



## Monterey County Herald Reduces Online Display Ad Production Times From Days To Hours With Impact Engine!

### Challenge:

- Monterey County Herald had a limited amount of server hosting space, and a limited budget for hiring & training new staff to create online display ads.
- With only a five-member creative team, the newspaper was seeking an easy and efficient tool to enable the newspaper's sales team to create online spec ads and make quick edits to live ads.
- Transitioning to the Yahoo! APT serving system, Monterey County Herald needed a certified partner that met the new system's specifications and guidelines.
- The newspaper needed a solution for advertiser self-service for specific clients.

### Solution:

- The Monterey County Herald was able to shift 100% of their display ad hosting burden onto Impact Engine's robust infrastructure.
- In less than 20 minutes, the Monterey County Herald was able to train its non-technical sales team on how to create and edit spec ads for their advertisers.
- Impact Engine's Yahoo! certified ad creative ensured that deploying ads into the new APT platform would be seamless.
- Impact Engine enabled Monterey County Herald to support advertiser self-service content updates for specific advertisers, like JR Rouse Real Estate.

### Results:

- Impact Engine increased The Monterey County Herald's production of spec ads by 260% with no new hiring and minimal training.
- The Monterey County Herald's turnaround time for display ad production and updates decreased from days to mere hours with Impact Engine.
- The simplicity of creating and editing spec ads within Impact Engine eliminated almost all customer sales objections, as the sales team was able to react and make real-time ad edits during client meetings.

*"Impact Engine offers rich, dynamic ads that are incredibly easy to use. The online library offers a variety of industry templates which get our client's creative juices flowing. Our clients can visualize what their ads will look online, enabling the sales reps to close the deal."*

**Steve Bennett**  
Advertising Manager, Monterey County Herald