

Fairfax Media New Zealand connects with millions.

Leading media company uses Adobe Marketing Cloud to connect millions of readers with news and ads that resonate.



"Adobe Marketing Cloud delivers integrated tools that support our end-to-end marketing efforts, helping us manage data, analyze it for insights, and produce effective marketing."

*Grant Torrie, Audience Growth Manager,
Fairfax Media New Zealand*



SOLUTION

Adobe Campaign, Adobe Analytics, Adobe Audience Manager, and Adobe Experience Manager solutions within Adobe Marketing Cloud

RESULTS



REVENUE STREAMS

Increased advertising revenue by connecting advertisers with targeted and relevant audiences



MARKETING OVERVIEW

Consolidated cross-channel online and offline customer and marketing data into one location to gain a more accurate view of customers



INCREASED TRAFFIC

Grew flagship website Stuff.co.nz to the third-largest website in New Zealand, using analytics to influence editorial decision making



SHARING INSIGHTS

Shared marketing insights across channels and brands easily by working on a single platform

Fairfax Media New Zealand

Established in 1854

Employees: 1600

Auckland, New Zealand

www.fairfaxmedia.co.nz

CHALLENGES

- Bring together siloed customer data to generate a more in-depth view of customers
- Manage customer profiles and marketing efficiently with a small team
- Leverage customer data and preferences to increase reach of websites

“Through the integrated Adobe Marketing Cloud solutions, we’re gaining a single view of our customers across platforms.”

*Fei Bian Goh, Senior Product Manager,
Fairfax Media New Zealand*

Informing and entertaining New Zealand

As one of the largest media companies in New Zealand, Fairfax Media New Zealand oversees dozens of newspapers, magazines, and digital properties that reach millions of New Zealanders across channels and devices. While print properties remain important, the audiences for online and mobile channels continue to grow. The company’s flagship news and entertainment website, Stuff.co.nz, is the third-largest website in New Zealand behind only Facebook and Google.

“Digital properties like Stuff.co.nz are the future of the company,” says Fei Bian Goh, Senior Product Manager at Fairfax Media New Zealand. “We see a lot of potential for growth, both in terms of audiences and revenue. By understanding what our customers want to see, we can make better editorial decisions that increase readership and better advertising decisions that increase revenue for the company and our advertisers.”

As a diverse company, Fairfax Media has data on many types of customers, often across multiple brands and media. While this provides Fairfax Media marketers with a broad customer base to work with, it also makes it more difficult to bring all of the information together and discover actionable insights.

“Our existing customer data was siloed into four separate marketing automation solutions,” says Grant Torrie, Audience Growth Manager. “We needed a cross-channel solution that could take our marketing to the next level. Adobe Marketing Cloud delivers integrated tools that support our end-to-end marketing efforts, helping us manage data, analyze it for insights, and produce effective marketing.”

Delivering relevant marketing

Working with Adobe business partner DT Digital, Fairfax Media consolidated marketing efforts on Adobe Marketing Cloud, integrating Adobe Campaign, Adobe Analytics, Adobe Experience Manager, and Adobe Audience Manager for a rounded marketing experience.

Adobe Campaign now serves as the central hub for all marketing campaigns, from email and SMS to direct-mail marketing campaigns. Campaign brings together online and offline data, allowing Fairfax marketers to create a rounded view of customers. Marketers can then use these profiles to discover trends and engage readers by suggesting other magazines, articles, or apps that they may find interesting.

“We run a lean campaign and marketing team. With analytic and technical support from DT Digital and Adobe, we can focus our internal resources on generating offers, driving traffic, and creating an excellent customer experience across channels,” says Kirsten Hall, Campaign Executive, Fairfax Media New Zealand.

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Campaign, Adobe Analytics, Adobe Audience Manager, and Adobe Experience Manager solutions. Capabilities used include:
 - Campaign management
 - Integrated customer profile
 - Personalized targeting
 - Cross-channel execution
 - Marketing reports and analytics
 - Identity management
 - Assets

By centralizing campaigns across brands and channels through Adobe Campaign, marketers can send readers only the most relevant news and offers, reducing the amount of printed mail and email sent to customers. Rather than three different brands each sending customers similar content, Fairfax Media can consolidate the message into one email, reducing spam and encouraging better response from customers.

Insights through analysis

With marketing campaigns centralized on Adobe Campaign, the next step for Fairfax Media is to fully integrate the campaigns with the Adobe Analytics and Adobe Audience Manager solutions. Fairfax Media began using Adobe Analytics several years ago to understand traffic on its websites. By looking at what types of content resonate with readers, editorial staff use analytics to drive decision making. With the help of Adobe Analytics, Stuff.co.nz grew from the 10th largest web property in New Zealand to the giant that it is today.

Through Adobe Audience Manager, Fairfax Media is developing behavior advertising models and optimizing advertisements for different types of customers. By effectively targeting readers with a personalized selection of advertisements, Fairfax Media can encourage greater click-through and conversion rates for advertisers and increase ad revenue on digital properties.

With Adobe Campaign, Analytics, and Audience Manager working together, marketers can gain greater insight into how well marketing campaigns and advertisements are performing with readers. "Adobe Analytics is the core positioning tool for our digital advertising," says Goh. "The data we gain from analytics gives us a competitive edge because we understand our audience better and can structure our operations to better reach our readers."

Bringing marketing under one umbrella

Consolidating marketing efforts brings Fairfax Media significant cost savings. Rather than working with multiple siloed solutions, the company now only needs licenses and support for a single platform. Marketers can share information and perspectives more easily, allowing Fairfax Media to gain a company-wide view of marketing efforts and optimize marketing budget.

"Through the integrated Adobe Marketing Cloud solutions, we're gaining a single view of our customers across platforms," says Goh. "By focusing our marketing energy in one direction, we can create compelling promotions to engage better with our audiences and deliver better experiences for both readers and advertisers."

For more information

www.adobe.com/marketing-cloud.html



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com

Adobe and the Adobe logo are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. All other trademarks are the property of their respective owners.

© 2016 Adobe Systems Incorporated. All rights reserved.

3/16