



Impact Engine Powers The Everett Herald To A 50% Increase In Online Display Ad Revenue!

Challenge:

- The Daily Herald, a Washington Post Company newspaper, was challenged with limited technical resources for creating online display ads.
- With only one in-house designer with Flash expertise, the newspaper was looking for a solution to create dynamic ads in a cost-effective manner.
- The Herald wanted a solution that offered an easy and efficient way to create online ads, make content updates to live ads in a timely manner for the newspaper's long-term advertisers, and increase new online ad revenue.

Solution:

- The Herald sales team leveraged Impact Engine's extensive library of ad creative to generate multiple personalized spec ads for each client prior to sales calls.
- Sales representatives, accustomed to selling print ads, were able to think of new potential clients by logging into the Impact Engine gallery featuring hundreds of ads tailored for different industries.
- The Impact Engine advertiser self-service option enabled clients such as Dwayne Lane Automotive Center and Designer Furniture Warehouse to update their own content in real time - without ever having to republish new code into The Herald's ad server.

Results:

- Impact Engine increased The Herald's production of spec ads by 400% without the need for additional hiring or training.
- The production of special event sales ads and video ads for advertisers like the Everett Silvertips and Storybook Theater increased by 400%.
- By utilizing Impact Engine, The Herald's online profits skyrocketed, showing gains of 37% in 3rd quarter of 2008 and 50% in 4th quarter of 2008.

"In June of 2008, we began an effort to revitalize our Web Site's display ad program. An element of this project was to provide a new selection of creative ads designed to meet the needs of our retail advertisers. Impact Engine provided many of the templates for those ads and this overall push on display ads had great results!"

Kelly Hulin
Director of Marketing and Interactive Media, The Daily Herald