



## Marin Independent Journal uses Impact Engine to Create 90% of its Online Display Ads!

### Challenge:

- Marin Independent Journal did not have in-house resources for creating online display ads.
- They needed a simple solution that even the newspaper's non-technical design resources could employ.
- The newspaper did not have access to real-time campaign metrics for their advertiser, and had to manually generate reports for its advertisers once every month.

### Solution:

- Impact Engine enabled Marin Independent Journal to create dynamic online display ads without any technical knowledge of Flash.
- By creating self-service advertiser accounts, Marin Independent Journal's clients were able to log in and make content and creative updates to live ads in real-time.
- Marin Independent Journal advertisers, such as banks and hardware retailers, were able to directly manage, make real time ad updates, and see real time metrics for all of their ads from one, simple interface.

### Results:

- Marin Independent Journal now leverages Impact Engine to create 90% of all new online display ads for their clients.
- Thanks to the simplicity of Impact Engine's solution for online display ads, Marin Independent Journal now requires only two team members to design ads, publish them, and report metrics for all of its display ad clients.
- Marin Independent Journal now has many of its retail and financial advertisers clients making ad content updates themselves, increasing advertiser satisfaction and ROI.

*"Impact Engine has been such a vital tool to the Marin Independent Journal in terms of how we sell and manage online display ads. With this one program, we can build dynamic personalized spec ads for potential advertisers, edit live ads 'on-the-fly,' and get real-time reporting of the ad's performance."*

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