



St. Tammany News Doubles Its Online Advertising Revenue Using Impact Engine!

Challenge:

- After a revamp of the newspaper's website, St. Tammany News decided to include online display ads on the site, but did not have in-house resources for online display ad creation.
- St. Tammany News was searching for a solution that offered an easy and efficient way to create online display ads and to increase new online advertising revenue.

Solution:

- Impact Engine enabled St. Tammany News to create dynamic online display ads without any technical knowledge of Flash.
- Impact Engine empowered the St. Tammany News design team to make changes and modifications to live online display ads in real-time, which was of great interest to the newspaper's print advertising clients.
- Thanks to the simplicity of Impact Engine's solution for online display ads, St. Tammany News now requires only one team member to design, sell, and publish online display ads.

Results:

- Since leveraging the Impact Engine platform, St. Tammany News increased its online advertising revenue by 100%.
- By using an Impact Engine ad template, Tiki Tubing company, a St. Tammany News advertiser, registered three times the national average for click-thru's.
- The Impact Engine's extensive ad library contributed to increased client satisfaction and closing rates, as St. Tammany News' clients were able to choose from hundreds of dynamic ad templates.

"Impact Engine has helped double our online ad revenue by providing hundreds of ad templates to choose from and by making the ad customization process easy as 1-2-3. Impact Engine is perfect for cutting personnel and training costs with its user-friendly ad interface and friendly customer support."

Chad Ruiz
Internet Advertising Representative, St. Tammany News