

Print House Schwäbischer Verlag GmbH & Co. KG: Efficiently plan your advertising strategies

Print house deploys PTV geomangement tool

Two thirds of the daily newspaper's revenue come from advertising. One third comes from sales. Of course this means it is especially important for the print house Schwäbischer Verlag in Leutkirch, Germany, to please its advertising customers. To achieve this goal, exact target group planning for the inserts in the German daily is essential. Since the inserts target area differs depending on the customer, an efficient software solution can provide valuable help for effective planning, analysis, optimisation and delivery of the target areas. Since 2004, the print house has been deploying the geomangement solution PTV Map&Market.

Customer: **Print House Schwäbischer Verlag GmbH & Co. KG.**, Leutkirch, Germany. Print house with a broad spectrum of media and information services. Flagship media: German daily newspaper, circulation of 190,000 copies, largest subscription newspaper in Baden-Wuerttemberg. Circulation area from Ellwangen in the North to Lindau in the South, and from Tuttlingen in the West to Leutkirch in the East.

Challenge: professional map display and strategic planning for insert delivery

Solution: geographical planning system PTV Map&Market with its new feature "Area Maker"

Planning, analysis and optimisation of target areas – easily done well

Today Hans-Jörg Apfelbacher, Manger of Insert Media, uses the geographical planning system on a daily basis: "Before the software was implemented it was really difficult to clearly present all the possibilities to the customer, since there are so many options available for the delivery to individual areas. It now only takes a few mouse-clicks, using the geomangement tool by PTV." Moreover, Apfelbacher and the insert media team can show their customers which areas should best be covered, according to detailed socio-demographic data, as the income structure and buying power of the households.

"Use of the software actually starts before customer consulting. We also use the system to canvass new customers", says the Insert Media Manager. "If we know where the company is located, we can submit

an offer for its relevant distribution areas – for instance based on the distance of the households from the advertiser."



Employees of the print house further use additional functions. When all the information is displayed visually on the map, they can gain an overview of the distribution areas. These are customer-tailored, since the customer can choose between all areas, or combine individually selected ones to create his personal distribution area. The software also serves as the basis for planning individual trips for the deliverers.

In order to display the distribution areas per customer down to house number level, the print house uses the new "Area Maker" feature. Using this function, areas can be generated based on subscriber addresses – independent of any predefined borders, as postcodes or boroughs – employees and advertisers can clearly identify the impacts of their print media campaigns.

Other business segments profit

Since the beginning of 2006, the print house also uses their software solution for planning sales force territories and sales calls. And for the weekly newspaper INFO, another product of the print house Schwäbischer Verlag, the unloading sites for the deliverers are now geographically planned.