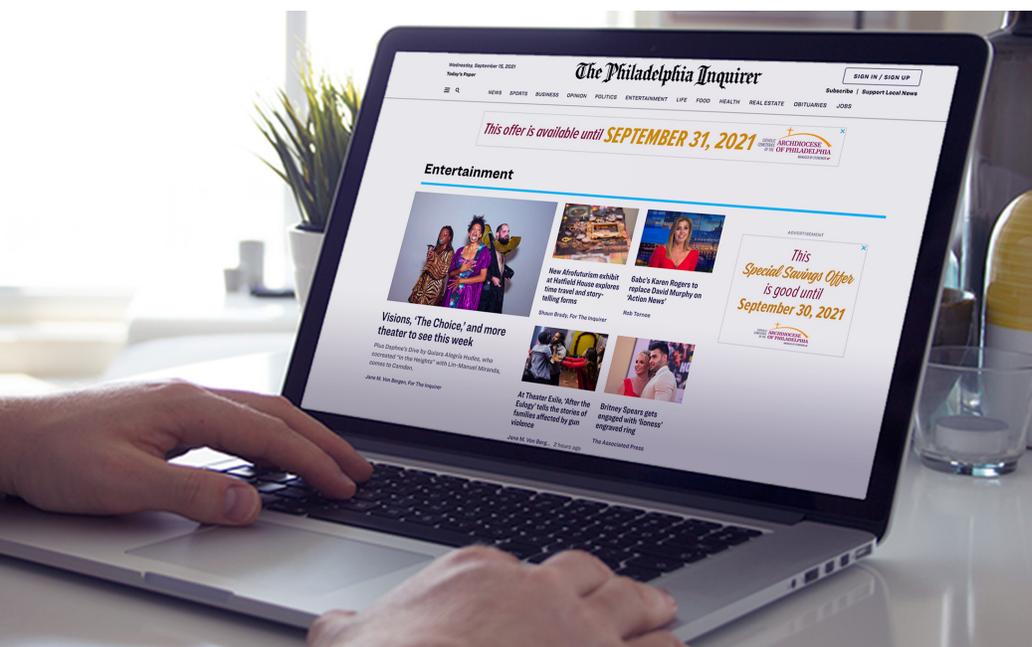
Satisfying those needs would require a deeper technical transformation. “From an infrastructure perspective, we were looking to get out of our own hosted environment, replace the legacy hardware, and leverage the benefits of cloud architecture,” said Kurtas, “being in a more flexible environment, having APIs to work with, would allow us to improve processes.”

Why They Chose Naviga

Naviga Ad offered a unified system to manage the entire print and digital advertising workflow from opportunity to cash.

“There’s not a lot out there that provides a comprehensive system for newspaper and digital advertising,” said Robertson.

Naviga Ad offers a rich feature set, multi-component flexibility, and unparalleled third-party compatibility.



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Beth Robertson
Director Revenue Operations,
The Philadelphia Inquirer

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“Naviga Ad has a feature called Interface Link that’s a nice integration tool that all the interfaces come into,” explained Ann Hughes, Strategic Project Manager, The Philadelphia Inquirer. “It offers the ability to log into one place to manage and consolidate tools that all previously existed independently outside of the system.”

Naviga enables them to manage everything with one portal and one login. If a new system needed to be added into the Naviga ecosystem, they were able to easily create an integration for it. Said Robertson, “Knowing that they were going to be able to push the product forward continuously was also a really good sign of the product.”

But beyond the platform, Naviga offered a team with expertise in publishing technology that could work with The Philadelphia Inquirer through its migration and over any obstacles that came up.

“There were benefits with the Naviga team having experience with the system we were leaving of and the system we were going to,” said Deanna Fox, SVP of Sales, The Philadelphia Inquirer. “That was a big plus.”



