

# Panorama Case Study

## Erie Times-News

### Background:

With a circulation of over 70,000, the Erie Times-News is based in Erie, PA and is owned by Times Publishing Company.

In the last 3 months of 2005, the Erie (PA) Times-News generated more than \$500,000 in incremental advertising sales.

### Challenge:

- ▶ “Do not call lists” negatively impacting circulation
- ▶ Lack of visibility into sales performance – inability to properly analyze single copy sales, subscription “no pays”, customer retention and other information
- ▶ Productivity suffering from managers spending too much time looking for information

### Solution:

- ▶ Budget and track sales results for advertisers and compare to budget on daily, weekly and/or monthly basis
- ▶ Track financial performance of circulation and advertising highlighting budget variances
- ▶ View customer retention by sales channel, subscription offer and other characteristics
- ▶ Quickly analyze customer information like new subscriptions, customer defections, complaints, renewals, etc.

### Results:

- ▶ Improved ability to highlight the value of the newspapers readers to advertisers
- ▶ Expecting an additional \$1 million in advertising revenue during 2006
- ▶ Non-pay subscriptions declined and single copy sales increased  
Advertising and circulation managers make better and more profitable decisions