



SIoux CITY Journal.com

Sioux City Journal Cuts Display Ad Production Costs and Creation Time by 44%!

Challenge:

- Sioux City Journal's primary challenge was to efficiently sell online display ads to advertisers with smaller online advertising budgets than traditionally seen in print advertisement.
- Sioux City Journal had limited internal Flash design resources, and had trouble keeping up with demand for new ad creative.
- Getting ads from initial production to live publication on their website was a daunting nine-step process that took up to two weeks to complete.

Solution:

- Impact Engine revitalized Sioux City Journal's display ad sales by enabling their sales team to generate dynamic spec ads prior to sales calls - without any technical knowledge of Flash.
- By creating personalized spec ads for each advertiser and editing them in real-time during the sales call, closing rates dramatically increased.
- Impact Engine's online advertising operations support solution simplified the initial nine-step creation, publishing, and updating process into an easy, four-step system, completely bypassing the ad services department and leveraging non-technical resources.

Results:

- By using Impact Engine, Sioux City Journal's advertising representatives were able to decrease the publishing process time by 44%.
- As a result of showcasing Impact Engine's high-end ad creative and real-time ad editing capabilities, Sioux City Journal anticipates an increase in the online spend of Lexus of Omaha, one of their largest advertisers, of 300%.

"Impact Engine has been key to the success of our online product, allowing us to provide state-of-the-art advertising solutions to our customers."

Rachel Porter
Online Sales Manager, Sioux City Journal