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4 PROBLEMS NAVIGA AD FIXED FOR THE PHILADELPHIA INQUIRER

- ✓ Ad entry needed to be replicated manually between multiple systems, each with different logins, increasing the chance for typos and errors
- ✓ Systems ran in-house on legacy hardware that was becoming impossible to maintain
- ✓ All system troubleshooting was being done in-house with limited resources
- ✓ There was broken visibility into the sales cycle and performance data

Result: Naviga replaced multiple systems with one, integrated system that is cloud-based and open for easy API integrations. Upgrades now adhere to a more scheduled, reduced time-frame structure. Based on Naviga Ad improvements, the Inquirer’s staff can focus on workflows instead of working around system disparities.

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Outcome

“It’s all different,” said Fox. “What we have now that we didn’t have prior to Naviga Ad is full visibility into the business.” Moving to Naviga Ad put all of The Inquirer’s advertising and sales systems in one integrated, cloud-based platform maintained and updated by Naviga. All of their data is now in one system, from CRM to order entry to billing to sales rep performance. It’s easily accessible and updated in real-time.

“Anything that’s ordered or entered, we can actually see,” in real-time, said Robertson. “That’s a huge enhancement. All of our advertising data is in a consolidated system instead of four or five systems that didn’t talk to each other at all.”

“Just to get an ad in to be billed and then get it into GAM (Google Ad Manager) and then actually creating the IOs, those were three pieces that are gone,” said Robertson. “It’s all one flow now.”

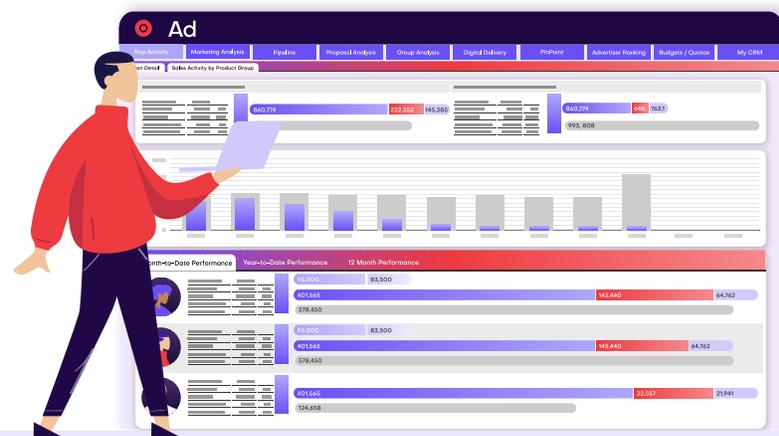
Naviga’s two-way integration with GAM also allowed The Inquirer to capture ad serving metrics, offering insights on ad performance directly within Naviga Ad. From ad sale to insertion to reporting, Naviga Ad provides complete, one-stop visibility into your full advertising ecosystem.

Naviga even partnered with The Inquirer for a new integration to AdCellerant. “ We have a partnership with AdCellerant, who have their own digital marketing system that we manually entered data into. We wanted to make sure we could order and push into that system, and then pull data back from that system for billing and performance,” said Fox. “The Naviga team helped us and worked with AdCellerant to build an integration for that functionality.”

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Being cloud based allows our remote workforce to continue to drive productivity and delivers an immediacy to their data that we could not previously provide. Everyone who needs to can access the platform, wherever and whenever they need to.”

George Kurtas
CIO, The Philadelphia Inquirer



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When it comes to the underlying IT, “our upgrade cycle has totally changed,” Kurtas said. “In the past, software upgrades were time consuming, complex and resource heavy.” Now, Naviga makes upgrades less time-consuming, and that allows The Inquirer’s valuable personnel to focus on their work instead of system support.

With these new systems in place, The Philadelphia Inquirer is now working with its employees to embrace the new system and workflows. That includes contacting Naviga to leverage the system support that comes with all of our products, so internal IT staff can spend their time on more valuable projects that will move the company forward.

The Philadelphia Inquirer

Since 1829, The Philadelphia Inquirer has been “asking on behalf of the people” by providing essential journalism for the diverse communities of the Philadelphia region. The Inquirer, a for-profit public benefit corporation owned by the non-profit Lenfest Institute, produces Pulitzer Prize-winning journalism that changes lives and leads to lasting reforms. Its multiple brand platforms — including newspapers, Inquirer.com, e-Editions, apps, newsletters, and live events — reach a growing audience of more than 10 million people a month.

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